
MEMORANDUM

WMPSC-C 18-2019

Subject: Anti-Litter Campaign

Date: Monday, April 29, 2019

To: Waste Management Planning Steering Committee

From: Ashley Northcotte, Engagement and Education Coordinator

The purpose of this memorandum is to advise members of the Waste Management Planning and Steering Committee of the upcoming Anti-litter campaign.

The prevalence of litter in our neighbourhoods (i.e. streets, green space, along shorelines, etc.) is becoming a growing concern and affects the quality of life in our greater communities. Litter can have negative impacts on wildlife, lakes, and overall aesthetics of our public spaces. To combat this issue, many organizations and volunteers host clean-up events in an effort to keep our communities clean and free from litter and waste. To support their efforts, and to discourage littering behaviour, Niagara Region will be implementing a public awareness campaign to discourage littering in public spaces.

The objective of this educational campaign is to decrease the amount of street litter in our communities, specifically in neighbourhoods, parks and other public spaces, while increasing the understanding and use of proper disposal methods for commonly littered items.

The key messages are educational in nature:

- Don't litter
- Keep our public spaces clean
- Use waste and recycling containers

The campaign will start on May 1, 2019 and will engage the public through animated characters including a coffee cup, cigarette butt, chip bag, water bottle and soft drink cup (see Appendix A for examples). These materials were determined based on conversations with St. Catharines Clean City Advisory Committee, identifying these as some of the most littered materials they find on their clean-ups. The characters are seen in a variety of different streetscapes where litter is often found; roadside, sidewalk, park, and a shoreline. The characters, shown with tears in their eyes, are upset that they have been discarded, or 'left behind,' encouraging those who litter to rethink their current behaviour and place these materials in the appropriate waste and recycling containers.

Communication tactics for this campaign include targeted public space advertising in litter hot spots (i.e. bus shelters or waste containers), web promotion, and social media. Measurement of the campaign will include engagement on social media (i.e. likes, shares

and comments) to gauge the reach of the campaign. A letter was also sent to Public Works Officials and municipal Clerks to notify them of the Anti-litter campaign, and to seek municipal representation to start a working group to tackle the litter problem in Niagara.

To accompany the anti-litter campaign, and to support phase two of the Anti-litter campaign, Niagara Region is also working with two (2) local clean-up groups to obtain bags of litter collected during their community clean ups. The sub-set of the bagged material collected will be audited by Niagara Region staff, and the data will be used to support the development of future public awareness campaigns and strategies related to litter.

Next steps include developing a working group to tackle the litter problem in Niagara through awareness campaigns and action, and to expand on the campaign for next year by acting as a hub to connect local clean up groups. Staff are also investigating lids for recycling containers, and will be reporting back to this Committee with a recommendation on this matter.

Additionally, Niagara Region will continue to take strong action on illegal dumping and illegally dumped material by utilizing dedicated municipal and private sector partnerships.

Respectfully submitted and signed by



Ashley Northcotte,
Engagement and Education Coordinator

Appendices

Appendix A - Anti-litter Campaign Artwork

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