

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

September 29, 2013

Toronto ponders expansion of smoking bans in public places

A medical officer's proposal to ban smoking at Toronto beaches, parks and outdoor patios may win approval Monday from the city's Board of Health. Litter prevention advocate Sheila White will be at the meeting asking members to deal with tobacco litter as part of any expanded smoke-free strategy. White says a report should look at tobacco litter and issues such as the provision of ashtrays, education and enforcement in tandem with the smoking ban. Otherwise the policy risks adding to the prolific amount of cigarette butts already littering city streets, White says.

Is there magic in Waltham Forest?

A precedent-setting local council in North East London won a landmark court ruling Sept. 20 and became the first county in England to successfully prosecute for spitting in public. Magistrates agreed with Waltham Forest that spitting is littering and dispensed several £300 fines. The decision supports a strict new bylaw and enforcement measures and takes a two-pronged poke at "litter louts".

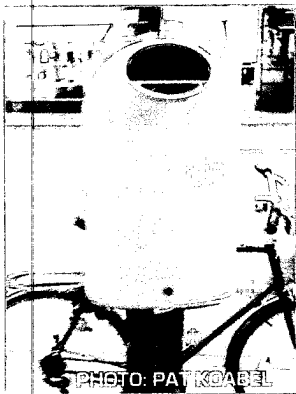


COOL BINS - At left, Changi Airport in Singapore boasts some of the world's most creative recycling bins. (Photo: Dr. Ross Healdren)

SINGAPORE is contemplating empowering private residential building managers to ticket for littering and steer the maximum \$200 fines into the building's fund.

HEADLINE LITTER GRABBERS (SEP 22 - 29)

Some of what made our News Reel this week litterpreventionprogram.com/news-reel.html



THIS BIN SAYS 'USE ME!'
Out to contain fast food litter McDonald's and German waste hauler BSR partnered to provide bins like this one (at left) in Berlin. Clean, visible and accessible bins invite more use. Take-away restaurants have a duty to address product litter.

Pictured at right, a Bob's burger

DID YOU KNOW?

Brazilian restaurant chain Bob's took a meaningful bite out of litter early in 2013 by serving its burgers in an edible paper wrapping during a special promotion. The company said no wrappers were tossed.

Anti-Littering Campaign starts Tuesday in Malaysia (9/27)

Teams will move through Subang Jaya neighbourhoods in coming weeks looking for litter infractions and issuing compound fines, using a Mobile Counter to tabulate findings.

Falkirk kids sing 'Pick It Up' and hit YouTube (9/24)

Falkirk Council's video equivalent to warm and fuzzy just hit YouTube. Cherubic students sing and pick up litter, hoping Scotland will 'pick up' on their musical message. Adorable.

Gull-proof bags are anything but (9/23)

Deemed a failure, those seagull-proof bags tested in Blankenberge, Belgium are definitely for the birds. Gulls rip through the substantial sacks with ease, a study concluded.

Ontario examines first industry steward plans (9/22)

Makers of batteries, paints & coatings, pesticides & solvents and non-alcoholic, non-dairy beverages are the first four Ontario industry groups to seek approval for doing their own recycling. Industry Steward Plans (ISP) are new to the province. The public has until December to comment on them.

EU launches marine litter consultations (9/27)

The European Union is poised to set its firm target for reducing marine litter and is open to feedback from the public until December 18. ENV-MARINE-LITTER-TARGET@ec.europa.eu

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

September 22, 2013

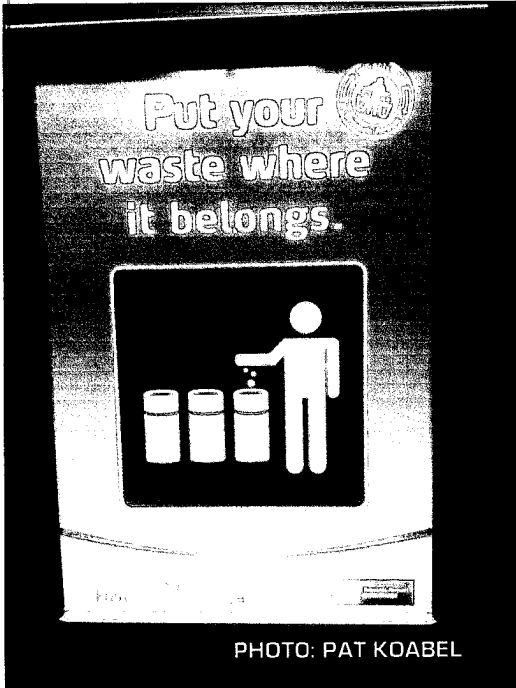


PHOTO: PAT KOABEL

"We sort at Brussels Airport," says logo on sign, above. Below, a big, bold, beautiful bin in Amsterdam stands out.



PHOTO: PAT KOABEL

Away-from-home recycling plan open for public comment

CANADIAN BEVERAGE MAKERS POISED TO INVEST IN LITTER PREVENTION IN ONTARIO

More recycling bins in more locations. Fewer littered cans, PET bottles and juice boxes. This is the gist of the Industry Steward Plan filed with Waste Diversion Ontario (WDO) by the Canadian Beverage Container Recycling Association. CBCRA has demonstrable success in Manitoba, where its "Recycle Everywhere" program for beverage containers is on track to divert 75 per cent of them from landfill within five years. (See www.cbcr-aacrcb.org) In the first two years Manitoba saw its diversion rate for containers go up by almost 25 per cent. *Litterland* strongly recommends the same industry-managed approach for Ontario. A noteworthy level of advertising and education promoting recycling and not littering is part of the proposed package. To help make it happen our readers can email a quick comment urging WDO to approve this plan. wdostakeholdercommunications@wdo.ca

HEADLINE LITTER GRABBERS (SEP 15 - 22)

Some of what made our News Reel this week litterpreventionprogram.com/news-reel.html

Great Canadian Shoreline Cleanup underway (9/21)

Heavyweight sponsors and a legion of volunteers join forces for the 20th annual clean up of Canada's coastlines over the coming week. Find details at www.shorelinecleanup.ca

Texas report warns of increased micro-litter (9/18)

A new concern surfaces in the 2013 litter assessment from trend-setting Texas. Problematic micro-litter is on the rise, caused by mowing grass without clearing away litter first. One-fourth of all litter originated from cars, trucks and vans.

Leeds empowers officials to nab 'litter louts' (9/19)

A press release from the virtual newsroom in Leeds, UK boasts of a city dog warden's success nabbing a "litter lout". Michael Gelder was fined £255 in court for tossing an empty cigarette pack and throwing a butt on the pavement.

Dashboard device designed to snap litterbugs (9/19)

They are installing cameras in the dashboards of council vehicles in Redland City, Australia, specifically to gather photo evidence for roadside littering and dumping offences.

University teams up to reduce cigarette litter (9/19)

"Butts Are Litter Too" is the theme of University of Mary Washington's call to students to lower the amount of butt litter on campus and in Fredericksburg, Virginia generally. UMW partnered with Keep America Beautiful and the Cigarette Litter Prevention Program, now in its eleventh year.

DID YOU KNOW?

Wilson College, Mumbai, this week staged "Dunk The Junk", an anti-littering campaign on campus.



Cigarette Littering Misconceptions

http://preventcigarettelitter.org/why_it_matters/misconceptions.html

Only 10% of cigarette butts are properly deposited in ash receptacles- the least likely item to be placed in a receptacle.¹

Why do many smokers litter?

Smokers discount the impact.

A 2008 survey of over 1,000 smokers found that 35% toss five or more cigarette butts per pack on the ground.¹ Because a cigarette butt is small, smokers tend to overlook the consequences of littering.²

Cigarette litter research in Australia found that many smokers:

Don't believe littering their cigarette butts is inappropriate behavior. Some believe they're acting responsibly by dropping cigarettes to the ground and stepping on them to extinguish them.

Consider dropping butts into gutters or storm drains a safe way to extinguish a cigarette.³

Blame their littering on a lack of well-placed bins for cigarette butts. Over 80% of smokers said they would properly dispose of their butts if suitable bins were available.

Too few ash receptacles.

One of the strongest predictors of cigarette butt littering is the number of available ash receptacles, either as stand-alone or integrated into a trash can. For every additional ash receptacle, the littering rate for cigarette butts decreases 9%. Unfortunately, only 47% of observed sites have an ash or ash/trash receptacle.²

Litter and cigarette butts are already on the ground.

Smokers are more likely to litter if the environment contains any type of litter, not just cigarette butts. In fact, 77% of individuals in an intercept survey report that they thought cigarette butts were litter, but litter already on the ground is a strong predictor of cigarette butt littering.²

Most cigarette littering happens at “transition points.” Tobacco products comprise 30% of litter at transition points.² These are areas where a smoker must extinguish a cigarette before proceeding, such as outside retail stores, hotels, office buildings, before entering beaches, parks or other recreation areas, and at roadside rest areas, parking lots, bus shelters, and train platforms. Messages about cigarette butt litter and ash receptacles at transition points are an important catalyst for changing behavior.

Just 14% of current smokers report owning a pocket ashtray, and 28.1% report that they do not have a receptacle for cigarette butts in their car.²

At the time of improper disposal, litterers were an average of 31 feet from an ash receptacle.²

The presence of litter in a community decreases property values by a little over 7%.²

Tobacco litter represents nearly 32% of all litter in outdoor recreation areas.²

Cigarette butt litter on beaches and waterfronts, at ball fields and parks, picnic areas and hiking trails decreases the appeal of these natural escapes. It also creates fire hazards, impacts local wildlife, and eventually contributes to lost tourism and revenue.

¹ iQ Research & Consulting, Keep America Beautiful Pocket Ashtray Study, January 2008

² "Litter in America" 2009 KAB Research

³ McGregor Marketing for Keep Australia Beautiful, 1998.

⁴ Sweeney Research for Tobacco Information Centre and Keep South Australia Beautiful, 2000.

Source: Keep America Beautiful www.preventcigarettelitter.org

Council and organisation

Number one - local laws officers.

Waste and street cleaning managers, who clean the streets and empty the bins.

Parks and open spaces - do they have the appropriate bins?

Planning and approving new developments - do they include areas for dogs & bins?

Engineering - who buys and maintains the bins.

Public relations and communications is the topic on their radar?

Is there a councillor or VIP with a passion for fighting cigarette butts?

Customer service staff that may be at the brunt of complaints about butt litter.

Executive management and cross departmental planning teams.

Consider setting up a litter action task force.

Agencies

Tackling roadside litter requires collaboration with some key agencies, not least of all those responsible for the places people smoke.

There needs to be a clear understanding across the agencies of the process of managing butt litter, and educational messages and need to be aligned with other agencies' communications.

Adopt a Roadside

To involve broad sections of the community, Keep Australia Beautiful Victoria provides the 'Adopt a Roadside' program.



Adopt a Roadside

Businesses, community groups and other interested parties literally adopt a roadside and keep it litter free and in good care. Adopt A Roadside information can be found at

Target Audiences

As with all litter prevention campaigns, engagement with your target audiences will determine the nature of your communications plan, what promotions and media you conduct, your key messages in media and signage, use of events and launches, and so on.

This also helps plan for the most suitable infrastructure and enforcement components in the litter prevention plan.

Clearly, smokers themselves are the target for behaviour change and taking responsibility.

Other audiences that may assist with cigarette butt related campaigns include related businesses such as tobacconists and retailers of smoking products, and hospitality and entertainment business such as nightclubs, RSL clubs, restaurants and pubs.



Traders

Every litter prevention campaign should also target local traders, either to be supporters and advocates, or as the target for taking action – in the case of cigarette butts, both of these motivations may apply.

Working with local traders to run a butt litter prevention program is important, and you are likely to get their cooperation. For you, traders can promote key messages for your program, and provide program materials to customers.

Traders too want clean roadsides – clean is good for business.

LITTER

To deal with this, many councils use permit conditions requiring businesses to provide windproof ashtrays or have a butt litter receptacle.

The litter prevention program may focus on designated smoking areas, or the informal smoking areas that appear outside office buildings and workplaces.

The partnerships to deal with each will be different. In the latter case, only individuals can be held accountable, even though the organisations and their workplace cultures may be part of the problem.

Designated smoking areas

Some points to consider if you are creating a designated smoking area from scratch.

Find a space that will be comfortable to smokers and conveniently located.

There is little use in providing an area that is aesthetically unappealing or too far away – it won't be used.

Make sure the location will not interfere with the building's air-conditioning.

Install seating or shade to make the area more comfortable.

Install appropriate signage, and try to reward those who use the smoking area appropriately.



About smokers

Research conducted some time back characterised some prevalent behaviours and attitudes among smokers.

Six out of ten Australian smokers litter their butts when outdoors.

Smokers do not view butts as litter in the way they see papers, wrappers, cans, bottles and other items as litter.

Many smokers do not realise or believe that littering their cigarette butts has an environmental impact or is an inappropriate behaviour.

Many smokers believe butts are relatively insignificant in the overall problem, thinking it is easily eliminated.

Throwing a butt on the ground is an ingrained habit with many.

Smokers are more likely to be careful with butts in more natural environments, beaches, parks and gardens.

Over half of smokers researched would consider changing their behaviour on the basis of the potential environmental impact.

Smokers do take notice, and many say their habits are unlikely to change unless there's enforcement - the hip pocket is a powerful influence.

References - Beverage Industry Environment Council - Community Change 2001. Keep Australia Beautiful National Association - McGregor Marketing 1998.

LITTER