

SOSNA- Anti Litter Campaign Information and Resources

Keep American Beautiful 2009 Littering Behavior in America research found:

Personal choice: Individual behavior—or choosing to litter—means litter on the ground. Nearly one in five, or 17% of all disposals observed in public spaces were littering, while 83% disposed of litter properly. And 81% of littering was intentional, e.g., flicking, flinging, or dropping. On the other hand, individuals who hold the belief that littering is wrong, and consequently feel a personal obligation not to litter, are less likely to do so.

Litter begets litter: Individuals are much more likely to litter into a littered environment. And once there, it attracts more litter. By contrast, a clean community discourages littering and improves overall community quality of life. Availability and proximity to trash and recycling receptacles also impact whether someone chooses to litter.

It's "not my responsibility": Some people feel no sense of ownership for parks, walkways, beaches, and other public spaces. They believe someone else will pick up after them; that it's not their responsibility.

What is the Keep America Beautiful Litter Index?

http://www.kab.org/site/PageServer?pagename=Litter_index_main

The Keep America Beautiful Litter Index is a credible and simple tool that allows quick and reliable visual assessment of the types of litter present in a community designed to measure progress over time. The data will determine the types of community improvement programs needed to address current conditions, and achieve long-term sustainable results. Consistent use of the Litter Index on an annual basis can help track overall progress in reducing litter, and can quantitatively express success in community improvement. The Litter Index has been designed to be flexible and allow for individual judgment in making choices appropriate for local circumstances.

KEEP AMERICA BEAUTIFUL FIVE-STEP ATTITUDE CHANGE PROCESS

Get the Facts

Research the littering problem in your community, and gather information from the Litter Index and the Litter/Solid Waste Survey. Interview field professionals and leadership. Assemble all pertinent data in writing.

Involve the People

Identify the people who have the most influence over this particular issue. Let them know what you would like to do.

Plan Systematically

Once the leadership and other key individuals are in agreement, develop a plan of action with the aid of Keep America Beautiful programs and resource guides.

Focus on Results

Your goal will be to achieve measurable results in litter reduction. All activities and projects should be planned programs designed to target and change negative attitudes and practices.

Provide Positive Reinforcement

Give those who worked on the project appropriate recognition.

Facts about littering and tips for litter prevention in your community:

http://www.kab.org/site/DocServer/LitterFactSheet_SOURCES.pdf?docID=5185

<http://www.kab.org/site/DocServer/kidsLitter.pdf?docID=462>

What can individuals, business owners and government officials do to prevent litter?

http://www.kab.org/site/PageServer?pagename=Focus_litter_prevention#everyindividual

Pressure Points For Change: <http://www.kab.org/site/DocServer/PressurePoints.pdf?docID=2543>

Costs of Littering Fact Sheet: http://www.kab.org/site/DocServer/LitterFactSheet_COSTS.pdf?docID=5183

SOSNA BigBelly Campaign: <http://www.greeningsosna.org/>