

Keep America Beautiful's *Cigarette Litter Prevention Program*

Program Sustainability Results

Over the past eight years, the *Cigarette Litter Prevention Program* has consistently cut cigarette butt litter by half in the first 4-6 months after implementation. Survey results also show that as communities continue to monitor the program, those reductions are sustained or even increased over time.

This cumulative impact is measured through a sustainability survey, which documents continued reductions in cigarette butt and cigar tip litter over time following the initial implementation of a *Cigarette Litter Prevention Program*. This data validates the long-term value of strategically-placed ash receptacles, ongoing public education, including signage, and other strategies for reducing cigar tip and cigarette butt litter—and all litter.

What is a “Sustainability Survey”?

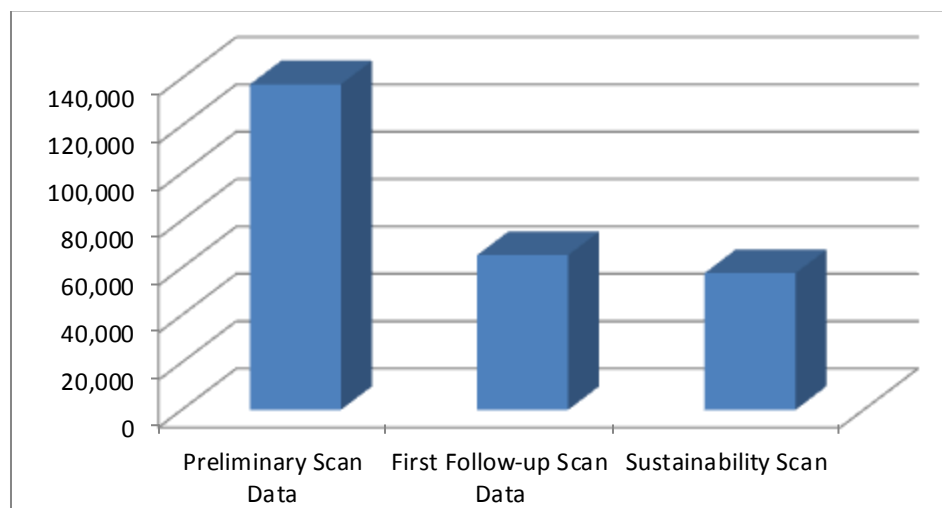
Communities implementing a *Cigarette Litter Prevention Program* use a “cigarette litter scan” to quantify cigarette butt and cigar tip litter in a target area. This reliable and proven methodology involves an actual count of cigar tips and cigarette litter on the ground. It is executed *before* a *Cigarette Litter Prevention Program* is launched to establish quantitative baseline data, and then several months *after* start of the program to measure initial results.

The sustainability survey uses this same scanning methodology to measure longer-term results. The first sustainability survey is usually conducted one year after the initial cigarette litter scan and repeated periodically (typically annually) to evaluate program sustainability and impacts, make program adjustments, and validate prevention strategies. The sustainability survey also monitors ash receptacles in the program location to ensure they are maintained and in working condition.

Sustainability Survey Findings

Communities that implement a *Cigarette Litter Prevention Program*, and track program progress over several years, show increasing reductions in cigarette butt litter each year. Here's the data:

- In 2012, 101 program areas, with an **average reduction in cigarette butt litter of 53%**, one year later showed an average **additional reduction of 12%**



Cigarette Litter Prevention Program Impacts All Litter

Some communities are finding that the focus on cigarette butt litter has also helped to reduce *all* litter in the program areas.

For example, in 2011, a ***Cigarette Litter Prevention Program*** implemented over a 191-mile area on Lake Ouachita State Park near Hot Springs, Ark., had a 96% reduction in cigarette butt litter at the 42 program sites. They also tested for reductions in *all* litter at these same sites and found an overall decline of 38%.

In 2012, 12 downtown and other city locations in Hot Springs, Ark., saw a 68% reduction in cigarette butt litter, compared with control sites, after introducing public education, signage, and ash receptacles. Also notable, there was a 33% drop in *all* litter at these same locations.

About the Cigarette Litter Prevention Program

The ***Cigarette Litter Prevention Program*** is designed to support local community improvement initiatives for reducing cigarette butt litter. Step-by-step instructions for implementing a program are available at www.preventcigarettelitter.org.

In 2013 there was an average 48% reduction of cigarette litter in the 200 communities implementing the program in downtowns, marinas, college campuses, special events and festivals, beaches, highway welcome centers, parks, recreation areas, and shuttle bus stations. Over the past eight years, the program has, on average, consistently reduced cigarette butt litter by half.

An effective local ***Cigarette Litter Prevention Program*** includes four proven, field-tested strategies:

- Review local litter laws, including cigarette butt litter, and encourage enforcement.
- Build public awareness, including public service messages and advertising.
- Install ash receptacles at transition points, places where smokers must stop smoking before proceeding.
- Distribute portable auto and pocket ashtrays to adult smokers.

PULL OUT QUOTES:

“This effort was successful in reducing not only cigarette butts and ashes, but all types of litter. It seems that drawing attention to the cigarette litter issue caused visitors to take note of all their littering habits.”

Tad Cooper, General Manager, Echo Canyon Resort & Marina

“We’ve found the impact of this program to be profound. While focusing on a litter habit that most people don’t even consider litter, we’re finding that it brings a greater focus on the litter problem overall.”

Frank Adams, Executive Director, Keep Chatsworth-Murray Beautiful, Chatsworth, GA