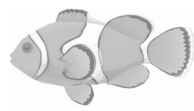


# CLEAN UP



## LIVE THE DIFFERENCE NOW

to share or find more info visit – [livedifferencenow.com](http://livedifferencenow.com) / [@livedifferencenow](https://www.instagram.com/livedifferencenow)

### What you can do:

Take yourself or your dog for a walk and make a difference –

- Take a bucket/bag/container and pick up plastic & other litter/rubbish/ trash before it becomes ocean pollution. **Every bit counts!**
- Choose a site – your street, local park or beach – and 'adopt' it. Commit to cleaning it on a regular basis by picking up rubbish & dealing with it correctly (recycling whatever you can). You will see the difference this regular, small act makes in your community & can feel good about every single thing you collect **not** finding its way into the sea.
- **Remember, all waterways lead to the ocean, this includes rivers, creeks and, of course, stormwater drains. Roads often lead to the ocean, too.**
- People all over the world are making this commitment – here are just a few to be inspired by: [@livedifferencenow](https://www.instagram.com/livedifferencenow) [@take3forthesea](https://www.instagram.com/take3forthesea) [@4Ocean](https://www.instagram.com/4Ocean) [@trashyourselfie](https://www.instagram.com/trashyourselfie) [@5minutebeachcleanup](https://www.instagram.com/5minutebeachcleanup) [@minibeachcleaner](https://www.instagram.com/minibeachcleaner) [@cleanupaustalia](https://www.instagram.com/cleanupaustalia) [@pickthatshitup](https://www.instagram.com/pickthatshitup) [@marinadebris](https://www.instagram.com/marinadebris) [@justgrabbits](https://www.instagram.com/justgrabbits) [@dogact](https://www.instagram.com/dogact) [@responsible.runners](https://www.instagram.com/responsible.runners) [#wareonwasteau](https://www.instagram.com/wareonwasteau)

### Plastic's effect on coral reefs

1. When plastic comes into contact with coral, the likelihood of disease rises from 4% to 90% as disease-carrying microbes colonise plastic waste!
2. A recent study of more than 150 reefs across the Asia-Pacific region showed **more than 11.1 billion plastic items are currently entangled on those coral reefs!**
3. Plastic & other ocean pollution stresses coral through light deprivation, toxin release & disease.

"If everyone took responsibility for the small stuff, it wouldn't steamroll into the environmental disaster we are facing in our oceans."  
IAN KIERNAN, Clean Up Australia Founder



"Take 3 for the Sea highlights community willingness to help solve complex global issues through local actions to prevent unnecessary plastic marine pollution."  
TIM SILVERWOOD, CEO Take 3 for the Sea



### Scale jumping:

You could scale up this action by –

- Organising a regular group clean up in your local area & getting your friends, family, dogs, school & wider community involved in keeping your local environment free of plastic and other waste.
- **Lobbying your local council about better waste collection, stormwater drain management & fines for litterers.**

