KEEP AMERICA BEAUTIFUL AND LITTER

LITTER IS MISPLACED SOLID WASTE

Litter is not just plastic cups or paper napkins, it comprises these items and other trash not in its proper place in the collection and disposal stream. To eliminate litter, we address littering behavior. According to research originally conducted by the American Public Works Association (APWA) between 1973 and 1975 and reconfirmed by Keep America Beautiful, Inc.'s Litter Measurement Technical Committee in 1999, there are seven major sources of litter that result from improper waste handling, litter dynamics, and behavioral norms.

SEVEN SOURCES OF LITTER

- Motorists and boaters
- Pedestrians
- Households, (open or improperly covered refuse putouts)
- Hauling (uncovered loads)
- Loading Docks
- Commercial Refuse Storage Areas (dumpsters)
- Construction/Demolition Sites

LITTER DYNAMICS

Litter is often carried from its points of origin by water, wind, traffic, and animals until it becomes trapped by fence lines, walls curbs, or other barriers.

BEHAVIORAL NORMS

A norm is a pattern of behavior that is accepted, expected and reinforced when others behave in the same manner. Many people feel it is acceptable to litter where it is someone else's job to clean up, where there is no sense of ownership, or where litter has already begun to accumulate.
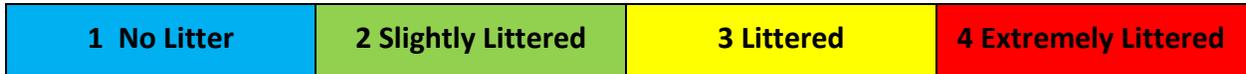
With correct application of the Litter Index tool over time, re-scoring can indicate litter trends. Tracking the effects of KAB education and litter prevention programs, code enforcement and waste collection technology advancements will enable affiliates to determine what works to change littering behavior in their communities.
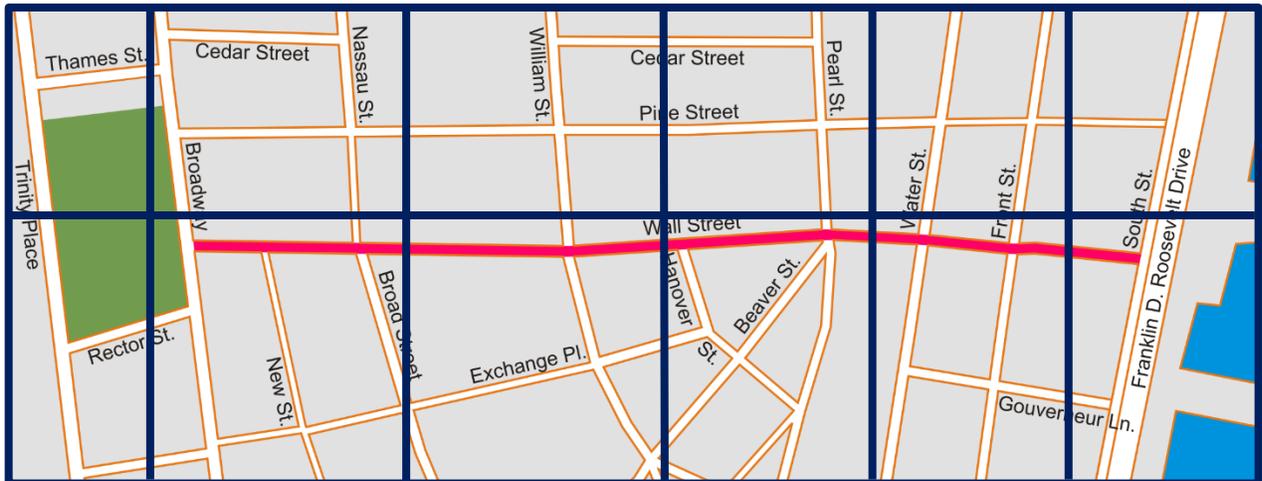
KEEP AMERICA BEAUTIFUL SCORES

Community Name: _____

Sub-Area		Date	Date	Date	Date	Date		Sub-Area Average Scores
A								
B								
C								
D								
E								
F								
G								
H								
I								
J								
						Overall Area Score		

1. No Litter (blue)   Virtually no litter can be observed in the sub-area being scored.
2. Slightly Littered (green)   A small amount of litter is obvious to the scorer.
3. Littered (yellow)   Visible litter can be seen throughout the sub-area.
4. Extremely Littered (red)   A continuous amount of litter level such as illegal dump sites.

1 No Litter	2 Slightly Littered	3 Littered	4 Extremely Littered

Create a street map of your territory like the one below, divide it into grids that make sense to you and then label the grids with the sub-area numbers above. Then take a colored highlighter or write in the column above the litter description: No Litter, Slightly Littered, Littered, or Extremely Littered. Complete the survey monthly or bi-monthly to encourage your volunteers in their progress or to redirect/redouble your efforts if there is little improvement.

Adapted from material created by Keep America Beautiful