

### Chickerell Litter Project

Solving the litter problem by better prevention & education,  
making picking up litter more manageable

**Objective** :To ensure everyone practices the litter codes.  
By getting into the hearts & minds of people.

#### Litter Prevention Concept ;

**Promoting good citizenship and community spirit which  
gives society the initiative to bring about a change in  
behaviour culture.**

**A period of time is required to convince society that such a community  
project could succeed.**

### FIND A BIN & PUT IT IN CAMPAIGN 2009

#### Promoting good citizenship

**Intervention** / Explaining the consequences of dropped litter.

#### Promoting community spirit

**Persuasion** / The community communicating why it is sensible to find a  
bin & put it in. Setting out litter codes for different categories.

#### Changing behaviour culture

**Action** / The community discussing amongst all residents, families  
& friends that  
Society expects everybody to practice the litter codes.

(sponsors)

## SUCCESS OF THE CAMPAIGN

**The vision** that most litter offenders are decent citizens was proven to be true.

**Good communication** to every household, in schools & in the community encouraged community discussion. Litter offenders were automatically involved, persuading most of them not to drop litter

**With over 80% less people dropping litter**, substantially reduced the amount of litter on our streets. This created a sense of civic pride encouraging more people to individually pick up the remaining litter.

***Who is responsible for litter --- WE ALL ARE !***

**The community response - residents** doing a little to make a big difference.  
**Our Society** -- sent a clear message to all residents that we really do care about the area we live in.

**A clean and tidy community is what we want and deserve.**

------(children's  
posters)-----