

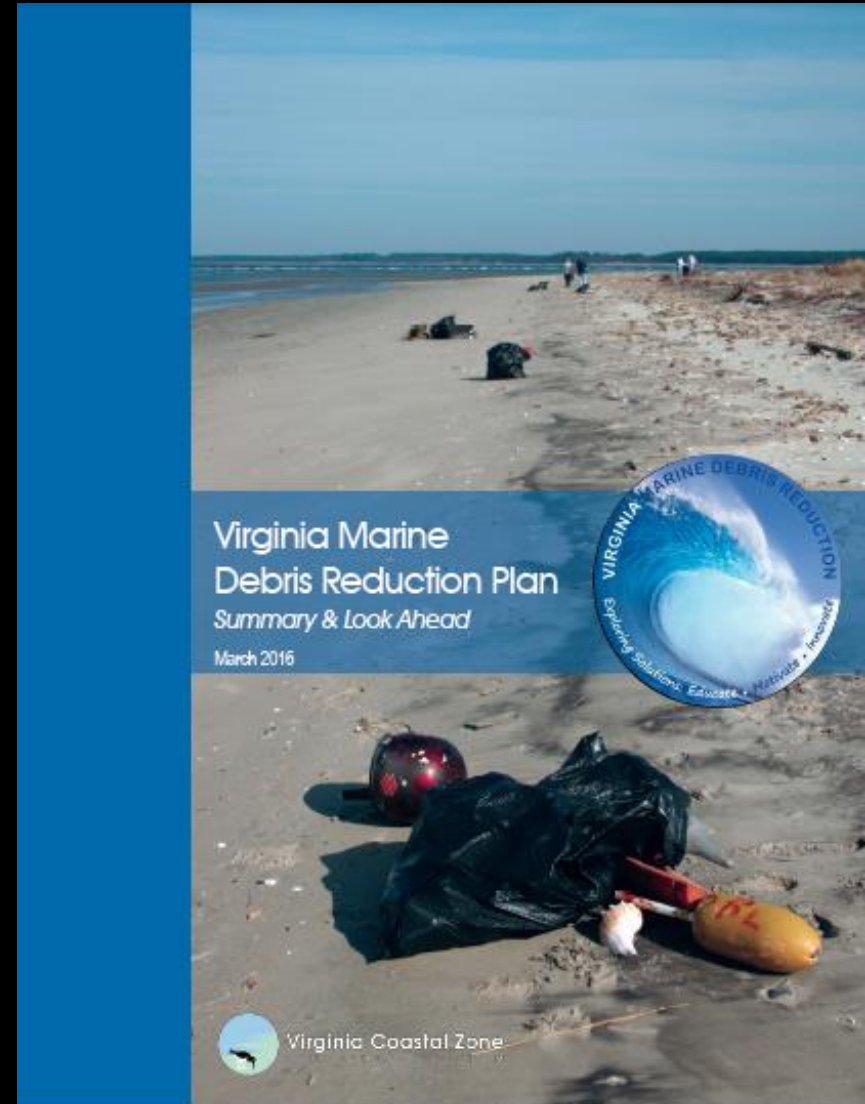
Tackling Marine Debris in Virginia and the Mid-Atlantic

A close-up photograph of a dolphin's head and snout. The dolphin is holding a piece of clear, crumpled plastic in its mouth. The dolphin's skin is wet and glistening, reflecting light. The background is a shallow, sandy ocean floor with some green algae or seaweed.

**Katie Register, Executive Director
Clean Virginia Waterways of Longwood University
April 25, 2019, STAC Workshop**

Virginia Marine Debris Reduction Plan

- A ten-year horizon
- Collaborative effort
- Based on what is feasible
 - politically, socially, and economically



Reduce Land-based Sources



Photo: Clean VA Waterways



Photo: Ocean Conservancy



Photo: Dot Field, VA DCR

Water-based Sources

- Derelict fishing gear & vessels
- Disasters



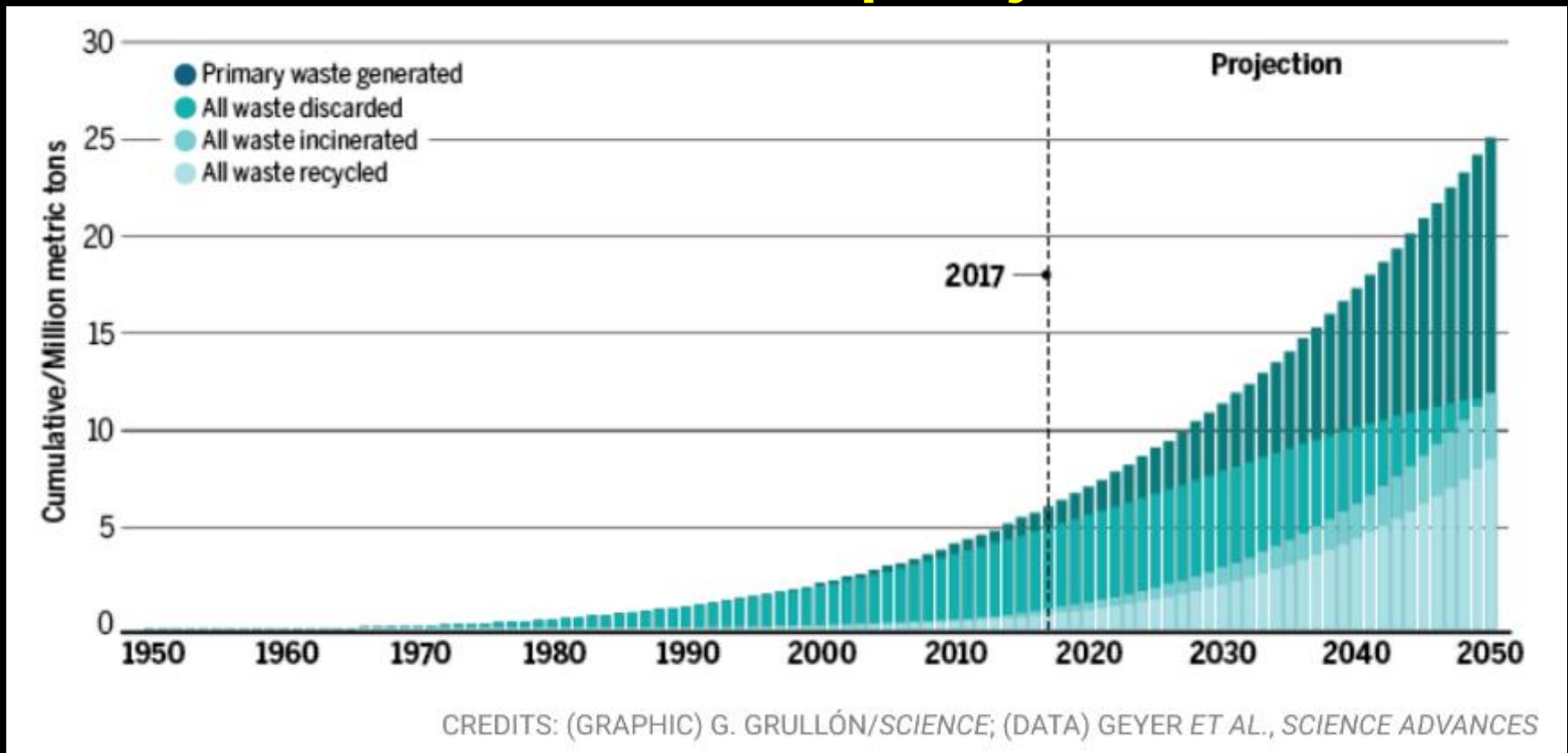
Photo: Katie Register, Clean VA Waterways

More plastic coming soon



Throwaway Living. 1955. Life Magazine

Plastic waste projections



This chart shows plastic waste. Production of plastic is ~20% higher. Mostly single-use disposables (short-term use). Fracked gas making production of new plastic less expensive. We can't recycle our way out of this problem.

Many Partners Contributing to Solutions



Increase Collaboration

High Impact

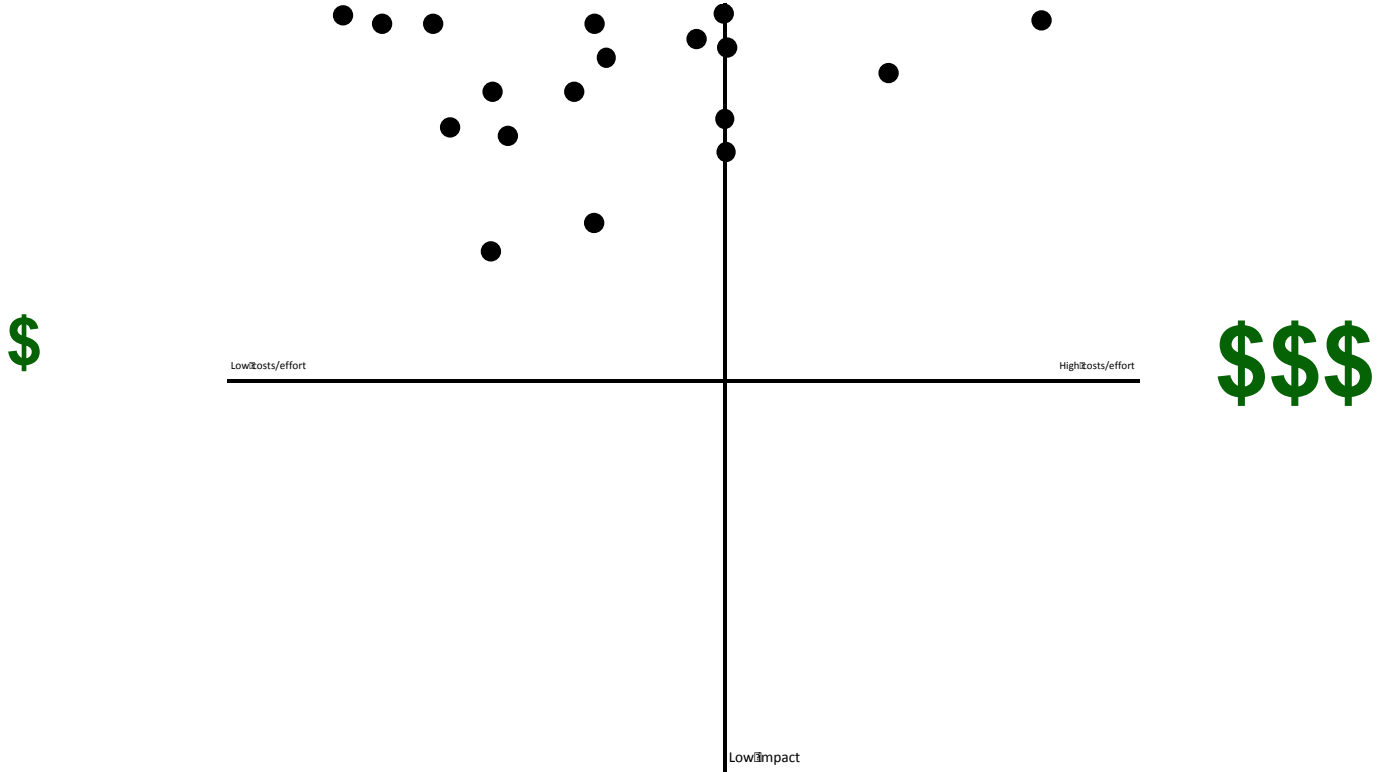


Figure 2. Bang for Buck in increasing collaboration.

Votes for Priority 2

Low Impact

Reduce Balloon Releases

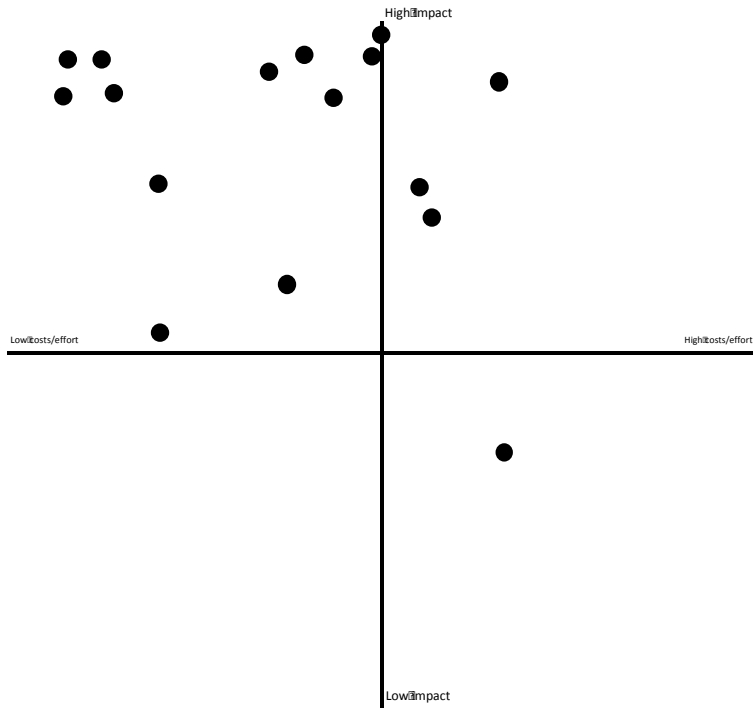


Figure 15. Bang for Buck™ in reducing balloon release

Votes for #1 Priority: 2
 Votes for #2 Priority: 3

Improve Stormwater Management

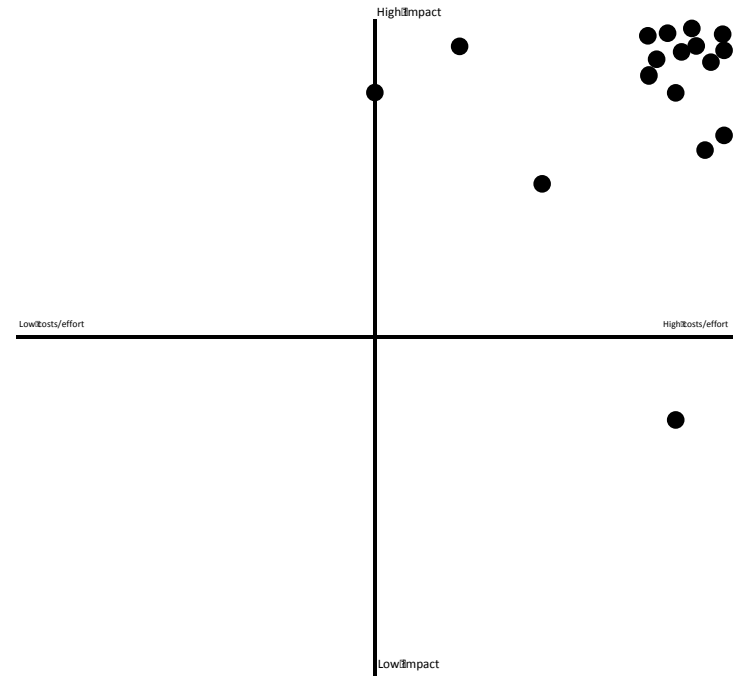


Figure 16. Bang for Buck™ in improving stormwater management

Votes for #1 Priority: 10
 Votes for #2 Priority: 10

Reduce Abandoned Fishing Gear

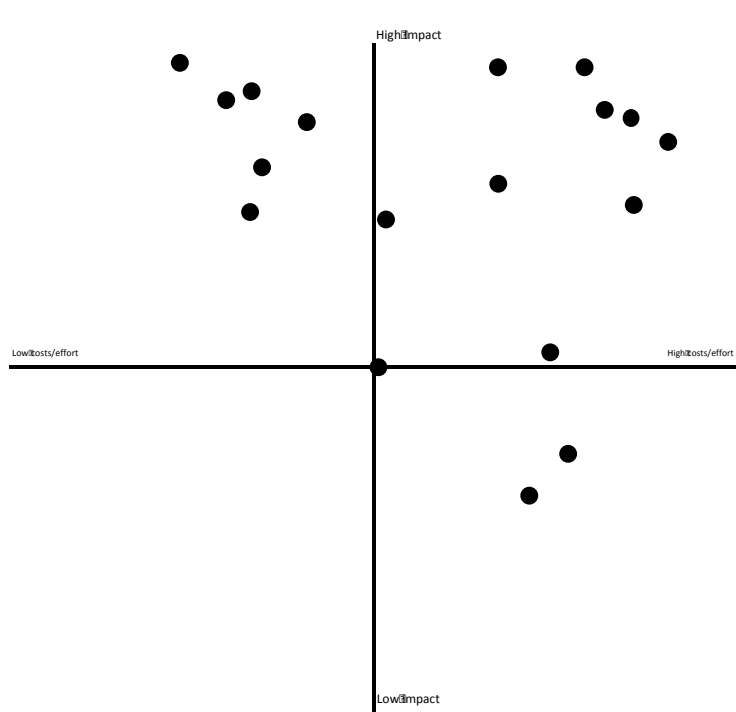


Figure 2.7. Bang for Buck in reducing abandoned fishing gear

Votes for #1 Priority: 20
 Votes for #2 Priority: 20

Reduce Waste from Ships

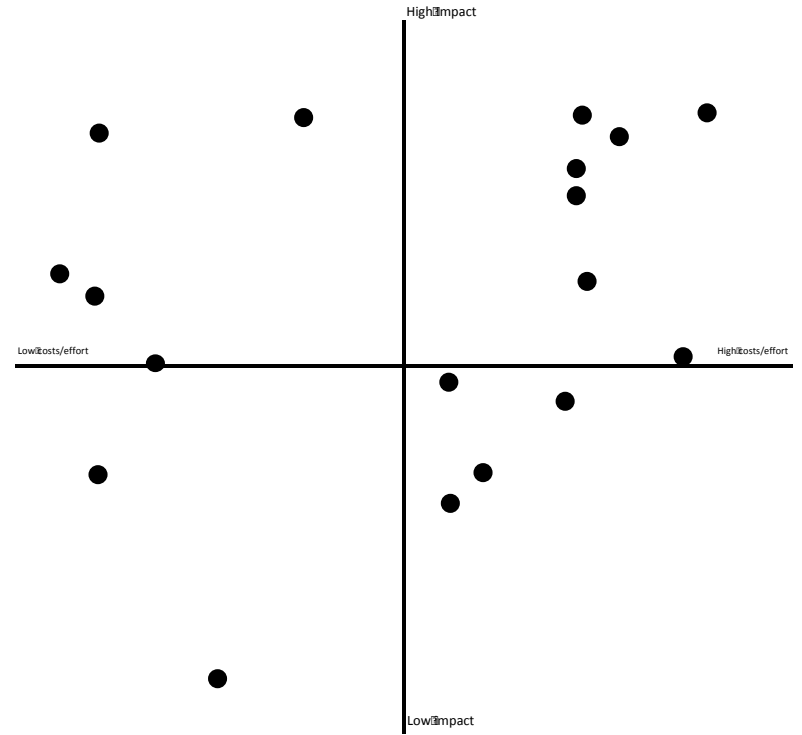


Figure 2.8. Bang for Buck in reducing waste from ships

Votes for #1 Priority: 20
 Votes for #2 Priority: 20

Reduce Microplastics

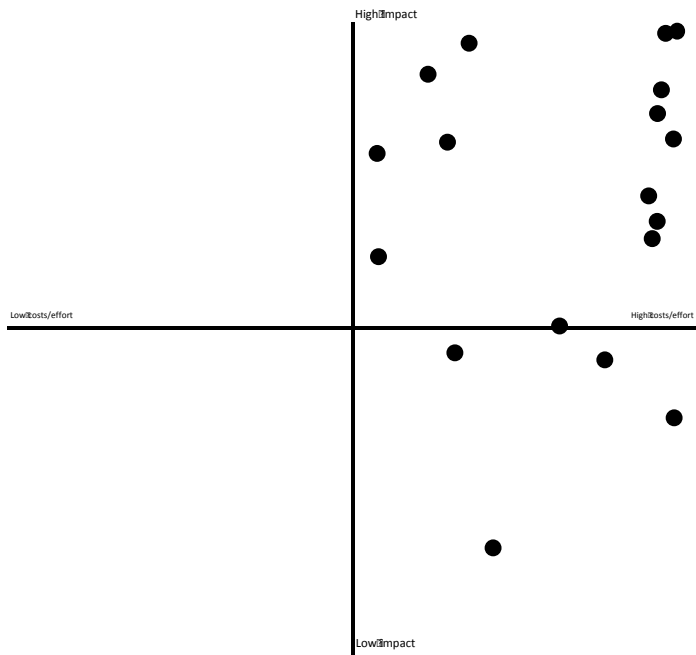


Figure 20. Bang for Buck in reducing microplastics

Votes for #1 Priority: 0
 Votes for #2 Priority: 0

Address Disposable Products Packaging Waste

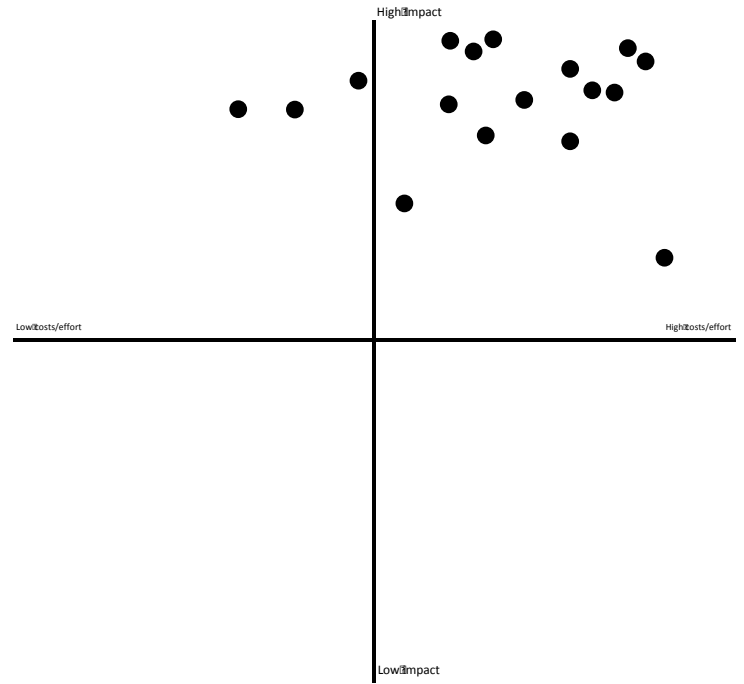
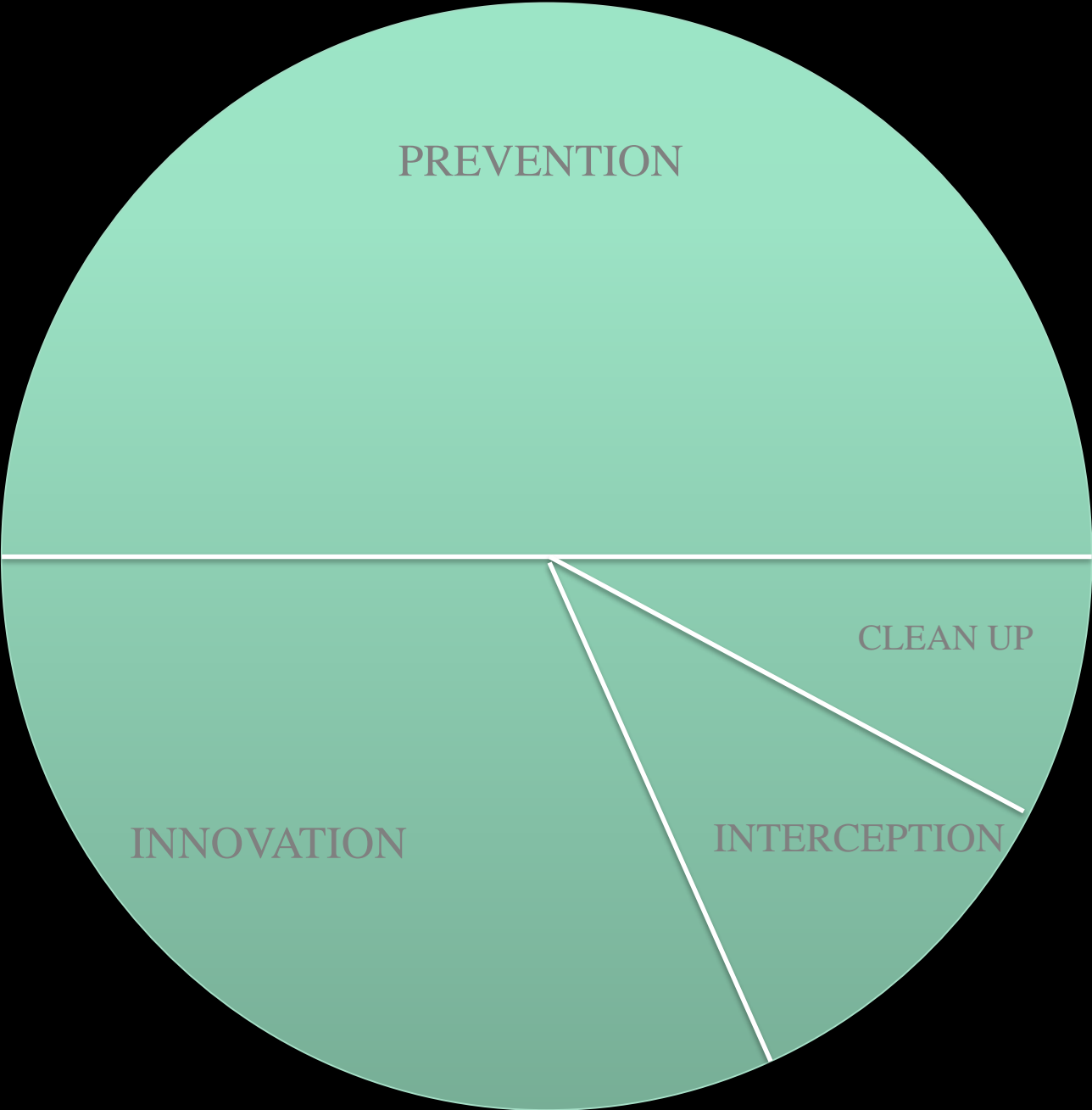


Figure 15. Bang for Buck in addressing disposable products and packaging waste

Votes for #1 Priority: 0
 Votes for #2 Priority: 0



PREVENTION

CLEAN UP

INTERCEPTION

INNOVATION



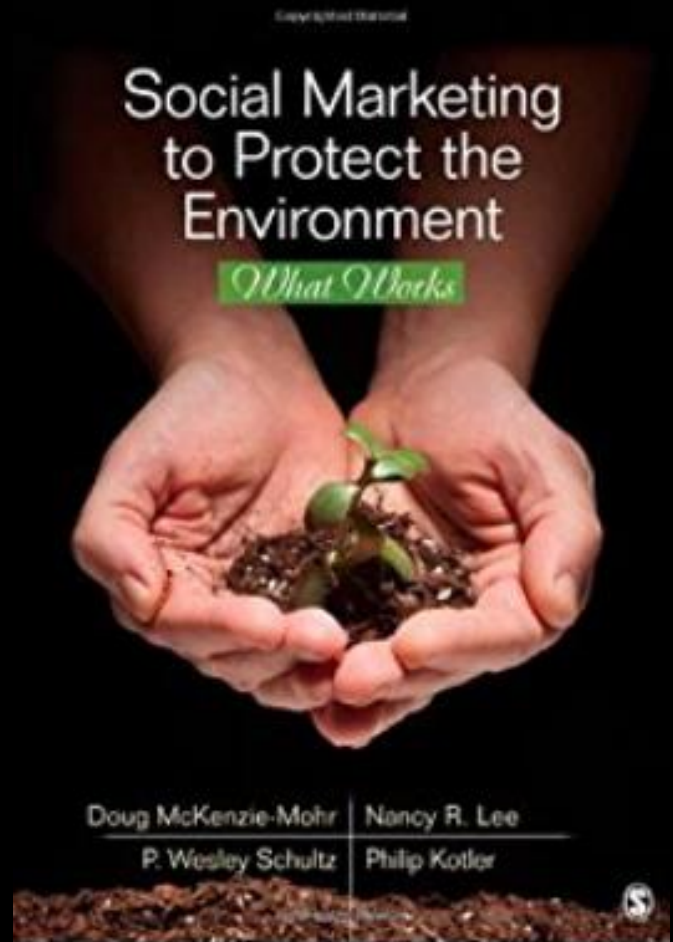
Virginia Coastal Zone
MANAGEMENT PROGRAM

Commitment to addressing marine debris

- Increase collaboration
- Marine Debris Summits (2013 & 2016)
- VA Marine Debris Reduction Plan (2014)
- Building capacity: Community-Based Social Marketing workshop
- Mid-Atlantic cooperative work on marine debris

Building Capacity: Social Marketing

Help partners create successful social marketing campaigns to address sources of marine debris



Social Marketing Campaign: Reduce Balloon Releases

“Joyful Send-off” campaign to reach brides, wedding planner...and universities.



KICK
THE
STRAW



Reducing use of plastic straws

- Universities
- Parks
- VA Beach “Keep It Beachy Clean”
- Virginia Green program

*We are going
STRAW-FREE
for Earth Day!*



THANKS!

FOR SKIPPING THE STRAW

Virginia Beach

BeachyCleanVB.org

#KeepItBeachyCleanVB

#StrawFreeVB

Disposal options for used and derelict clam netting on Virginia's barrier islands



Clam netting



- Clam growers committed to removing clam nets that wash up on beaches after storms.
- VA CZM is researching recycling of nets.

Photo: Clean VA Waterways

Stormwater & Litter



Photo: Clean VA Waterways

Workshops for Stormwater Managers

- Prevention of litter
- Interception of litter at stormdrains or “end of pipe” collection
- Need for funding & sharing of BMPs

- Results: 2 counties created task forces
- Increased interest in local ability to enact policies to reduce litter.
- Interest in raising the Litter Tax to help fund required reduction in plastic pollution in storm water.

Stormwater & Litter

Workshops for Stormwater Managers

- Woodbridge
- May 28, 2019

Photo: Clean VA Waterways

Monitoring VA's Remote Coastal Beaches 2013-2017



Smith Island
Hog Island
Fisherman Island
Cedar Island
False Cape State Park



- **11,441** balloon litter items documented
- Up to 272 per mile
- **#1** most frequently found item

From “Balloon Litter on Virginia’s Remote Beaches. 2018. VA CZM Program

Balloon Litter on Virginia’s Remote Beaches

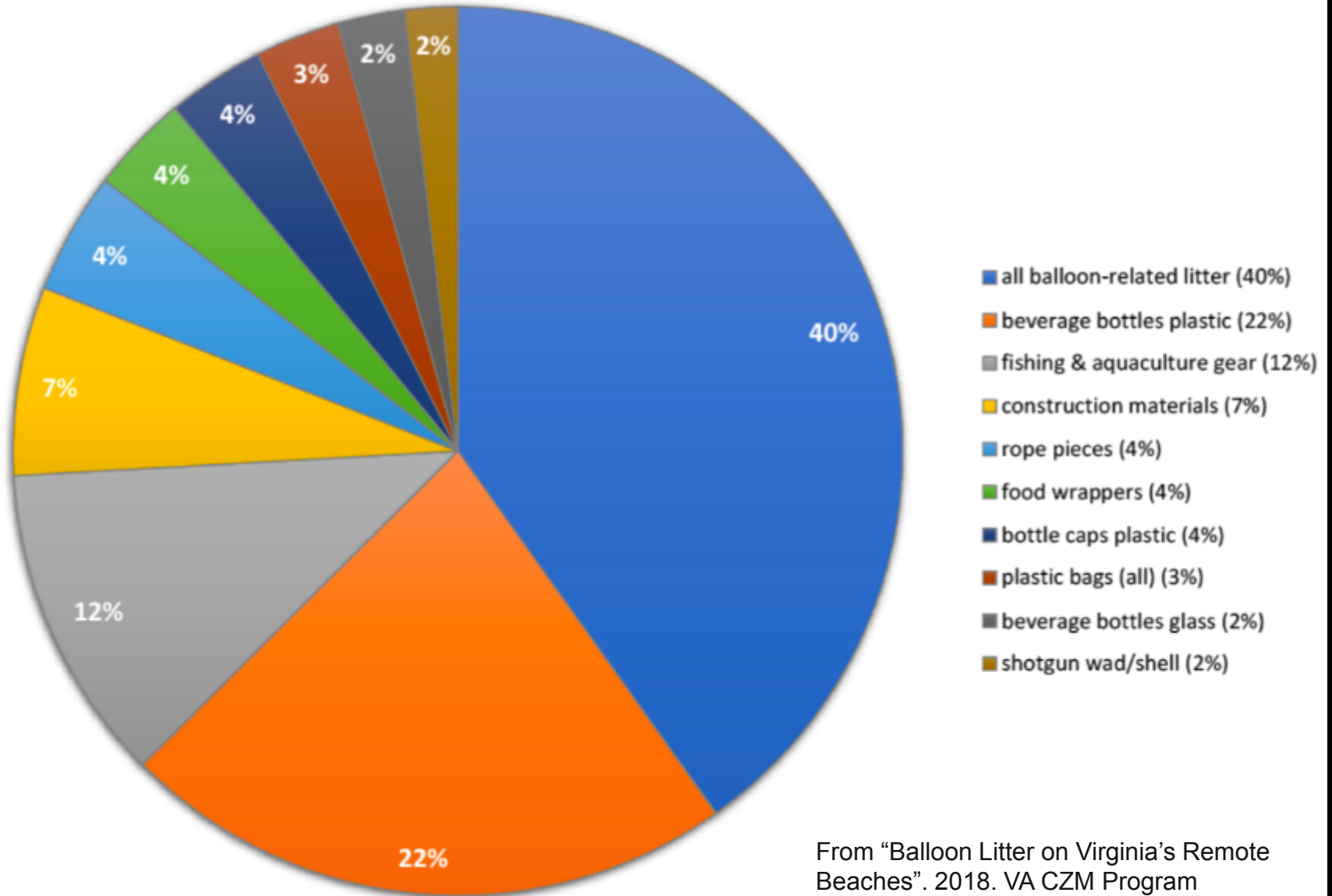
Results of Monitoring from 2013 through 2017



A report from Clean Virginia Waterways of Longwood University to the Virginia Coastal Zone Management Program for the FY16 Task 94.03 Grant

August 2018

Top Ten Marine Debris Items



From "Balloon Litter on Virginia's Remote Beaches". 2018. VA CZM Program



11,441 balloon litter items

- Latex > Foil
- 67% had attachments
- Star shape > heart
- Disney > Nickelodeon
- Birthday, Graduation, Mothers Day
- 36 weather balloons
- Balloons to Artwork!

Attachments



VAQS



VAQS



CVW



VAQS



Balloons Blow

Ribbons, discs, clips, tape, valves...music box, notes & a boa

Protocol for monitoring to support future research



Balloon Litter Monitoring and Assessment for the Coastal Environment

By Kathryn O'Hara, Christina Trapani and Katie Register



July 2018

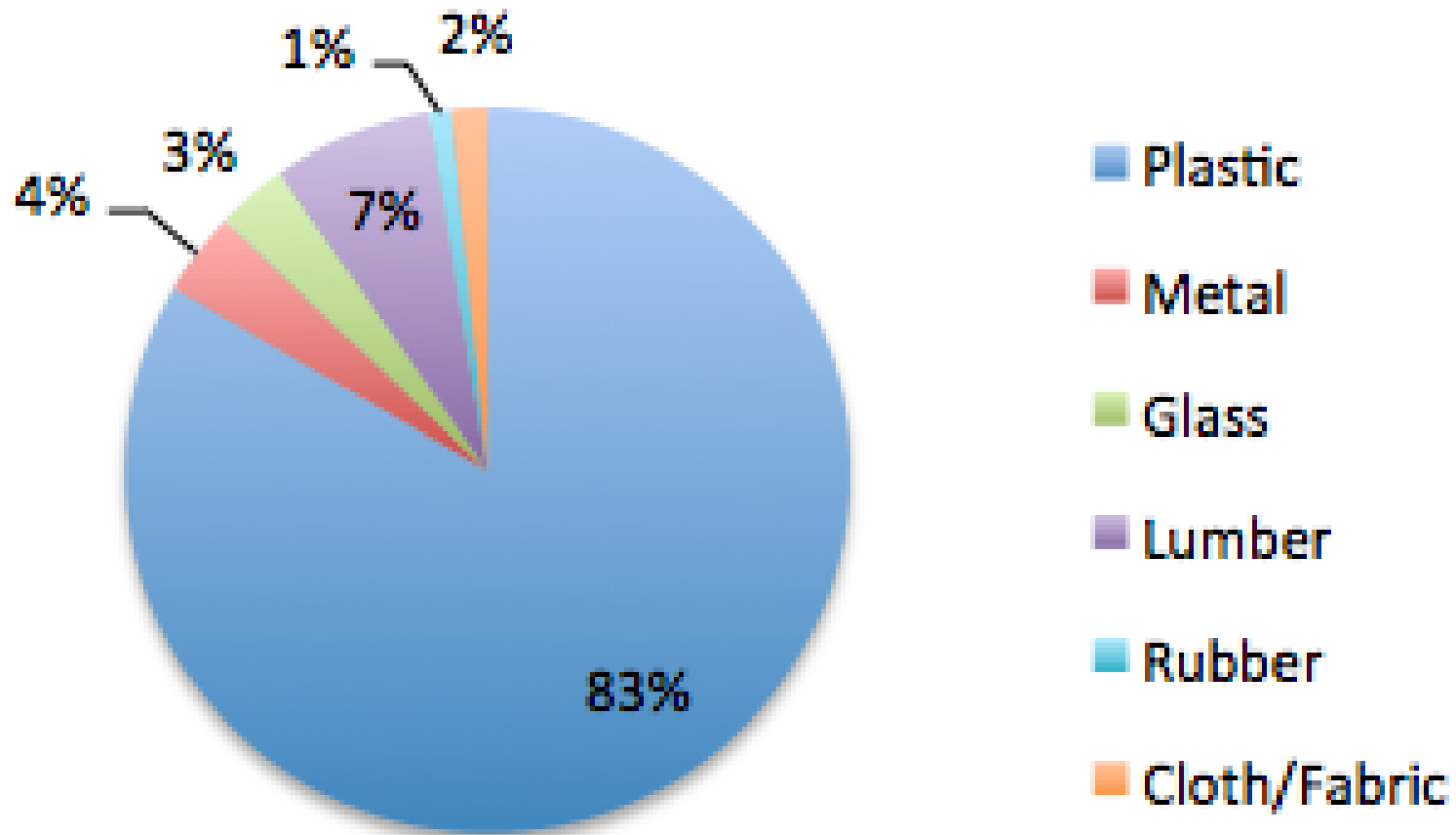
A protocol for monitoring balloon-related litter from Clean Virginia Waterways of Longwood University to the Virginia Coastal Zone Management Program for the FY17 Task 94.03 Grant.

Monitoring Marine Debris in VA's Coastal Zone



Photo by C. T.

Sources of Debris by Material

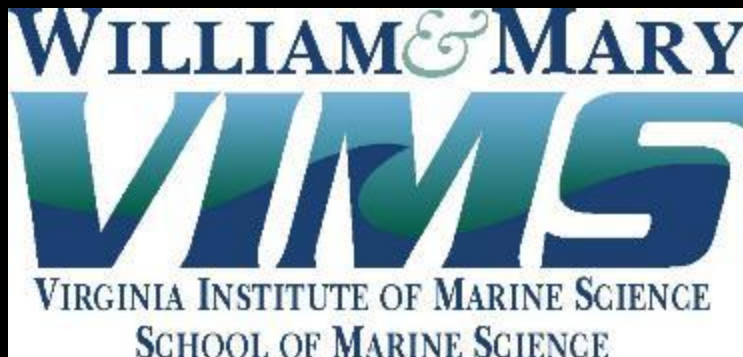


Shotgun wads

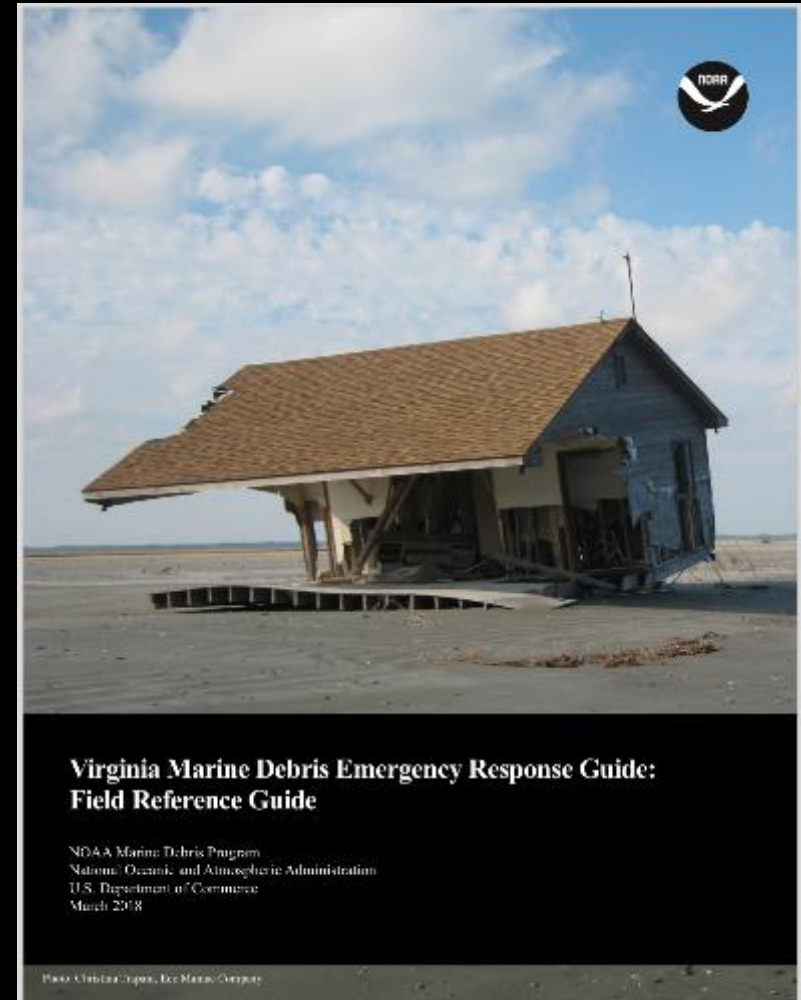
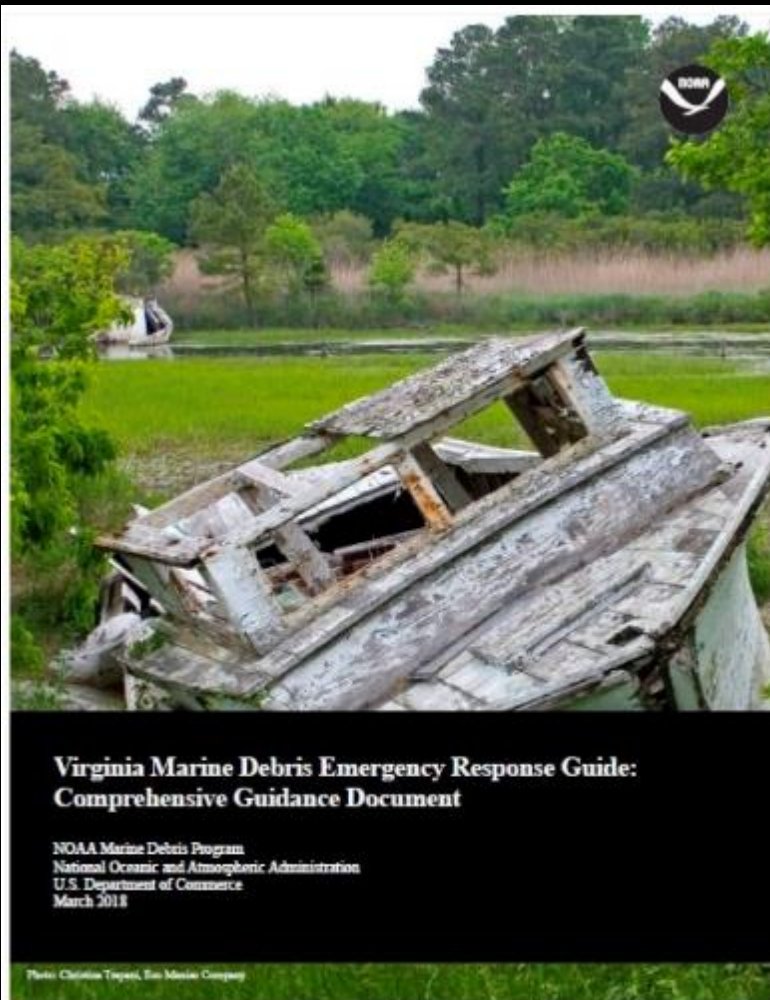
- VIMS: using biodegradable plastic to decrease plastic pollution in marshes.
- GreenOps Ammo sells ammo with biodegradable wads
 - www.greenopsammo.com/



A shotgun wad



Virginia Marine Debris Emergency Response Guide

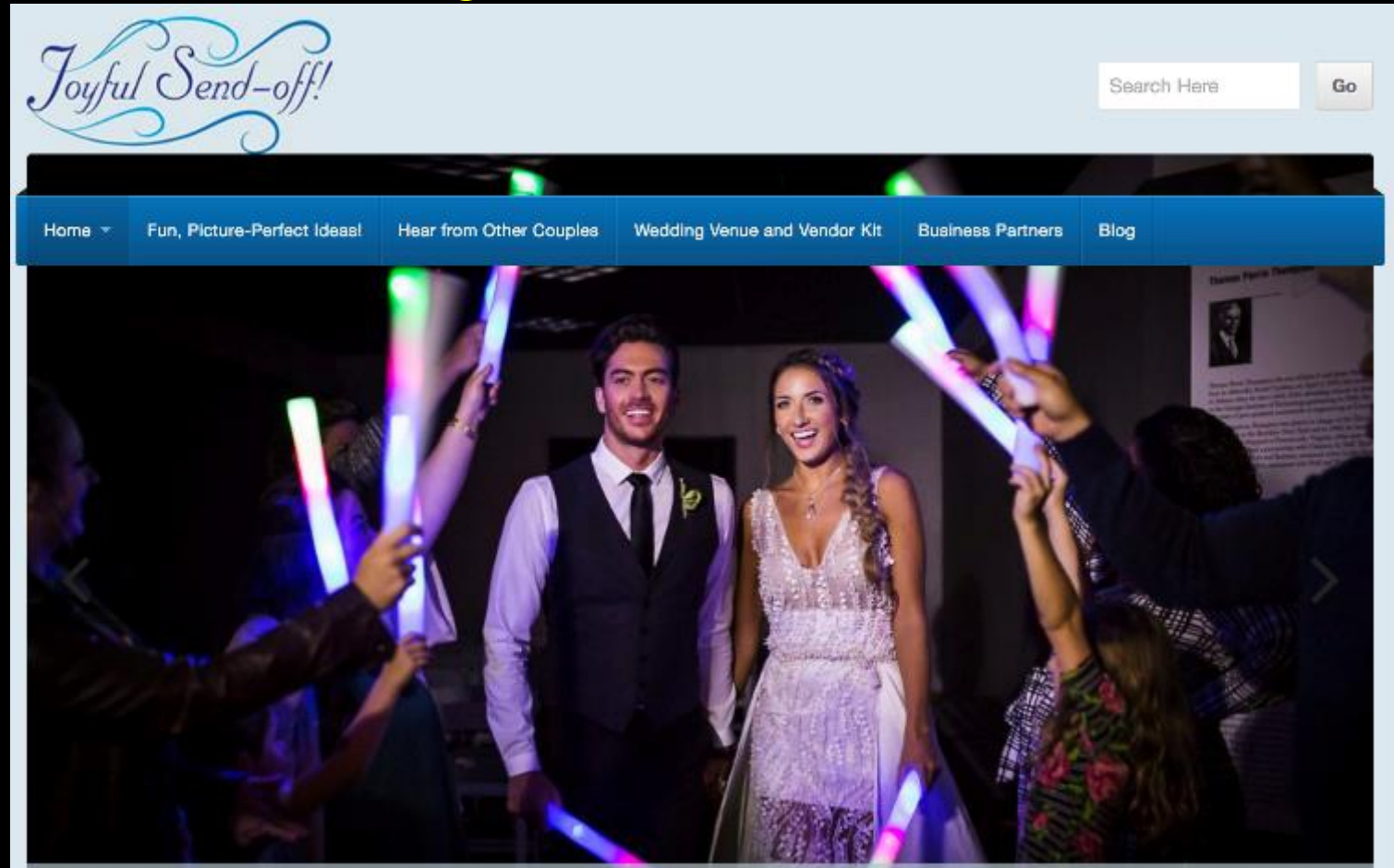


Reducing Balloon Litter



Photo: Clean VA Waterways

Joyful Send-off



Community-Based Social Marketing methods to influence behavior.
Target: reduce balloon releases at weddings & ceremonies.

New Web Site: PreventBalloonLitter.org

Prevent Balloon Litter

Information and resources for the prevention of balloon litter

[Home](#) [About Us](#) [The Problem with Balloon Litter](#) [Sources of Balloon Litter](#) [Alternatives to Balloon Releases](#) [Resources](#)



Sources of Balloon Litter

Where does balloon litter come from and



Impacts on Wildlife

Balloon litter can harm wildlife.



Resources About Balloon Litter



Alternatives to Balloon Releases

Videos to support balloon-litter prevention



VA CZM Program & CVW



VA CZM Program & CVW



Longwood University & CVW



ATTN: Media

Available on CVW YouTube

Expanding *balloon litter reduction campaign* into the Mid-Atlantic Region

- Increase behavior change
- NY, NJ, DE, MD & VA
- NOAA Marine Debris Program grant & match from partners
- MARCO (Mid-Atlantic Regional Council on the Ocean) is lead on this project

NOAA Marine Debris Collaborative Portal for the Mid-Atlantic

New!

MID-ATLANTIC

Marine Debris Collaborative

HOME ABOUT

WELCOME LOCATIONS DETAILS

Project Status

- Conceptual
- Proposed
- Ongoing
- Complete

midatlantic-mdc.diver.orr.noaa.gov/home

2019 Mid-Atlantic Marine Debris Summit

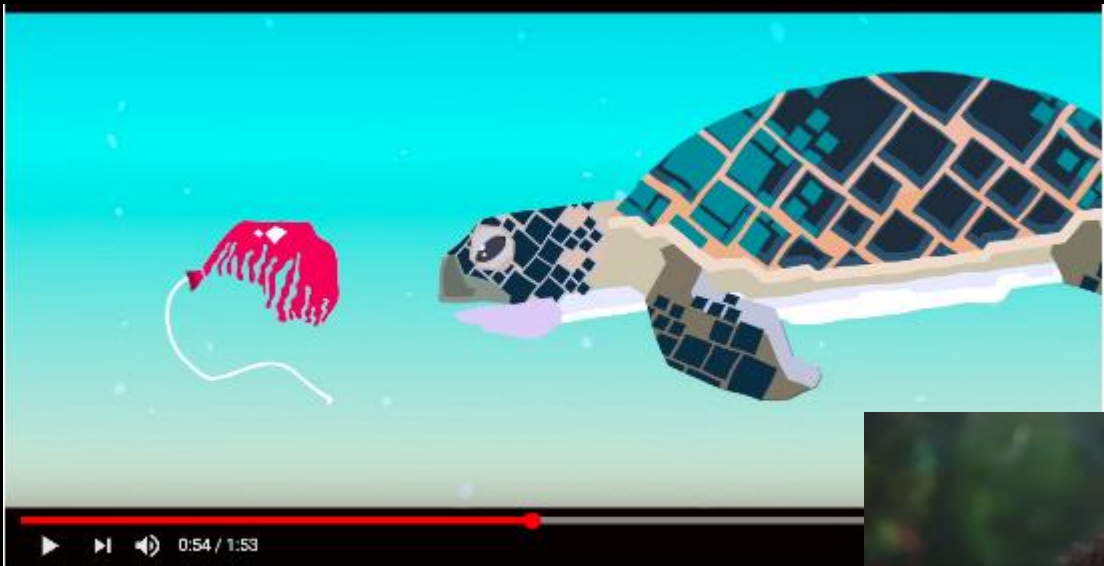
June 17-19, 2019 @ GMU Arlington Campus



Watch, like & share the videos

on the **Clean Virginia Waterways of Longwood Univ.** YouTube Channel!

<https://www.youtube.com/channel/UC79VQJ1IkeGbKJDT-6owRyw>



Balloon Litter: Say No to Letting It Go!



Balloon Litter: A Conversation

On land you call it litter,
In the sea, it's marine debris.
On the beach or in the ocean,
It is all just trash to me.

--Ike the feisty loggerhead sea turtle



Thank You!

The logo for Clean Virginia Waterways features the text "CLEAN VIRGINIA WATERWAYS" in a bold, sans-serif font, stacked vertically. To the right of the text is a stylized graphic of three white, curved lines that resemble a river or a wing, set against a dark blue background.

**CLEAN
VIRGINIA
WATERWAYS**

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www.longwood.edu/cleanva/publications.html