

HOME RUN FOR LITTER PREVENTION!

It may not be baseball season, however, this is baseball news - The Iowa Cubs have developed a “home run” for litter prevention. During the past three years the Iowa Cubs have been working at a “litter reduction” program. The following letter was received a year ago from the Iowa Cubs regarding the program. It is worth sharing in hopes that other events will pick up on the idea and develop their own “litter prevention” program.

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To keep Principal Park here in Des Moines, Iowa, looking beautiful, the Iowa Cubs and Keep Iowa Beautiful have worked together to promote the idea of a litter free event. During the baseball season, the accumulation of trash in the stadium during a game is always a topic of concern. Trash receptacles were not being used to full potential due to fans placing their trash below seats. Fans were not aware of the mass of garbage left in the stands after games, let alone the time and amount of people it takes to pick it all up. Something needed to be done to help solve this problem.

In order to increase awareness to those in attendance, the Iowa Cubs teamed up with the waste removal industry in Des Moines to offer a trash dash during the middle of a selected inning throughout the season to promote a “litter free” event. In years past, a handful of fans were selected to compete for prizes by aiming to collect the most trash. However, this promotion only focused on a few of the seating sections. This past year, a different plan was implemented to get more of the stadium involved by using the ushers to collect trash from fans in their sections.

No matter how this topic is approached, it will always be an issue. The good thing is that we are noticing more fans becoming aware of the problem. Fans are getting more involved by helping fill the ushers bags or by taking the time to throw their garbage away in the provided trash receptacles. By increasing awareness, the trash accumulation at the end of the night decreases, therefore, decreasing the time spent on picking up the trash after the game. Hopefully fans will take this knowledge outside of the ballpark to Keep Iowa Beautiful.

IowaCubs Management

The letter clearly indicates progress in the “training” of fans not to litter. We are excited at the leadership of the Iowa Cubs in helping to change the behavior pattern of those attending the games. Give it a thought and develop your own “event litter prevention plan” for your own “home run”.

Gerald F. Schnepf, Executive Director
Keep Iowa Beautiful
300 East Locust – Suite 100
Des Moines, IA 50309
Phone 515-323-6507
E-mail gschnepf@keepiowabeautiful.com
Web Page www.keepiowabeautiful.com

See you in the next column.

Helping to Keep Iowa Beautiful

Gerald F. Schnepf