



Cllr Declan Doocey launches 2017 gum litter campaign

Campaign is changing people's behaviour towards gum disposal

The 2017 Gum Litter Taskforce (GLT) gum litter education campaign was launched in Dungarvan today by Cllr Declan Doocey and Ardscoil na nDeise

The campaign has had huge success to date in changing the public's behaviour to gum disposal and in encouraging correct gum disposal through a targeted education awareness campaign. According to research carried out by Millward Brown on behalf of the Gum Litter Taskforce (GLT) during the 2016 campaign, the highest number of people to date (93%) agree that dropping gum is littering and almost six in seven people (84%) claiming that they always dispose of their gum correctly.

Speaking at the launch Cllr Declan Doocey, Deputy Cathaoirleach of the Dungarvan/Lismore District said: "This is a great campaign for communities up and down the country to get involved in. It unites communities in a common goal to responsibly dispose of chewing gum and continue to contribute to the positive results the campaign has seen to date. "

"Waterford City & County Council in conjunction with the national Gum Litter Taskforce will implement a public awareness campaign to reduce gum litter", commented Ella Ryan, Environmental Awareness Officer with Waterford City & County Council. "This campaign is beneficial as it improves litter awareness and reduces cleaning costs. A media campaign is being rolled out to touch on all media points across the Waterford County Council area. You may already have seen advertising on local buses, billboards, etc. Educational workshops about litter awareness will also be run in a number of schools in the county."

Speaking at the official launch of the 2017 campaign, Paul Kelly, Chairman of the GLT added: "Each year the campaign seeks to educate people on the correct disposal of gum and while we have seen very positive results to date, we want to continue encouraging a positive behaviour change amongst the small minority who are still disposing of gum incorrectly. The latest research results highlighted a significant increase in those who say they never drop gum which points towards the success of the campaign since its inception at targeting younger people who are taking the message home with them and into households across Ireland. The launch today is just one element of this nationwide campaign which also includes a national advertising campaign and a schools education programme, Bin It!"

ENDS



Note to editors:

The GLT includes representatives of the chewing gum industry; Department of Communications, Climate Action and the Environment; Food Drink Ireland; local authority representatives and civic society.

Industry representative Alex West; Senior Manager, Corporate Affairs – UK & Ireland for the Wrigley Company (a subsidiary of Mars Inc) said: “The Wrigley Company is delighted to be the industry representative on the GLT and be part of such a successful campaign. The Gum Litter Taskforce is a unique industry funded initiative that runs in partnership with local and national government and civic society to tackle a common goal through awareness and education. The campaign results to date have demonstrated the success our approach has had in changing behaviour and attitudes to gum littering.”

This is the third year of the latest campaign, the result of an agreement between the Department of Communications, Climate Action and the Environment and Food Drink Ireland (FDI) representing the chewing gum industry, to fund a national gum litter awareness programme from 2015-2017.

The theme of the 2015 – 2017 advertising campaign is “Bin your gum when you’re done”, the campaign includes:

- A four month mass media advertising campaign (TV, outdoor, print and online)
- A schools education programme aimed at first year secondary school students called “Bin It!”. This includes an actor-led workshop tour which takes place in schools each Autumn and which is supported by materials and tools for teachers to download and integrate into lesson plans (www.chewitbin.it)
- A live ‘GLT Bin Game’ at all launch events
- Dedicated GLT website - <http://www.gumlittertaskforce.ie/>
- Distribution of Point-of-Sale materials to over 1,000 retailers around the country
- Sponsorship of three awards in the TidyTowns competition

