

Implementing a Cigarette Litter Prevention Program



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Cigarette Litter Facts

- What is cigarette butt litter?
 - Dropping cigarette butts to the ground, putting them in planters, and disposing of them in drains and waterways is littering
- Cigarette butts are the most littered item—representing 28% of all items collected*
- Many smokers don't consider tossing cigarette butts littering



The Costs of Cigarette Litter

- Residents and businesses pick up the tab
 - Requires additional maintenance
 - Owners bear expense of cleanup
- Community quality-of-life suffers
 - Decline in tourism, foot traffic, business, and housing development
- Recreation areas become less attractive
 - Cigarette butt litter decreases appeal of nature areas
 - Creates fire hazard, impacts local wildlife, and contributes to lost tourism



Cigarette Litter and the Environment

- Causes blight
 - Accumulates in gutters, along fencing, outside doorways, and at bus shelters
 - Creates sense of disorder
- Cigarette butts don't disappear
 - About 95% of cigarette filters are composed of cellulose acetate, a plastic which can persist in the environment*
- Harmful to waterways and wildlife
 - About 18% of litter ends up in local streams, rivers, and waterways*
 - Animals/marine life mistake filters for food



Photo Courtesy Clean Virginia Waterways

Cigarette Littering Misconceptions

- Many smokers don't consider their behavior littering:
 - Some believe dropping cigarette butts to the ground and stepping on them is acting responsibly
 - Some drop butts into gutters or storm drains thinking this is a safe way to extinguish a cigarette
 - Some blame littering on lack of ash receptacles



Cigarette Littering Misconceptions



- Since it's small, "it doesn't matter"
 - Only 10% of cigarette butts are deposited in litter receptacles*
 - 35% of smokers toss five or more cigarette butts per pack on the ground**
- Most cigarette littering occurs at "transition points"
 - Areas where a smoker must extinguish a cigarette before proceeding:
 - Outside retail stores, hotels, office buildings
 - Before entering beaches, parks or recreation areas
 - Bus shelters and train platforms
 - Roadside rest areas, and parking lots
 - **A full 30% of litter at transition points is cigarette butts, and pedestrians are the source of 95.8% of litter at these areas.**

How Can a Community Respond?

Implement Keep America Beautiful's *Cigarette Litter Prevention Program*

- **Goal:**
 - To noticeably reduce cigarette butt litter
- **Strategies:**
 - Enforce **anti-litter laws**
 - Build **public awareness**
 - Install **ash receptacles** at transition points
 - Encourage the use of **portable auto and pocket ashtrays**



Courtesy of Clean Virginia Waterways

CIGARETTE LITTER PREVENTION

Program Components



Local Litter Laws



Ash Receptacles



Portable Auto
and Pocket
Ashtrays



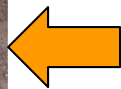
Public Service Ads

Consistent Program Results: Cuts Cigarette Butt Litter in Half

- In 2008, 186 communities **averaged 46%**; some reported as much as a 73% reduction
- In 2007, 75 communities **55% reduction**; some reported as much as 65% **KCB PILOTED 17 IMPLEMENTATIONS IN CA**
- 2006 roll-out to 50 communities averaged **48% reduction** **GLENDALE CA INITIAL PARTICIPANT**

Specific KCB Pilots for 2011

- **Caltrans Rest Areas:** *Aliso Creek and Del Mar Vista.*
 - In two months 5,500 butts properly disposed.
 - Expanding pilot to 5 more rest areas



Before



- **Sacramento BID/PHIDs:**
 - 3 areas will pilot small projects, with coordination of KCB.

San Diego Area Cities-simliar programs

Carlsbad, Oceanside, and I Love a Clean San Diego are using similar boxes and services documenting the number of butts collected for storm water pollution prevention program documentation.



How the Program Works

- Gather a Task Force
- Assess needs and establish a budget
- Kick-off ***Cigarette Litter Prevention Program***
- Evaluate impact
- Sustain and expand

Gather a task force

- That's you!
 - Who's missing from the task force?
 - Learn about cigarette litter
 - Select area for program launch
 - Where is cigarette litter a problem?
 - Prioritize local areas to target
 - Start where task force members can work together



Possible Program Locations or Venues

- City centers or downtown areas
- Parks and recreation areas
- Beaches, lakefronts, and waterways (access areas)
- Roadways and highways
- Recurring special events



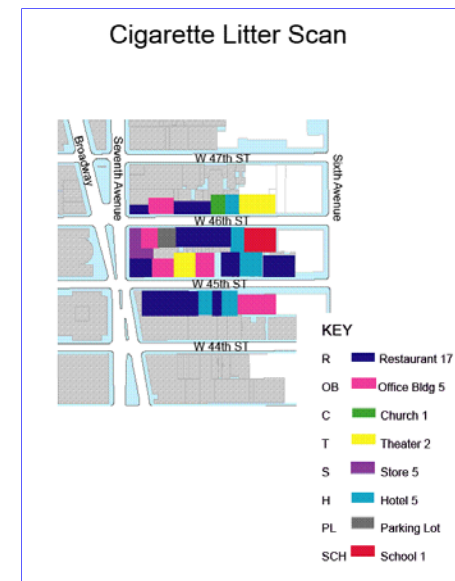
Assess Needs

- Investigate local litter laws
 - Do they include cigarette butt litter? Are they enforced? What are the penalties?



Conduct cigarette litter scan

- Count cigarette butt litter in small section of program area
- Preliminary scan identifies key “transition points”



Budget and Gather Resources



- Establish a budget

- Purchase, install, and maintain ash receptacles (largest budget item)
- Order portable auto and pocket ashtrays
- Produce public education and secure media coverage

- Identify potential resources

- In-kind funding
- Grants
- Government sources
- Private resources (businesses and others with a stake in a clean community)



CIGARETTE LITTER PREVENTION

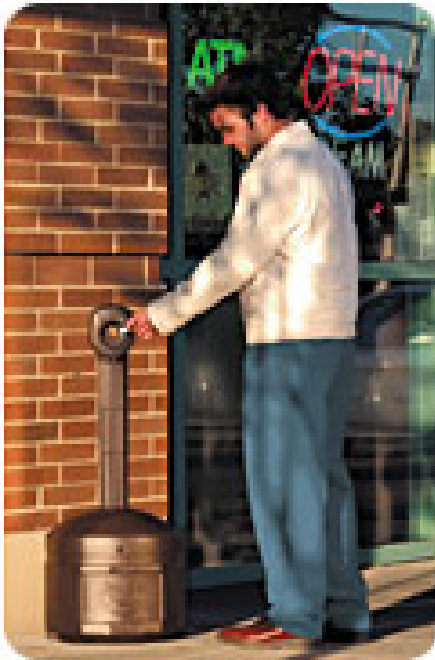
Program Kick-Off

- Roll out media
- Ensure ash receptacles installed



- Distribute pocket ashtrays

Evaluate Program Impact



- Gauge public awareness
 - Track media coverage
 - Survey residents to measure public awareness

Sustain and Expand

- Maintain existing program
 - Gather long-term support to keep it going
- Grow the program
 - Expand to other priority areas
 - Enlarge reach of existing program
 - Scan at regular intervals



Program Resources

- Webinar archives
- Cigarette litter scan field documents
- Ash receptacle, portable auto and pocket ashtray information
- Public education/media:
 - Print ads/PSA
 - Photos and graphics
 - Model news releases
- Model “awareness” survey
- www.PreventCigaretteLitter.org

