***Cigarette Butt* Campaign**

Cigarette butts account for approximately one in every five items collected during beach cleanups. Often littered on our sidewalks and streets, they end up in our storm drains, flowing to our streams, rivers, bays, lagoons and ultimately the ocean. An estimated 4.95 trillion cigarette butts are disposed of in our environment annually worldwide. Litter clean up costs the U.S. over 11 billion annually, cigarette butts represent an estimated 32% of that litter.

Smokers can easily - and happily - dispose of their butts in appropriate ash receptacles instead of tossing them out car windows or on the ground. The problem is that most smokers do not even think that their actions in tossing a butt to the ground is littering - it's just how they have always disposed of the cigarette. Once awareness is raised, most smokers are caring and considerate enough to change their conduct. Raising awareness is the biggest key to resolving this problem.

# Cigarette butt facts:

* It can take up to 25 years for one cigarette to biodegrade.
* Cigarettes are littered on average 142 times per second.
* Eighty percent of the 4,500,000,000 (!) littered annually worldwide find their way into water systems, causing a deterioration of overall quality.
* The cigarettes littered in one year alone worldwide can go from the moon to the earth almost 300 times
* Littered cigarettes are responsible for destructive fires that have caused vast amounts of property damage and wreaked havoc on many lives.
* Property maintenance costs are greatly reduced by reducing cigarette litter
* Cigarette litter has been the most littered item recovered every year during the International Coastal Cleanup by more than two to one
* They are the number one littered item on US roadways and the number one item found on beaches and in waterways worldwide
* Cigarette butts are composed of cellulose acetate, a non-biodegradable plastic, which can take up to 25 years to decompose.
* Cigarette butts made up 38 percent of all roadside litter and representing 28 percent of all debris collected.

# How to Make A Difference:

* **Install outdoor ash cans (which can result in a 65% reduction in cigarette butt litter)**

## Distributing pocket ashtrays to smokers

* **Education and community awareness**
* **Introduce stronger laws/enforcement of cigarette litter laws**
* **Ensure restaurants/bars provide outdoor receptacles**

**Ash Receptacles and Portable Ashtrays (from KAB website below)**

* + [Selecting and Using Pocket/Portable Ashtrays and Ash Receptacles](http://www.preventcigarettelitter.org/training_and_community_resources/AshReceptacles2013.pdf) (includes tips for selecting & purchasing)
	+ [DCI Ash Receptacles Brochure/Order Form](http://www.preventcigarettelitter.org/training_and_community_resources/DCI_Marketing_2013_Flyer_%26_Order_Form-1.pdf)
	+ [Glasdon Ash Receptacles Pricing List](http://www.preventcigarettelitter.org/training_and_community_resources/Glasdon_Inc._2013_Product_%26_Price_Info_and_Order_Form.pdf)

* + [Butt-Tainer](http://www.preventcigarettelitter.org/training_and_community_resources/Global_Cig_Prevention_2013a%20flier.pdf) (an ash receptacle designed for special events).
	+ [Butt Buckets](http://portableashtray.specialtiesincpromos.com/) (portable auto and boat ashtray)
	+ [Pocket Ashtrays](http://pocket-ashtrays.com/)

## Various Ad Campaigns for cigarette butts:

* <http://www.preventcigarettelitter.org/what_you_can_do/resources.html>

KAB website - this one is awesome!!! Has print ads, powerpoint presentations, radio psa’s vendor info, resources, etc.

* [www.rethinkbutts.org](http://www.rethinkbutts.org/) Contains a must see new cigarette butt ad:  [http://www.youtube.com/watch?v=FfXgmHihfWk&feature=player\_embedded](http://www.youtube.com/watch?v=FfXgmHihfWk&amp;feature=player_embedded)
* **The *No Butts* About It Campaign**

**<http://www.nobuttsaboutit.net/>**

* Don’t Flick It (from KAB website)



