

Litter Campaign Research

Litter is usually something we don't want anymore: we don't drop many £5 notes, but who wants a crisp bag once all of the crisps have been eaten?

You are going to be designing your own campaign to help encourage people to use a bin to dispose of their litter. In order to do this you will need to do some research to ensure that your campaign is successful.

By finding the answers to the following questions you will be able to design your own campaign.

Questions

1. What is the definition of litter?
2. Who drops litter?
3. Why do they drop litter?
4. Give 5 examples of different types of litter.
5. Why is it so bad to drop litter? Give an example.
6. What effect does litter have on my neighbourhood? Can it lead to other activities?
7. What can we do to prevent litter?
8. What would make you think twice about dropping litter?

FYI: Here are the types of answers I am looking for

Questions

1. What is the definition of litter?

“Waste in the wrong place”

i.e. Waste - something we have decided is no longer of use

In the wrong place – not in the bin

2. Who drops litter?

Everyone. Many people say children are the biggest culprits however, adults drop litter too e.g. cigarette ends

3. Why do they drop litter?

Various reasons e.g. no bins, lazy, don't know any better, the place is already a mess...

4. Give 5 examples of different types of litter.

Smoking-related litter e.g. cigarette ends, matches, matchboxes, lighters, cigarette packaging and cellophane

Confectionary-related litter e.g. sweet wrappers, crisp bags, lolly sticks

Drinks-related litter e.g. cans, plastic and glass bottles, straws, lids, polystyrene cups, cartons and pouches

Fast food packaging e.g. fish and chip wrappers, pizza boxes, burger packaging, foil and polystyrene trays, plastic cutlery

5. Why is it so bad to drop litter? Give an example.

Litter can be dangerous to people and animals e.g. broken glass can cause cuts to children and pets. Food litter attracts rats which can spread disease. Dog poo can cause a disease called Toxicariasis which can cause blindness. Animals can eat plastic mistaking it for food which can become tangled in their guts resulting in death. Small animals can become trapped in cans, bottles etc.

6. What effect does litter have on my neighbourhood? Can it lead to other activities?

If an area is heavily littered, it can lead to the ‘broken window’ effect – more litter, dumping of rubbish, flyposting, graffiti and vandalism. It affects local communities and the people who live there. It can also have a detrimental effect on the local economy and on tourism.

7. What can we do to prevent litter?

Use a bin, ask friends and family to be more responsible, ensure all your litter is securely contained until you can find a bin, join in with local/school clean ups.

8. What would make you think twice about dropping litter?

This is to get them thinking what would influence them so they can think about what might influence others when it comes to designing their own campaign.

This information could be the result of class discussion rather than a research project or it can be found in the schools section of the Litterzone www.falkirk.gov.uk/litterzone

In addition, if you type litter into a search engine there are lots of useful sites.

I hope this gets them all thinking!