



# Covid-19 Litter Campaign Toolkit

## Background

As lockdown restrictions ease, some members of the public are abusing public spaces, including parks and beaches, by littering and engaging in other anti-social behaviour. To help address this, we are running a public information campaign.

## Our goal

With your support, we need to:

- Reduce littering and anti-social behaviour.
- Encourage the public to clean up public spaces and take their rubbish home.

## Content examples



## Actions to take

Using your channels/networks, help us to communicate messages which address anti-social behaviour. Please use **#TakeYourLitterHome** and **#KeepBritainTidy** where possible. Suggestions include:

- Share the campaign assets via posts, blogs and vlogs to encourage the public to keep public spaces free from litter.
- Amplify social media content by [@10DowningStreet](#), [@cabinetofficeuk](#) and Local Government channels.
- Run live events (Q&A, picking up litter).

## Campaign assets

Assets are available via the [PHE Resource Centre](#), [Defra outdoor guidance](#) and [Keep Britain Tidy](#).