

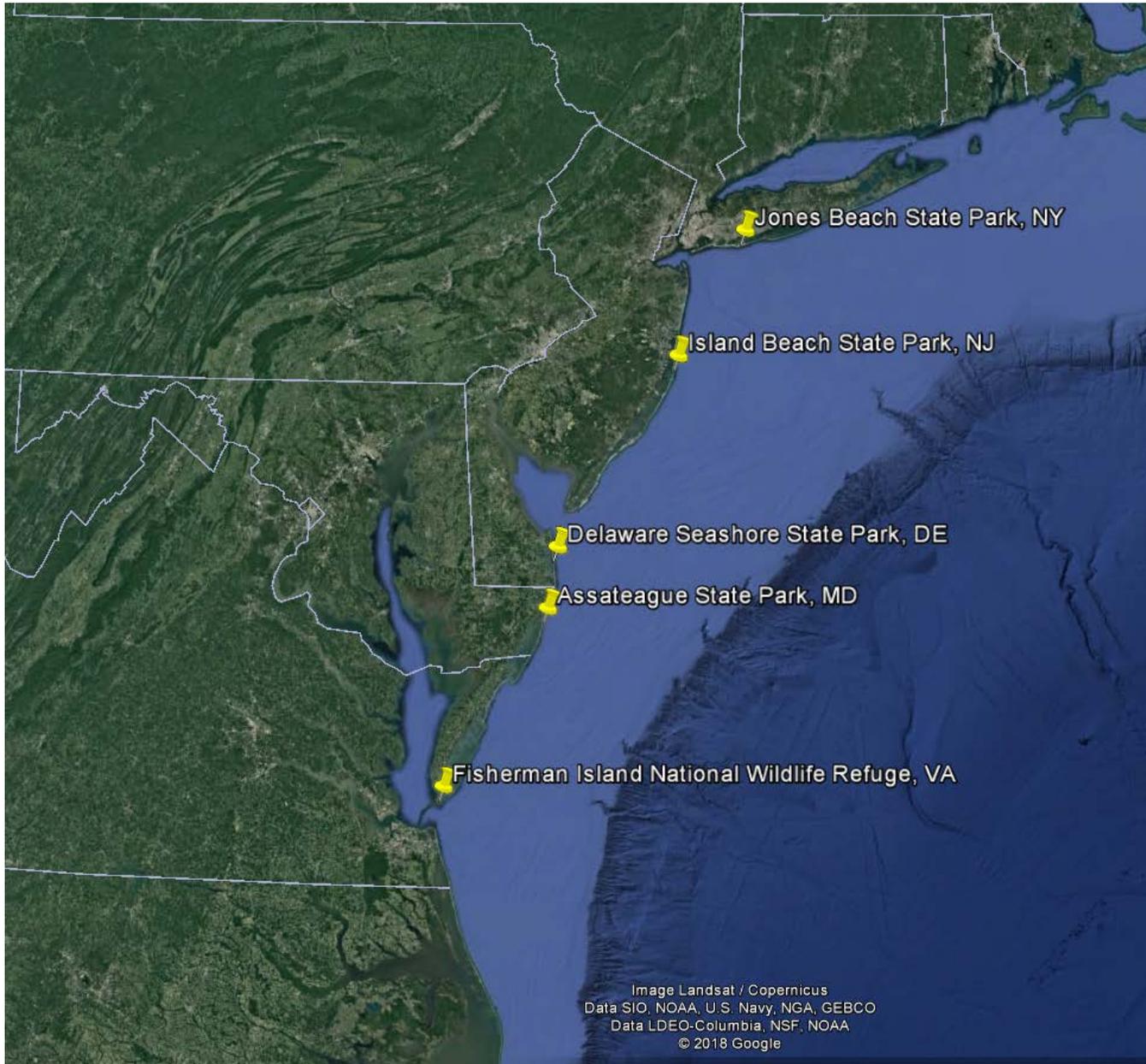
A collaborative Campaign to
Prevent Balloon-related Litter in
the Mid-A

A photograph showing three people walking away from the camera on a sandy beach. They are carrying various items, including buckets and bags, suggesting they are participating in a cleanup or monitoring activity. In the background, there is a large cable-stayed bridge and a dune with sparse vegetation under a blue sky with scattered clouds. The foreground shows footprints in the sand.

Monitoring Balloon Litter on Beaches

Locations

- 1 mile stretch
- Ocean facing beach
- Variety of different population levels in close proximity



Balloon Monitoring Protocols

GPS Mark	Latex/Foil/Ribbon Only	Balloon Color/Shape	Ribbon/Attach	Condition (Burst, Deflated, Nub, Piece)	Location on Beach	Other Notes
	L F RO			B D N P	L M H	
	L F RO			B D N P	L M H	



Foil



Latex



Ribbon Only

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	L F RO			B D N P	L M H	



Clear, Star



Clear, Circle



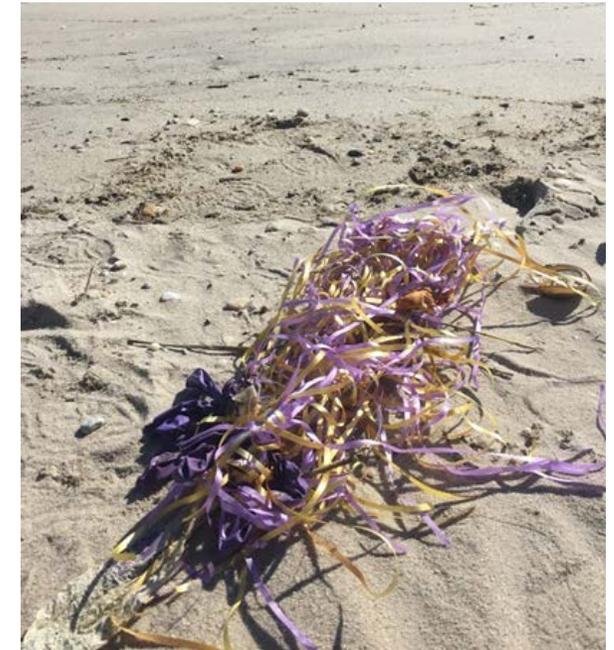
Purple

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Round plastic stop



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Burst



Deflated



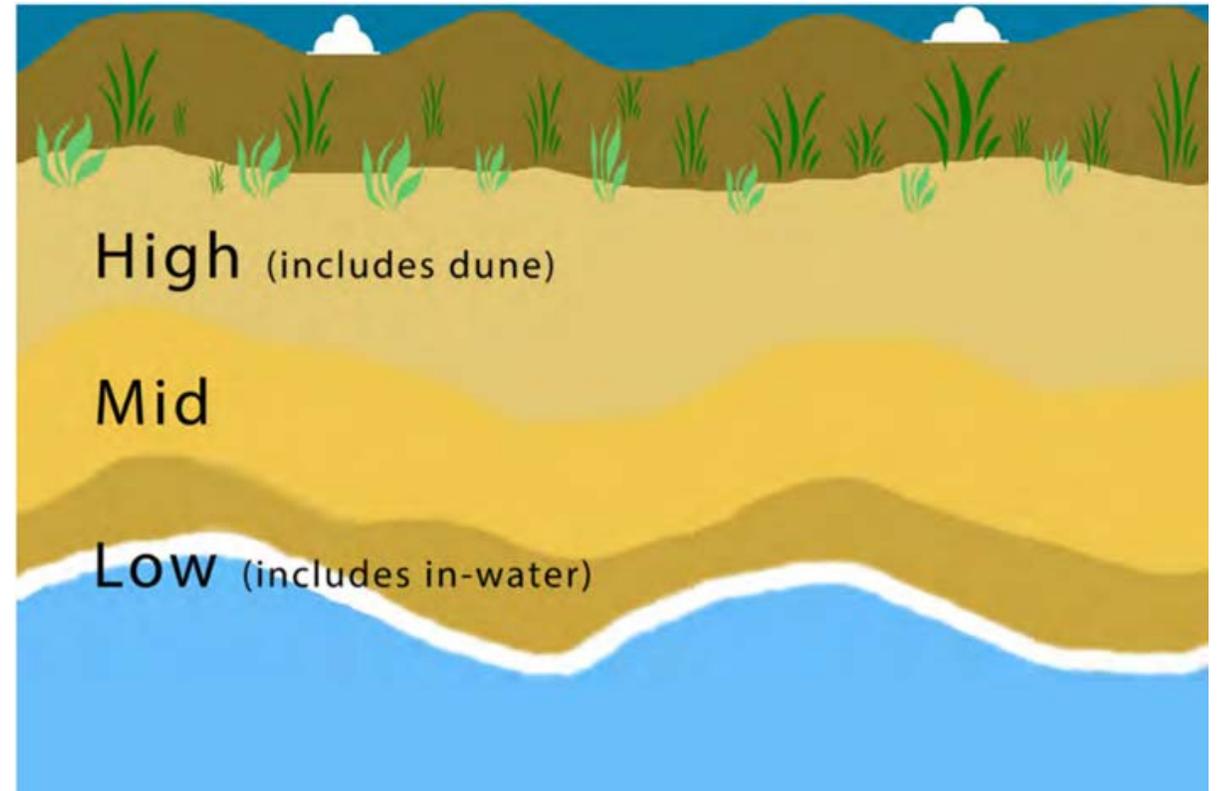
Nub



Piece



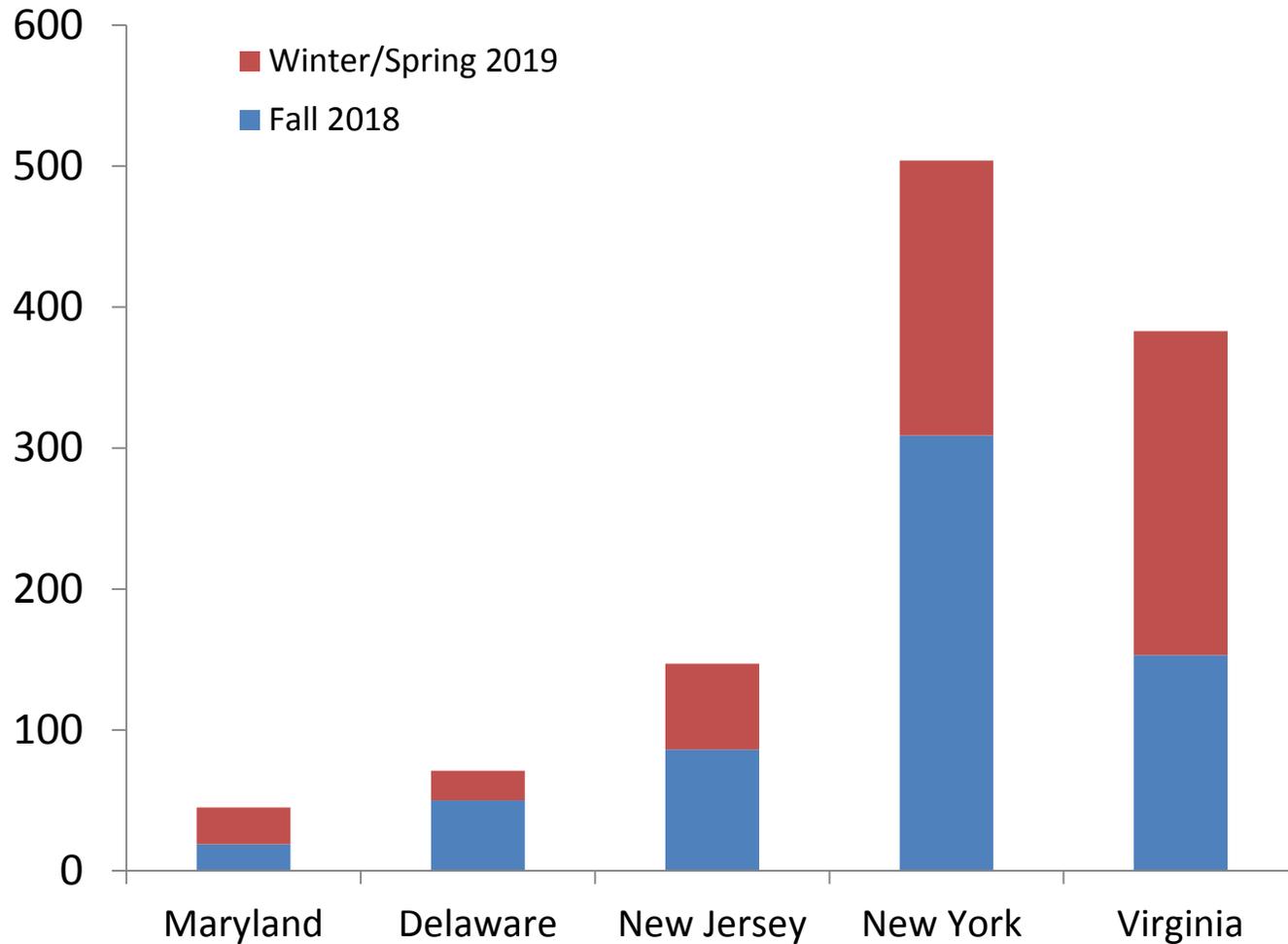
Location on the Beach



Why All the Detail??

- Detailed information about the color, type, shape and writing on the balloon could tell us specific source information
 - holidays, graduations, realty companies, politicians, etc
- Collecting at different times of year could help develop a pattern of clean-up effectiveness





Spring/Winter data has shown a decrease in overall balloon related litter

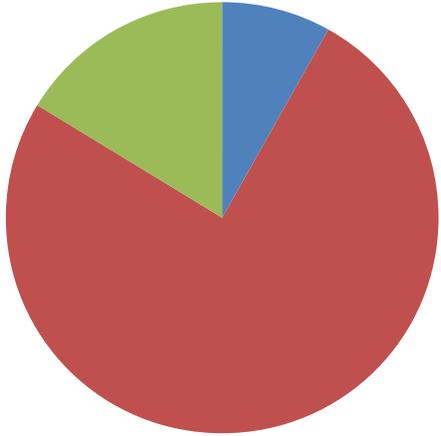
Caveats:

- NJ fall survey was 0.25 miles
- NJ spring survey was 0.6 miles
- VA has been collecting data at this site for years- they are now collecting quarterly data
- Grant requirement of 2 surveys a year
- Beach nesting birds in spring

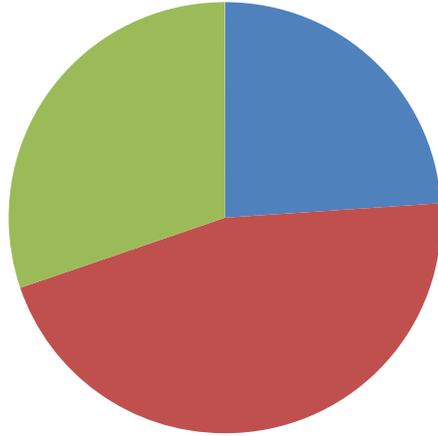
Latex make up the majority of balloon related litter in all states

- Foil
- Latex
- Riboons Only

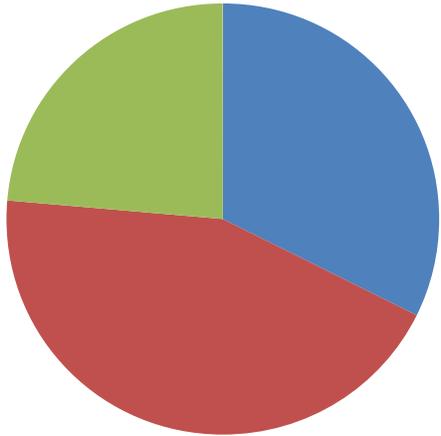
NJ



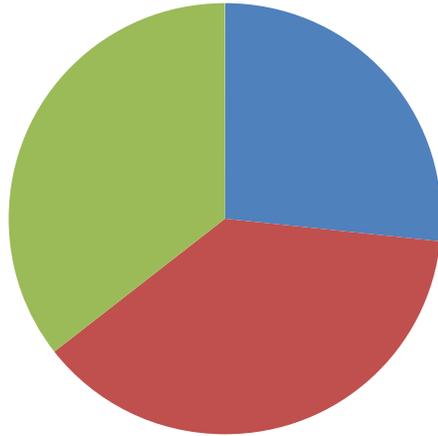
VA



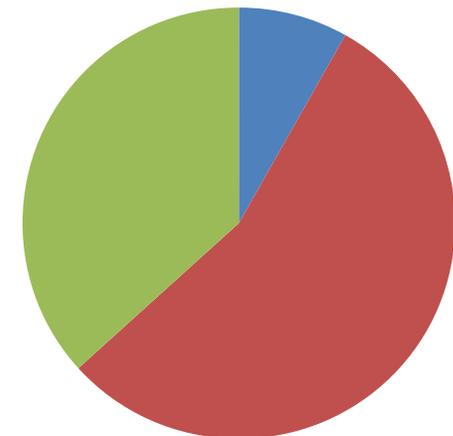
NY



MD



DE



- ONE measure of the effectiveness of efforts to reduce balloon litter though not entirely accurate



Nebraska Huskers

After being released during a football game this UNL balloon was found entangled in bushes at Ludington State Park in Michigan – over 560 miles away. Photo by: Debbie Maglothlin



The Smile Center – Family Dentistry

This latex balloon from The Smile Center Family Dentistry in San Antonio, Texas was retrieved by Mission: Clean Beaches off the shores of Melbourne, Florida – Over 1,000 miles away!