

LITTER PREVENTION

Program Kit

VICTORIAN LITTER
ACTION ALLIANCE

This is one of a series of introductory guides complementing
VLAA's web site www.litter.vic.gov.au

This litter prevention kit has been prepared by the Litter Champion, a program supported by the Victorian Litter Action Alliance (VLAA) and managed by Sustainability Victoria.

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Disclaimer

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About the Victorian Litter Action Alliance

VLAA is the peak body for litter management and prevention in Victoria and aims to provide a coordinated approach to preventing litter across state and local government, industry and community sectors. Each of the Alliance members plays its part in the fight against litter. These members are:



Connecting Communities
Strengthening Democracy

Litter Prevention Program Kit - Part 1

ABOUT LITTER

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There are few aspects of life and society that litter does not affect.

Litter makes an area look dirty and uncared for, unpleasant to be in and less likely to be used by the public. The equation is simple – littered places attract more litter, while people are less likely to litter in clean areas.

Litter dropped in streets travels into waterways through the stormwater system, and ultimately pollutes land and ocean environments. Litter harms animals when they take it as food, or become entangled in it.

Sharp, protruding edges from broken bottles, aluminium cans and similar items can cause damage and injury, especially in activity areas such as playgrounds, pathways and sporting areas.

Financially, litter and street sweeping services alone cost Victorian local governments \$78 million per year (LG annual survey).

Much of litter is recyclable, and when these items become litter they are also a lost resource, going to landfill instead of being recovered and recycled.



VICTORIAN LITTER
ACTION ALLIANCE

Victorian Litter Strategy

The Victorian litter strategy is a ten year plan to:

- Reduce the amount of litter and waste generated in Victoria.
- Improve litter management practices.
- Create clean and safe public places.
- Increase the amount of materials for recycling and reprocessing.
- Reduce damage to our environment caused by waste.
- Reduce littering behaviour by 25% by 2014 compared to 2003 levels.

Sustainability Victoria developed the Victorian Litter Strategy in consultation with the Environmental Protection Agency (EPA) and the Victorian Litter Action Alliance to produce the *Our Environment Our Future Environmental Sustainability Action Statement*.

The statement aims to build on the broad range of litter management practices and programs already being carried out by local governments and others in Victoria, and provide the means for new initiatives to reduce litter and waste, and improve littering behaviours.

The Victorian Litter Strategy is supported by a funding program for litter prevention programs.

Litter priorities are cigarette butts, building site litter, and illegal dumping. Other significant litter issues include ATM litter, dog poo litter, bill posters, fishing litter, charity bin dumping and plastic bags.

For more information on the *Our Environment Our Future Environmental Sustainability Action Statement*, visit the Department of Environment and Primary Industries at www.depi.vic.gov.au.

For more about the Victorian Litter Strategy visit www.sustainability.vic.gov.au.



Community Safety

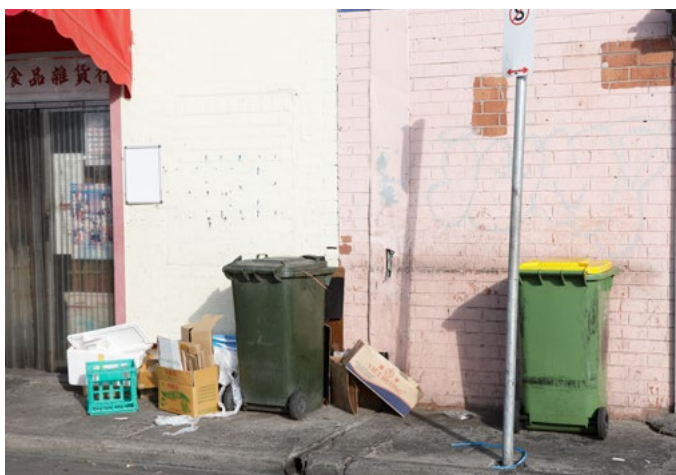
The way whole neighbourhoods look has a strong link to wellbeing – how safe and connected people feel.

Research in 2007 found that:

- People living in clean places felt safer, used more leisure facilities in the area, had friends more likely to visit and had a better quality of life all round.
- People are more likely to feel unsafe, real or not, in littered areas.
- Littered areas attract graffiti, bill posting, antisocial behaviour and crime.

A littered area sends strong signals about behavioural expectations and gives an indication of whether the area is cared for or not.

Small expressions of disorder, such as litter, are also an invitation for more serious misbehaviours.



Examples

Two concepts are useful for understanding the connection between litter and unsocial behaviour.

Tipping points

- The smaller seemingly insignificant features of a locality, such as litter or disrepair, can be the 'tipping point' for greater crimes to occur.
- Conversely, serious crime can be prevented by stopping smaller disorderly ones (such as littering) from happening in the first place*.

Broken windows

- In a similar vein, research in USA found that a broken window, if left broken, sends a signal that no one cares for the area and no one is in charge.
- This single broken window results in more being broken, leading to a series of increasingly disorderly and criminal acts**.

The message is that the presence of litter, with no observable action to prevent or deal with it, can lead to crime – from the petty crime of adding more litter, to serious crime.



* Gladwell, M. 2000. *The Tipping Point*. USA: Little, Brown and Company.

** Wilson, J.Q. and Kelling, G. 1982. *Broken Windows: The Police and Neighbourhood Safety*. March. *Atlantic Monthly*. 29-38

Litter Statistics

There are two main sources of information and statistics about littering and waste management trends in Victoria.

Victorian Litter Report

The Victorian Litter Report (VLR) is the primary litter measurement tool for Victoria. It measures progress toward the Victorian litter target of reducing litter behaviours by 25% by 2014, compared to 2003 levels.

The VLR was piloted in 2003, repeated bi-annually 2005 to 2009, and is now conducted annually until 2014.

The VLR analyses a number of parameters.

- Behavioural observations to measure whether people litter or place their items into a waste or recycling bin.
- The context or setting, including graffiti, feelings of community safety and overall cleanliness of the location.
- A quality rating of facilities such as the furniture, litter, recycling and butt bins.
- Surveys to gauge the attitudes and perceptions of individuals towards the location, the adequacy of bins available and other issues respondents raise.

Local government survey

Every year Sustainability Victoria conducts a Local Government Data Collection Survey to evaluate local government waste management services.

The survey has data on street sweeping, street litter bins, litter traps, and the number of penalties issued since 2001.

Local governments and land managers also conduct their own audits and litter counts specific to local needs, many using methodologies available through VLAA and Butt Free Australia.



Victorian Litter Report

The Victorian Litter Report (VLR) is the tool used by the Victorian government to measure progress towards reducing littering behaviour.

The VLR uses the Clean Communities Assessment Tool (CCAT), designed in 2003 by Community Change Pty Ltd, and which forms the basis of Sustainability Victoria's annual VLRs.

In addition to litter counts and surveys, the VLR measures the context (e.g. general state of the site), rates the quality and state of infrastructure, gauges community attitudes and perceptions, and behaviour ratings for littering and bin disposal.

A summary of the CCAT categories is as follows.

- Confectionary – chewing gum; confectionary wrappers; ice cream wrappers.
- Beverage – glass bottles and pieces; plastic bottles and cups; caps straws and utensils; paper cups; tetra boxes; aluminium cans and pieces.
- Organic – animal poo; food; wooden utensils.
- Plastic film – bags; wrappers.
- Paper – paper bags and pieces; serviettes and tissues; receipts and tickets; newspaper; advertising material; takeaway boxes; cardboard boxes and pieces.
- Cigarettes – cigarette butts; packets, wrappers, foil and matches.
- Other – packing straps; shopping trolleys; syringes; other items without a category.

Litter Statistics

The butt of the problem

Cigarette butts are ubiquitous

4.5 trillion cigarette butts are littered every year on the whole planet (Cigarette Litter Organisation 2001).

7.2 billion cigarette butts are littered annually in Australia (Butt Littering Trust).

Top 10 – Cigarette butts have made the top ten of items picked up on Clean Up Australia Day since 1990.

58% – Cigarette butt proportion of all items littered in public places around Australia Community Change 2001. (Littering Behaviour Study III for BIEC).

33% – The butt proportion of the one billion litter items per year finding their way into Melbourne's waterways (Melbourne Water).

10% – Proportion of discarded butts entering Port Phillip Bay (Melbourne Water).

90% – Of the EPA litter report line fines issued in 2000-01, 90% were for cigarette butts.

1 hour – The time it takes for chemicals to leach from cigarette butts when in contact with water.

1200 – The number of grass fires attributed to cigarettes in a year in NSW.

Toxic – As the acetate filter in a cigarette butt starts to decompose, it releases toxic chemicals into the environment.

Lifetime – Estimates of how long butts take to break down vary greatly. One measurement for butts in seawater gave a figure of 36 months or longer (Clean Up Australia 1997; NSW EPA 2001).

Leaching – The chemicals that leach from cigarette butts into waterways are toxic to small crustaceans and bacteria at concentrations as low as one cigarette butt per 40 litres. This persists for at least seven days.



What is Litter?

Although litter and the act of littering are defined in detail in Victorian legislation, the fact is that individuals may hold perceptions or beliefs that differ.

According to the law

The *Environment Protection Act 1970* defines litter to be any solid or liquid waste, refuse, debris or rubbish, either domestic or commercial in origin.

This includes waste glass, metal, plastic, paper, fabric, wood, food, soil, sand, concrete or rocks, abandoned vehicles, abandoned vehicle parts and garden remnants and clippings.



According to people

One person's litter or waste may not be as others see it.

Research indicates that people perceive particular types of litter on a scale of how harmful they think it is to the environment.

- **Harmful or non-biodegradable** – Syringes, nappies and dog poo for instance are viewed as unacceptable because they are undeniably harmful or unpalatable.
- **Less harmful, biodegradable or edible** – Items that disappear quickly or thought to be edible by animals seem more acceptable.

Perceptions

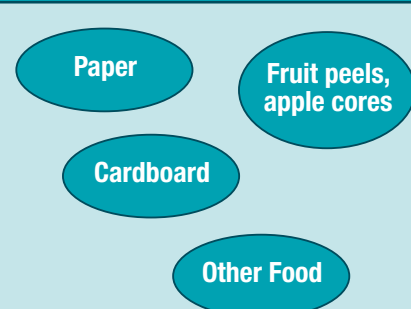
One person's litter or waste may not be as others see it.

People tend to be more accepting of organic litter, such as food remnants, cardboard and paper. Highest on the unacceptable list though are syringes, broken glass, nappies and dog poo.

Worst types of litter (Non-biodegradable/harmful)



More acceptable types of litter (Will decompose/animals will eat)



Behaviours

We may believe there is no excuse, but understanding why people litter is the basis for tackling the problem. Here are a few types of litterers.

Unaware	<p>Littering is not always a deliberate act, and may result from uncertainty as to who is responsible for disposal, or just viewing their littering as an inconsequential thing to do.</p> <p>For instance, householders and businesses may dump at the front of their property, thinking it is the council's responsibility to clean it up.</p>
Careless	<p>Some people litter because it is too much trouble for them to do otherwise, or litter is something they simply don't think about.</p> <p>Convenience is often the driving factor here, hence well located and designed disposal units and bins have a good chance of improving behaviours.</p>
Premeditated	<p>Individuals may be well aware that littering and dumping are illegal, but find it more convenient (and cheaper if not caught) to find a hidden dumping spot, or simply dispose of smaller litter items irresponsibly.</p> <p>Here, the thinking is that they are unlikely to be caught or shamed. Enforcement and education play a primary role in improving these behaviours.</p>

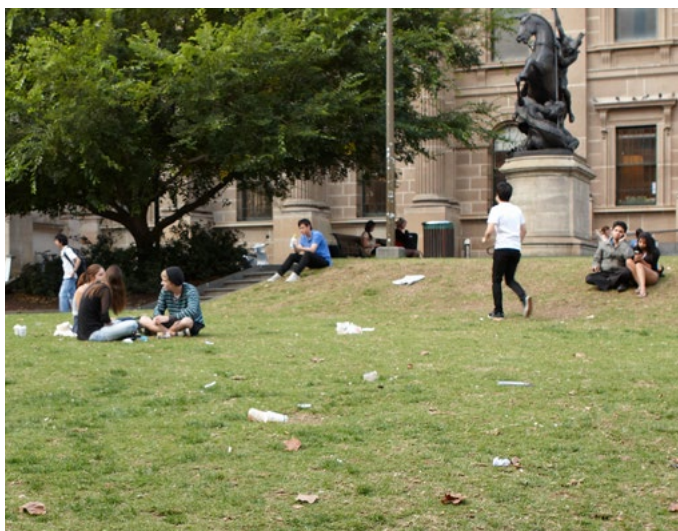
Circumstances for littering

When, how and why people litter is influenced by factors such as location, what other convenient disposal options there are, the item they want to dispose of, and whether they are alone or in groups.

Anyone can be a litterer, but research gives some guide to the more likely suspects, depending on circumstances and setting.

- Young people are more likely to litter when they are in a group.
- Older people are more likely to litter when alone.
- Men litter more than women.
- Women use bins more than men.
- In a group of ten people in a public place, three will litter and seven will do the right thing.
- More smokers will litter their butts than use a bin.
- People are more likely to litter in an already littered or unkempt location.
- The most common reasons for littering are "too lazy" (24%), "no ashtray" (23%) or "no bin" (21%).

Less than one third of older people who were seen littering admit their behaviour when questioned.



Litterer types

Some researchers have developed a typology for litterers. Here are two examples which help understand the psychology behind littering.

Melbourne

Melbourne based social psychologists Community Change identified another way of looking at littering behaviour. Their research focused on littering by individuals, generally in public places.

They gave these types names too.

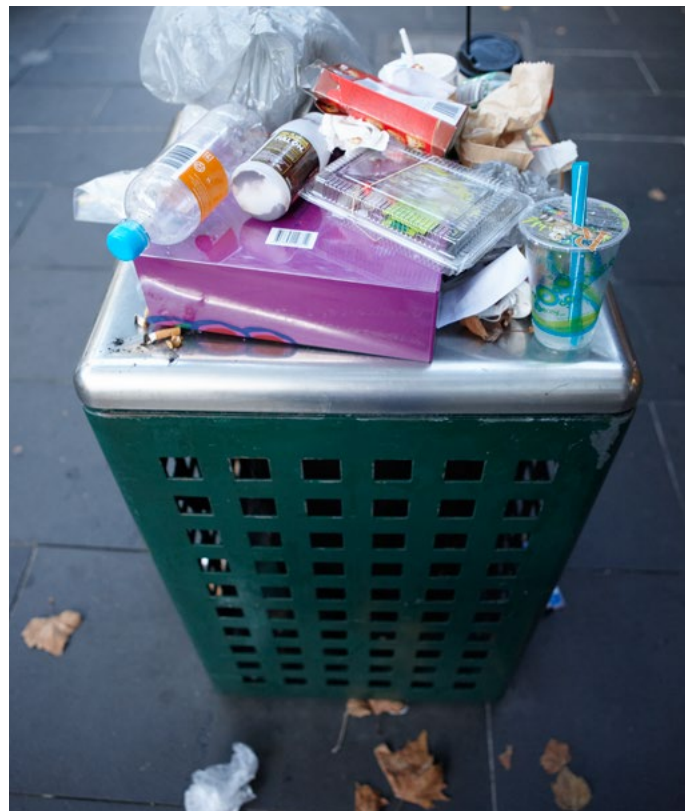
- **Foul Shooting** – Litter is thrown at but misses the bin - the person walks away.
- **Clean Sweeping** – Litter left behind by others on the table gets swept onto the ground.
- **Flagrant Flinging** – Without any apparent concern, litter is through into the air or simply dropped.
- **90%ing / Dual Depositing** – Most rubbish is put into a bin, but some is left behind.
- **Wedging** – Stuffing pieces of litter into gaps, such as between seats.
- **Grinding** – Smokers who grind their cigarettes into the ground.
- **Inching** – Litter is left behind as the culprit slowly moves away from it.
- **Undertaking** – Litter is buried, often under beach sand.

Looking at it this way gives clues about where litter is more likely to happen, and what the perpetrators might be doing at the time.

Sydney

Taking a different approach to typifying litterers, the Environmental Protection Agency NSW identified five types of people.

- **Non litterers** – These are environmentally conscious, don't litter and usually pick up others' litter.
- **Inconvenients** – For them it's too hard, too much trouble, someone else's problem really.
- **Ignorants** – These people are simply unaware of a link between the environment and their littering.
- **Wilful Arrogants** – Those who work out their own rules, e.g. "It's OK to litter in urban areas, but not in the bush".
- **Anti-establishments** – They make a statement by littering purposefully.



The value of enforcement

Litter prevention is most successful when the educational and infrastructure components of a program are backed up by enforcement.

You also have the community's backing. A study in Gippsland in 2005 indicated that over 80% of the population supported fining litters and 65% believed the penalties should be increased.

Enforcement sends the message that you and your organisation 'mean business'.

How enforcement succeeds

Three factors underpin successful enforcement programs.

- **Management support** – Gain acknowledgement that enforcement plays a major role in tackling litter lends itself to a robust enforcement program.
- **Data collection** – Enforcement and cleaning crew data provides information on costs, enforcement activities, litter items and hot spots to guide the enforcement program.
- **Collaboration** – Partnerships, internal and external, lead to sharing information, consistency and eliminating duplication.

Bill posters

Bill posters deteriorate in the weather, end up in the streets and pollute our waterways.

They can make areas look uncared for and as a result, attract more litter. As it is, councils spend a significant amount ratepayer money cleaning up bill poster litter.

The *Environment Protection Act 1970* allows bill posters to be considered 'materials that may become litter'.

Separate offences, accompanied by a range of fines, can be issued to the person sticking up the poster, the distributor of the poster, and the person or organisation commissioning the poster.

The idea of due care can come into the equation, for instance if a suspected offender can show they took all reasonable steps to ensure that the material would not become litter they may be dealt with differently.

Permission to post

Bill posting may also be an unauthorised use of someone's property, such as fences and public utilities infrastructure (e.g. poles). Sticking up bill posters in itself may not be illegal, but it always requires the consent of the property or infrastructure owner, and as the law states, must not become litter.

Bill posting on railway bridges, electricity poles or building site hoardings requires a planning permit from the local council and, if on a declared road reserve, permission from VicRoads.



Litter Prevention Program Kit - Part 2

LITTER ACTION

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Litter prevention action kits

VLAA has refurbished its suite of litter prevention action kits to better complement the VLAA website and the many tools and resources available from there.

The kits are short and succinct, focussing mainly on the specific characteristics of each litter type, and the appropriate components of litter prevention programs for each.

The Litter Prevention Program kit here complements the litter action kits by providing generic information about littering and litter prevention programs.

VLAA litter prevention kits can be accessed from the VLAA website.

- Cigarette Butts
- Dog Poo
- Roadside Litter
- Illegal Dumping



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A C T I O N A L L I A N C E

Elements for success

There are three key elements for success common to all litter prevention initiatives - education, infrastructure and enforcement.

The best practice diagram shows these key considerations in relation to the other program elements of research, incentives, working together, communication and finally, monitoring and evaluation.

Based on research, the right mix and emphasis of elements can be developed to address the target areas, the people frequenting these places, and to disseminate the message to the broader community via media and communications.

Education – explaining the problem

Through the use of communications, media and community engagement tools, information about how to 'do the right thing' and the consequences of not doing the right thing (e.g. pollution and prosecution) can provide potential litterers with the information and incentives needed to improve behaviour.

- Define the target audience and the best methods to reach them.
- Develop one or two personally meaningful key messages.
- The education component will help develop the program's communications strategy - communications and educational activities will undoubtedly overlap.

Enforcement – reinforcing the message

Research shows that litter prevention programs with a robust enforcement component are much more likely to succeed than those without.

Enforcement can also be the vehicle for education, and in any case, enforcement initiatives work best when backed up with good communications and education.

- Litter prevention programs must include consequences and even penalties and prosecutions. The fact is compliance is closely related to the thought 'I will be caught'.
- Enforcement activity should be apparent to the local neighbourhood. Catching people without others knowing this has happened will have little effect.
- After putting the right elements of enforcement into your plan, promote them.

Infrastructure – the tools to change behaviour

Infrastructure makes it easier for people to do the right thing. To an extent, it is a matter of making it convenient for people to dispose of litter properly.

Public place recycling bins, surveillance cameras and signage are some infrastructure options. Bins give people the means, signage communicates the options, and surveillance cameras can deter or be just the tool you need to identify and warn or prosecute offenders.

- The infrastructure you need will depend on litter type, target localities and target audiences.
- Making it easy for people to 'do the right thing' by establishing physical or social infrastructure is key to long-term behaviour change.

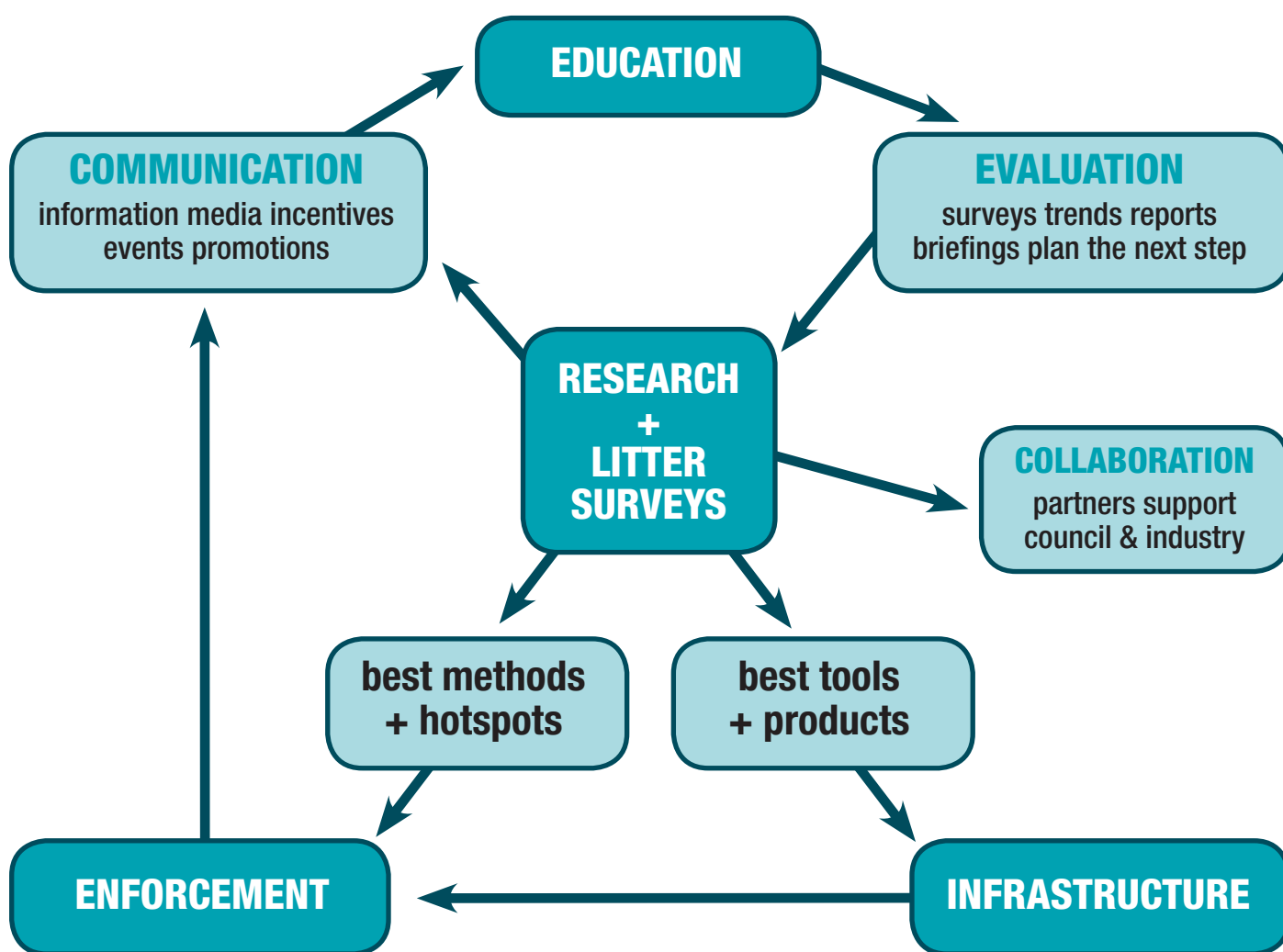
Best practice in litter prevention

VLAA best practice programming model

For any litter and waste prevention program, the three key elements of education, infrastructure and enforcement are central to success.

These underpin the other components of best practice – research, incentives, working together, good communication, and to complete the loop, monitoring and evaluation.

VLAA developed its best practice programming model in 2007 to set a consistent standard for planning a litter reduction program.



Best practice in litter prevention

AT THE VERY START

1. Research – understand the problem

You need to be fully versed in existing knowledge about behaviours, impacts and proven tactics for litter prevention, as well as understanding the characteristics of the location and behaviours you are targeting.

You also need to establish on-the-ground base line information, i.e. carry out litter counts and surveys, and then periodically repeat the exercise.

IMPLEMENTATION

2. Education – explaining the problem

Education is our most powerful tool for achieving long-term change in the community. It can change peoples' motivations and build their capacity to do the right thing. The aim is to imbed a way of thinking – “I know how to, I want to, and I know what the benefits are”.

3. Enforcement – reinforcing the message

Enforcement is not just about catching and prosecuting people. Public knowledge that littering laws are being enforced and will result in fines and possibly public shame is what makes this component work. But of course, enforcement must also actually happen, not simply be promoted.

4. Infrastructure – the tools of change

Making it easy for people to 'do the right thing' by establishing physical infrastructure is another key to long-term behaviour change and reducing litter. Infrastructure can include appropriate bins, signage and as part of the enforcement equation, surveillance cameras and 'under investigation' barrier tape.

5. Incentives – persuading people to change their behaviour

Rewards, privileges and other incentives are a powerful way to encourage people to dispose of their waste appropriately and responsibly.

6. Working together – support and collaboration

Working in a coordinated manner within your council or organisation, engaging with the local community, and gaining the cooperation and support of key sectors such as business and traders, goes hand in hand with litter prevention. This starts at the beginning when planning a program, and will be the key ingredient for sustainable success.

7. Good communication – every step of the way

A strong communications plan publicising each phase of your program helps build support in the community, and is another avenue for educational messages. Communication within your teams, with partners and your own senior management is also important to maintain this essential 'back room' support throughout.

THE LOOP

8. Monitoring and evaluation – what have we achieved?

Monitoring the program during and after implementation tells you how well the litter reduction program is going, based on the base lines established at the beginning, and the targets you set yourself.

This forms the basis for 'doing it again', but with the hindsight of considerable experience.

Understand the problem

Having a good understanding of the litter problem you want to solve is central to creating a successful program, and research is the only way to gain these insights.

This means researching and quantifying the litter problem at a local level, and learning from existing knowledge about behaviours, impacts and previous or associated programs.

You also need to research your audiences – the people whose behaviour you want to change, as well as finding those who can be your partners and supporters in the initiative.



Researching the litter problem

Assess the impact and cost	Damage to the environment, risks, and health and safety hazards. Maintenance costs due to damaged footpaths, roads, curbing or vegetation. Clean up costs as well. Complaints from the community, feelings about community safety, loss of amenity, encouragement of more littering behaviour.
Resource planning	Existing resources – financial, people, skills, materials. Potential resources - funding and sponsorship opportunities.
Policies and priorities	Review existing council or organisational policies, regulations and enforcement regimes. Is litter a priority for others than yourself who you can work with? Are there existing action plans which can help yours? Is the litter type covered by a local law? Is there a case for amending local laws? Is best practice enforcement happening at the moment?
Enforcement style	Does enforcement happen proactively, visibly and with a willingness to prosecute? How well is education a part of the enforcement mix?
Leadership	Do you have a 'local champion' who already does the right thing and is prepared to advocate for or represent your program? What do you need personally to lead a project team?
Baselines	If the litter prevention program is targeting particular areas or hotspots, or a particular type of litter, it will be impossible to gauge progress and measure success without baseline data. This usually involves a structured litter count and survey. See the information sheet Litter Surveys in the appendix.

Working Together

Good working relations within your organisation, and with representatives of external organisations and the community, is a prerequisite for successful litter prevention programs.

Build the team

If working with a council, a good approach is to establish an integrated council team that covers all the areas – local laws, cleaning, parks, communications, engineering, environmental health and urban planning for instance.

Such a forum can help with program planning, and in most cases will be essential partners for implementation.

As the ‘lynch pin’, the program creator also needs to maintain awareness among colleagues. Circulate background information, organise meetings, have casual chats with knowledgeable or influential people, and at all times aim to secure the support of executive managers and councillors.

Setting up a Litter Action Task Force is one proven model for developing, guiding and monitoring litter prevention campaigns. See the **Litter Task Force** information sheet in the appendix for more details.



Community support

The litter prevention campaign is an opportunity to grow community awareness and support for litter campaigns. Occasionally, this is their sole aim.

There will be opportunities for community participation, generating word of mouth and generally raising awareness and knowledge in the community. Schools, families, children and traders for instance are likely sources of support.

If a key part of the community is most affected by the litter problem, they are an essential target and may well become your greatest supporters.

Sponsorships and funding

Any relationship that involves sponsorship or getting funding takes time to develop, so engagement with these organisations or individuals needs to start very early.

Take into account what other sponsorship or fund seeking activities your organisation is undertaking. On the one hand, this may unveil additional opportunities for the litter program, and on the other will save you the embarrassment of overlapping.

Get yourselves on the same page

Whoever joins you in the program, it is important that there is agreement and common understanding of objectives and what success will look like.

Set a time frame for achieving these objectives, highlight the milestones, establish who will do what by when, and of course, document all of this.

Communications

Like litter prevention, communications and media are specialised fields.

If you can employ professionals for writing and graphic design, and involve your organisation's communications personnel, your communications will be up to the standard required.

Those working in an organisation will also need to take into account the style guide and any corporate branding standards that may apply. This becomes a serious matter if you have partners and sponsors – co-branding is an expert's business!

Communications planning

There are numerous communications planning frameworks and templates available via the internet, and perhaps even in your own organisation.

Rather than reproduce these, here is a simple checklist of topics to consider and integrate into your litter prevention program.

- **Audiences** – Be clear about whom you want to involve as supporters, and whom you are targeting for behaviour change. If they overlap, see this as an opportunity for word of mouth or peer pressure.
- **Phasing** – Identify key phases or milestones in your program in terms of communications or promotional opportunities. Create a sense of program continuity in media outlets and the minds of the target audience.
- **Know your deadlines** – Council publications and web content, mail outs and local press all work by deadlines. Be sure to know what these are. Production lead times for materials and signage also need to be taken into account.
- **Publications** – Decide on what will work best - brochures, flyers, articles in council publications, articles in specialist publications, social media, web site, and so on.

- **Promotional materials** – Merchandise such as badges and stickers, banners, gifts and gimmicks can often be used for adding interest and generating community engagement.
- **Media** – Get your media and communications people into the loop early, and ask permission before speaking with journalists and editors directly. Unless you are a media writer, give your media people clear information, not prose, for media releases.
- **Events** – Should there be a launch, or some other milestone event? Don't forget your program partners – celebrating success together sets the scene for future collaboration.
- **Information** – Prepare briefings for your management and colleagues, customer service staff, and anyone interacting with the community, e.g. outreach, outdoor and community services staff.
- **Incentives** – Consider rewards, privileges, freebies and competition prizes to encourage people to dispose of their waste responsibly, or just to take part in your campaign. Even let people off the hook (but just once!).



Target audiences

There are many reasons to engage, educate and communicate, but you need to be clear about which message is for whom, and exactly how you want people to respond.

There are basically three audience types for litter prevention programs.

- **Project partners** – Colleagues and management in your organisation, external partners such as funders, sponsors, experts and advisors, plus community leaders.
- **Supporters** – The people on your side already, or who are potentially so. This may include traders, school children, community groups, or businesses related to litter prevention or the nature of the litter (e.g. tobacconists for butts).
- **Litterers** – These are the people whose behaviours you want to change. Some will be road users and motorists, others pedestrians or dog walkers, and others just out and about for shopping and entertainment.

Traders

Working with local traders to run a litter prevention program is almost essential – they interact with the public, run premises where people gather, and they can be outlets for program materials, advocates and litter reporters.

For you, traders can promote key messages for your program, and provide program materials to their customers and clients. They can also be your eyes and ears.

They may even be the focus of your behaviour change efforts.

In any case, traders too want clean footpaths, roadsides and surroundings – clean is good for business.

Key messages

The key messages for litter prevention are similar for all types, and should include the following three.

- Keep your litter with yourself until you can recycle or dispose of it.
- Littering is illegal and should be reported.
- Litterers can be reported using EPA's pollution line 1300 EPA VIC (1300 372 842).

There will be opportunity to localise or narrow the message, depending on the litter and behaviour types in question.

- Specific places and localities.
- Particular types of littering.
- Particular types of litterers.

Contextual messages

Secondary messages may be useful in some circumstances, or when needing to expand on the topic.

- Litter harms our environment, soil, waterways and wildlife habitats.
- Everyone has a personal role in reducing litter and the cost to clean it up.
- Everyone can help create cleaner, safer places throughout Victoria.



Implementation and evaluation

Implementation

Implementation is a matter of making things happen at the right time in the right order.

This will have been specified in your project plan, with timelines, milestones, responsibilities and resources mapped out.

The technical and infrastructure aspects of the program will be coordinated and well timed in relation to communications and audience engagement.

Evaluation is a key part of this, and you will have included interim litter surveys and other 'pulse taking' research in the program to compare with baselines. Be prepared to adjust the program depending on what interim information is saying.

To maintain the partnerships essential for implementing the program, these individuals and organisations must be kept informed of progress, and be involved in any amendments or variations to the plan suggested by the monitoring program.



Evaluation

Evaluation tells us how effective the program has been.

It identifies areas for modification, generates knowledge or understanding and ensures accountability.

There are two evaluation streams for litter prevention programs – that which evaluates the processes and relationships used for the program; and those directly related to litter prevention outcomes.

Process evaluation

Areas to consider for evaluating the human and procedural components of the program may include:

- **Appropriateness** – Did the program address its issues and objectives?
- **Effectiveness** – Did the processes and partnerships used for the program work well?
- **Efficiency** – Was it cost effective? Could better use of resources have been made?
- **Management** – Was the program well managed, especially in terms of decision making and agreements?

Evaluating litter outcomes

Besides actual litter counts, other parameters can be used for evaluation, assuming baseline information was noted at the beginning of the project. These are some examples:

- Number of litter hotspots, or their changing distribution patterns.
- Number of reports made to the council regarding litter.
- Type and number of warnings and infringement notices issued.
- Quantity and type of litter collected by contractors and council crews.
- Number of people participating in Clean Up Day and other litter related community participation.
- The number of organisations committed to preventing litter - e.g. via Waste Wise agreements
- The extent to which individuals and organisations maintain clean properties and surrounds.



Litter Prevention Program Kit **INFORMATION SHEETS**

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VLAA Litter Prevention Kit Information Sheet.
Please contact the Litter Champion litterchampion@sustainability.vic.gov.au
or phone 03 8626 8700 for more assistance.

Information Sheet ROADSIDE SIGNAGE



Signage alone will not reduce litter, but it can be a powerful tool in a litter prevention program.

Signage informs and educates people that littering is illegal, that fines apply, that litterers are being watched, and as a call to action for witnesses to report litterers.

VLAA worked with VicRoads and EPA Victoria to develop a series of VicRoads approved roadside litter and illegal dumping signs.

These signs have been designed for easy reading by passing motorists up to a speed of 110 kph, plussome designed for reading from stationary traffic.

The point is to warn, inform and motivate.

- To educate drivers that littering and illegal dumping is illegal.
- To act as a deterrent to littering and illegal dumping.
- As a call to action for witnesses to report litterers to authorities.

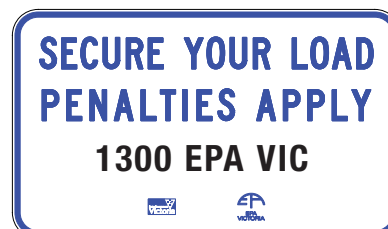
These signs are designed for placement of two to four at 10 km intervals, and the message can be conveyed slightly differently each time.

Research indicates that when signs appear in a series, they build the message. A sign appearing once only on a stretch of road will do little to change anything.

Effective signage

- When signs appear in a series, the message is built as motorists pass them.
- A sign appearing just once on a stretch of road has little effect. A series of signs building on the overall message is best.
- Drivers pay less attention to signs that are over used. Use fixed roadside signs sparingly to avoid visual pollution and depleted effect.
- People differentiate between the acts of litter and illegal dumping. Hence, different signs have been developed for litter and dumping.
- Using the 1800 litter report number seems to be a strong message in itself.

Roadside signage examples



**EPA's new pollution
hotline 1300 EPA VIC
will replace the 1800
number in 2012.**

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Information Sheet

VICROADS TEN POINT SAFETY CHECKLIST



Any signage along roads and thoroughfares must satisfy VicRoads Ten Point Road Safety Checklist.

Take careful note of this checklist when planning any signage along streets, roads and thoroughfares. Then check with Vic Roads regarding the permit application process.

Hazard pointers

An advertisement is considered a road safety hazard if any of the following apply.

1. Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property (refer to Austroads Road Design Guides and Austroads Traffic Management Guides for sight distance requirements).
2. Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.
3. Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.
4. Is at a location where particular concentration is required (eg. high pedestrian volume intersection).
5. Is likely to be mistaken for a traffic control device, for example, because it contains red, green or yellow lighting, or has red circles, octagons, crosses or triangles, or large reflective or illuminated arrows.
6. Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic.
7. Invites drivers to turn where there is fast moving traffic or the sign is so close to the turning point that there is not time to signal and turn safely.
8. Is within 100 metres of a rural railway crossing and is not considered a safety hazard within points 1 and 2.

9. Has insufficient clearance from vehicles on the carriageway.

10. Could mislead drivers or be mistaken as an instruction to drivers.

In addition, there are often stricter controls in rural areas, and advertising in urban areas should not happen on freeways or outside a road's outer kerb line.

Victoria Planning Provisions

The Victoria Planning Provisions are the means to gain approval to erect signage. Litter signage is deemed to be advertising, and needs a permit under clause 52.05-3 of the Provisions. The relevant clauses of the Victoria Planning Provisions are 36.04 Road Zone (36.04-4), and advertising sign controls are at Clause 52.05.

Permit applications should be made to the relevant local council.



courtesy of Noel Butcher photographs

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Information Sheet

LITTER SURVEYS



The following describes the basics of conducting litter surveys, one of the first steps in a litter prevention program.

Location

- Choose a minimum of three locations along a stretch of road, in particular with high traffic volumes, which don't have dedicated roadside parking bays, and which can comply with safety rules.
- The survey areas should be rectangular and 48 square metres. The width and breadth of the area can vary, depending on site conditions.
- If possible, the sites should include fixed infrastructure (benches, bins or signs) to act as site measurement reference points.
- Conduct most surveys where most of the people are. If 80% of people are usually around a certain area, then 80% of surveys should be in that area.

Full scale survey

- Here, the selected site is cleared of all litter, which is then placed into bags or other containers and counted elsewhere.
- The site is then revisited within a specific time frame, typically one week to one month. Again the litter is removed, placed into bags and counted.
- The total litter that has accumulated between the two surveys is the **litter accumulation rate**, which is your benchmark.

Victorian Litter Report

The Victorian Litter Report (VLR) is the tool used by the Victorian government to measure progress towards reducing littering behaviour.

The VLR uses the Clean Communities Assessment Tool (CCAT). The CCAT uses a defined list of litter categories. These should be used for conducting litter surveys.

In addition to litter counts and surveys, the VLR measures the context (e.g. general state of the site), rates the quality and state of infrastructure, gauges community attitudes and perceptions, and behaviour ratings for littering and bin disposal.

A summary of the CCAT categories is as follows.

Visual survey

- Here the litter is not removed, but counted by observers moving systematically across the whole of the site, noting on a record sheet every piece of observable litter.
- Because litter is not collected, a visual survey takes less time, and can supplement the data between full scale surveys.
- A trial of litter survey methodology suggests visual surveys take around 20 minutes.

Full scale and visual survey

- Here litter is removed and counted for the initial count, as in a standard full scale survey.
- When the site is revisited two weeks later, litter is counted in place as in a visual survey to establish the litter accumulation rate.
- In addition, doing a visual survey before a full scale clean up and count provides better and more accurate information.

Recording the count

- Count all visible litter in the 48 square metre area.
- Use a recording form that is consistent with the Victorian Litter Report categories for litter items, so that you can compare the state litter count with yours.

For safety's sake and better accuracy, litter surveys are best done in pairs.

- Confectionary – chewing gum; confectionary wrappers; ice cream wrappers.
- Beverage – glass bottles and pieces; plastic bottles and cups; caps straws and utensils; paper cups; tetra boxes; aluminium cans and pieces.
- Organic – animal poo; food; wooden utensils.
- Plastic film – bags; wrappers.
- Paper – paper bags and pieces; serviettes and tissues; receipts and tickets; newspaper; advertising material; takeaway boxes; cardboard boxes and pieces.
- Cigarettes – cigarette butts; packets, wrappers, foil and matches.
- Other – packing straps; shopping trolleys; syringes; other items without a category.

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Information Sheet

LITTER ACTION TASK FORCES



Setting up a Litter Action Task Force is a proven way to get a project off the ground, and then a lot of support and guidance along the way.

This is not for all litter prevention programs, but the idea of a task force should be part of your program's process planning.

People and organisations join your table to pool knowledge, share skills and resources, and be supporters, messengers and advocates for your project.

Who sits at the table?

- The cleaners – Waste and cleaning contract managers.
- Local business people – Especially traders, restaurateurs, venue and building managers, developers, industry, manufacturers and agriculturalists.
- Government – Council staff such as waste management and education officers, local laws, media and communications, and Councillors, plus key government departments such as Sustainability Victoria, EPA Victoria, Department of Sustainability and Environment, and Department for Victorian Communities.
- Land managers and environmental groups – Parks, transport, reserves, foreshores, LandCare and friends groups.
- Regional waste management groups – And their Education Officers.
- Community group representatives – Service clubs, committees, sport and recreation clubs, and social or cultural associations.

The Task Force's role

- Ongoing – Implementing a litter reduction action plan over a year or more.
- Task specific – There may be particular aspects of the best practice model members can help with, especially education, infrastructure and enforcement.
- Site specific – Perhaps focusing on reducing littering or dumping at a hotspot or waterway.
- Issue specific – Focusing on reducing a specific type of littering or dumping, such as dumping on nature strips or take away containers at events.



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Information Sheet **TAKING PERSONAL ACTION**



You can do it!

Everyone can make a difference. Here are a few tips to help you out.

- When disposing in a bin, make sure it stays in there.
- Pick up garbage when you see it.
- Never hose litter, leaves or debris into gutters and drains.
- Take your litter home.
- Carry a litterbag in your car.
- Refuse plastic bags when shopping.
- Put extinguished cigarette butts in a bin or public butt receptacle, or just carry a personal ashtray.
- Pack a rubbish-free lunch – use a plastic box and bottles.
- Secure your load when on the road.
- Put a 'no junk mail' sign on your mailbox.
- Contact the Distribution Standards Board on 1800 676 136 to complain about junk mail.
- Call 1800 245 022 to report abandoned shopping trolleys.
- Report litter on trains – 1800 800 705
- Report litter on trams – 1800 188 166.
- Report car litterers to EPA Victoria's pollution line 1300 EPA VIC (1300 372 842).
- Organise a workplace campaign.

Get involved

There will be local opportunities to take part in local litter action programs.

- Contact the regional education officer in your local regional waste management group.
- Councils often run local litter programs that you can get involved in.
- Contact Sustainability Victoria – they provide support, information and resources to help groups initiate litter prevention projects.

The workplace

- Make litter bags and EPA Litter Report Line forms mandatory in fleet vehicles
- Get a workplace clean up and sustainability program going.
- Host a 'rubbish free lunch', get involved in an adopt a roadside type program or form a team for Clean Up Australia Day.
- Have litter articles in newsletters, on bulletin boards or on your intranet.
- Tell people about the VLAA website.

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LITTER PREVENTION

program kit

This kit is presented as an introduction. Always go to the VLAA web site www.litter.vic.gov.au for full details and resources for running a litter prevention program. Please contact the Litter Champion litterchampion@sustainability.vic.gov.au or phone 03 8626 8700 for more assistance.

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