



City of Mississauga

Anti-Litter Campaign



Even a little litter's a lot...



LitterNot Volunteer Cleanup Program

Adopt a street, park or watercourse

- › two-year commitment
- › minimum of three cleanups per year
- › training, safety equipment, garbage bags and garbage pickup provided by City
- › groups receive a sign at their location and a certificate of recognition from the Mayor

Public Awareness Campaign



Environics Survey Results

- › Are you very, somewhat, not very, or not at all concerned about litter in Mississauga?
 - › Very concerned 54%
 - › Somewhat concerned 29%
 - › Not very concerned 9%
 - › Not at all concerned 6%
 - › DK/NA 2%

Environics Survey Results Cont.

- › Which of the following do you think would be the better way for the City to reduce litter in Mississauga?

- › Increased enforcement of current laws 46%
- › Expansion of public awareness programs 44%
- › Both equally 5%
- › No need of either 1%
- › Increase garbage collection services 1%
- › DK/NA 3%



**The Bug is back to remind
you to "Stash your trash!"**



Newspaper Ad

to eradicate litter
recognize that this is
out of control.

is key. Let's clean
ward keeping litter
number of ways to join
keep your garbage
place to dispose
includes cigarette
chemicals and take up

our recycling boxes
own around the
about litter "hot spots"
clean-up in
drive-through restau-
posable packaging is
dropped outside the
throughout our community.
garbage with us until
ongoing education and



**Don't be a
LitterBug!**

**The Bug is back to remind
you to "Stash your trash!"**

 City of
MISSISSAUGA

Join in Mississauga's
from our City. We all
a serious issue that's

Establishing litter
up what we have
out of our City. There
in the battle against
with you until you
of it. Remember that
butts that contain
to five years to degra

Secure garbage and
to prevent them from
neighbourhood. Let
in our ward or inadeq
commercial areas. Fas
are of particular conc
thrown out of car win
premises to be scatter
Making a habit of kee
we find a trash can w



Stickers and Litter Bags



Littering By-law Enforcement



RATHBURN

**\$305
Littering
Fine
Enforced**

Keep your trash
or leave your car.



Stash Your Trash or Lose Your Cash



\$305 Littering Fine Enforced*

For more information on Mississauga's anti-litter initiative or to report a littering violation, see www.mississauga.ca/litterbug. A conviction on a littering charge is punishable by a fine up to \$5,000. Help us keep Mississauga clean.



* The Corporation of The City of Mississauga By-law 212-82, as amended



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you to "Stash your trash!"**



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Welcome

Mississauga would like to eradicate litter from its streets and open areas. The City has an established LitterNot program that registers community and business groups to adopt specific areas of the city to clean-up, but it is necessary to get to the source of the problem - the people who litter in the first place. That means changing attitudes and creating a "litter consciousness."

The reason most community litter control efforts fail is because people want instant results and put their effort into cleaning up, but this does not change the behaviour that leads to litter. To help fight with war against litter, Mississauga has enlisted a well-known character from the past - the Litterbug. The Litterbug, that we remember from the '60s and '70s has been reborn. The bug is back to remind us to stash our trash. Don't be a Litterbug!

The City of Mississauga is thrilled to have [Jerome Williams](#) as its anti-litter spokesperson. The Slam Dunk Your Junk campaign was recently launched with the Junkyard Dog and Mayor McCallion.

- [Campaign News Release](#)
- [Event Images](#)

Message from the Mayor

Everyone who grew up in the 60s and 70s remembers the Litterbug. That garbage-spewing insect was always there to remind us to put our trash in garbage cans - not on sidewalks, streets, parking lots, grounds or anywhere else where it doesn't belong.

Nowadays, with quick-service, drive-through restaurants proliferating our cities and a society that spends, eats, conducts business, and socializes in our vehicles, litter is becoming more and more prevalent at highway off-ramps and plaza parking lots. With building and development racing at high-pitch levels, materials are blown from construction sites into neighbouring communities.



During my travels to Japan, I noticed how spotless the cities were, with no public garbage cans in sight. I later discovered that residents routinely carry litter bags to bring garbage home with them. Here, some people think nothing of throwing garbage out of car windows. Smokers drop their butts as if this is an accepted norm and pedestrians litter in the streets if they can't find a convenient garbage receptacle. Whether we call it apathy, indifference or just plain laziness, we have a serious problem.

Are we going to sit back and allow these Litterbugs to destroy our cities? Few things diminish the beauty of a community more than scattered garbage. And sadly, it's not just the destruction of a community's beauty at stake. Litter impacts property values; invites theft and damage; creates a breeding ground for fire and disease; injures pets; impacts vehicle insurance rates; creates safety hazards, and costs money to control.

Surprisingly, many people are so used to litter that they don't even notice it. Fighting litter is a full-time job which requires each of us to play an important role. Make it your job to create litter consciousness in your community.

Hazel McCallion
Mayor of Mississauga

Web Reporting Form

Incident Location & Time	
Incident Date:	<input type="text"/> Time: <input type="text"/> a.m. <input type="radio"/> p.m. <input type="radio"/>
Location:	<input type="text"/>
Any landmark or exit number to help identify the location: <input type="text"/>	
Vehicle & Violator Descriptions	
The violator was the: Driver <input type="radio"/> Passenger <input type="radio"/>	
Physical description of the violator:	Male <input type="radio"/> Female <input type="radio"/>
Age <input type="text"/> Hair Colour <input type="text"/>	
Auto <input type="radio"/> Truck <input type="radio"/> Other <input type="text"/>	
License Plate Number: <input type="text"/>	Province: <input type="text" value="Select a Province"/>
Vehicle Colour: <input type="text"/>	Make Model: <input type="text"/>
Incident Details:	
Type of litter or materials observed and details of incident: <input type="text"/>	
Incident Report By:	
<i>You must complete this section in its entirety before the form can be processed. Your name will be kept confidential and not disclosed:</i>	
Name:	<input type="text"/>
Address:	<input type="text"/>
City:	<input type="text"/> Postal Code: <input type="text"/>
Phone Number:	<input type="text"/>
Email Address:	<input type="text"/>

Anti-Litter Public Awareness Campaign

- › Introduction: Don't be a Litterbug
- › General ad campaign: The bug is back to remind you to Stash Your Trash
- › Enforcement campaign: \$305 Littering Fine Enforced. Stash your trash or lose your cash

Anti-Litter Public Awareness Campaign Cont.

- › Education campaign directed at children
- › Awareness campaign directed at youth/teens

**JUNK
YARD
DOG
SAYS
"SLAM
DUNK
YOUR
JUNK!"**



**Shoot
for the
right
hoop!**

**Remember
to dispose of
garbage
and
recyclables
in the
proper
containers**

James Williams, #32
NBA Superstar



www.environment.ca/litterbug

Theatre Screen Ad and Bus Tail





**JUNK
YARD
DOG
SAYS
"SLAM
DUNK
YOUR
JUNK"**

VIA COM

JYD

Shoot
for the
right
hoop!

Remember to always use proper
technique to the
proper
equipment.



Recording Radio Commercial



Anti-Litter Awareness in Schools

**JUNK
YARD
DOG
SAYS
"SLAM
DUNK
YOUR
JUNK!"**



Jerome Williams is the founder of the JYD Project which motivates youth to excel!

Pledge Not to Litter

*and Win a Time-Out at
your school with Toronto
Raptor, Jerome Williams!*

- I pledge not to be a Litterbug.
- I pledge to tell my family not to litter.
- I pledge to tell my friends not to litter.
- I pledge to put litter in its proper place.

Name: _____

Address: _____

Phone: _____

Email: _____

School: _____

Date: _____

Anyone can enter! Spread the anti-litter message!

Ask your family and friends to make an anti-litter pledge and help your school win a visit from Jerome Williams!

Contest runs from **October 18 to November 14, 2013** and is open to Mississauga students, their families and friends.

Blank forms may be copied for distribution and completion. Forms are also available at mississauga.ca/litterbug

To be eligible to win, your school must register as a "Pledge Not to Litter Participant" by calling 905-815-4652 or e-mailing amshah@mississauga.ca with school name, contact person and phone number.

Each person completing a pledge form is eligible to win an individual draw prize (compliments of The Porters, Loblaws, McDonald's, The Fish, Square One, and Erin Mills Town Centre). One entry per person. Forms may be collected and mailed together by the school, or be sent individually. Send completed forms to:

"Pledge Not to Litter Challenge"
Communications Division, The City of Mississauga
300 City Centre Drive, Mississauga, ON L5R 3E2

or fax to 905-815-3078
or submit online at
www.mississauga.ca/litterbug

Pledges must be received by the City of Mississauga by November 17, 2013. Names of all participating Mississauga schools will be entered in a draw to take place on November 28, 2013. The City of Mississauga will make arrangements for Jerome Williams' visit directly with the winning school. Individual draw winners will be notified by phone after November 18, 2013.







Mayor Hazel McCallion and
NBA Superstar Jerome Williams

want you to

"SLAM DUNK YOUR JUNK!"



Join Mayor
McCallion and
basketball's
Junkyard Dog
to launch
Mississauga's
Anti-Litter
campaign and
make the pledge
not to litter.



Also featuring

- Herbie Kuhn,
voice of the
Toronto Raptors
- the JYD mascot
- FLOW 93.5's
Team Flow
- Philip Pocock
Pirates
Cheerleaders
- Contests
- Posters

FREE Parking
BATHING BEACH, CIVIC
CENTRE'S GREAT HALL

Thursday, April 24, 3 p.m.
Mississauga Civic Centre
Civic Square
300 City Centre Drive

www.mississauga.ca/litterbug



Anti-Litter Launch/News Conference



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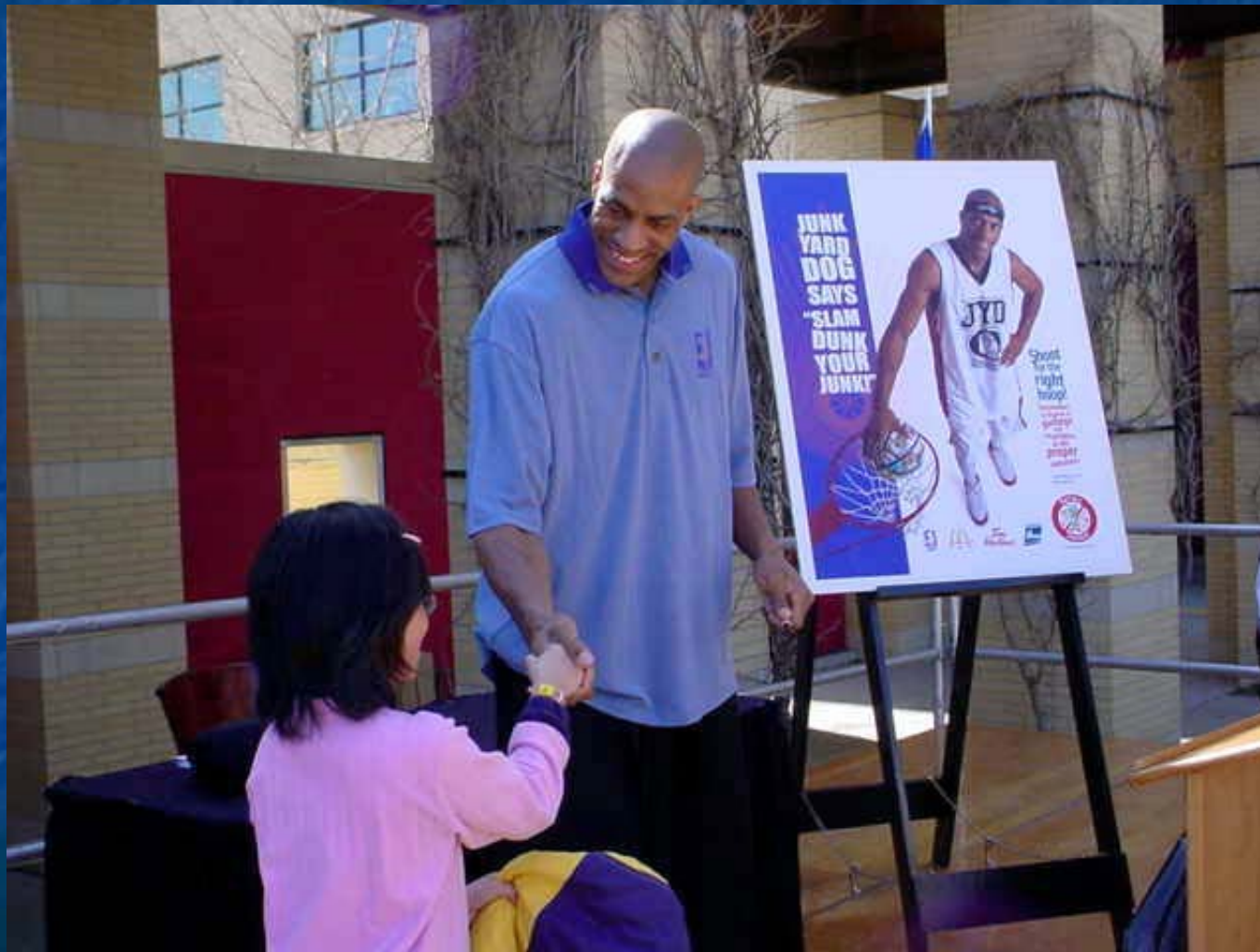
Anti-Litter Launch/News Conference



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Anti-Litter Launch/News Conference



Litterbug Municipal Partners

Ajax

Aurora

Burlington

Caledon

Clarington

East Gwillimbury

Georgina

Guelph

Halton Hills

Hamilton

King

Kitchener

London

Markham

Milton

Mississauga

Newmarket

Oakville

Peterborough

Richmond Hill

Scugog

St. Catharines

Vaughan

Whitchurch-
Stouffville

