

Ash-only receptacles have proven the most effective in reducing cigarette litter.

Use the information in this flyer to select the best ash receptacles and portable ashtrays for your community*. Placement of ash receptacles and distribution of portable ashtrays to adult smokers are integral to Keep America Beautiful's Cigarette Litter Prevention Program. These two strategies help individuals change their behavior and reduce cigarette litter. To learn about all four Cigarette Litter Prevention Program strategies, go to PreventCigaretteLitter.org

*Keep America Beautiful does not endorse any products or companies referenced in this brochure. Keep America Beautiful offers this information to support community efforts to reduce cigarette litter.



ABOUT KEEP AMERICA BEAUTIFUL, INC.

Keep America Beautiful is the nation's leading nonprofit that brings people together to build and sustain vibrant communities. With a network of more than 1,200 affiliate and participating organizations including state recycling organizations, we work with millions of volunteers to take action in their communities. Keep America Beautiful offers solutions that create clean, beautiful public places, reduce waste and increase recycling, generate positive impact on local economies and inspire generations of environmental stewards. Through our programs and public-private partnerships, we engage individuals to take greater responsibility for improving their community's environment. Learn more at kab.org.

FOR MORE INFORMATION
visit www.PreventCigaretteLitter.org

**KEEP AMERICA
BEAUTIFUL**

CIGARETTE LITTER PREVENTION



Selecting and Using Ash Receptacles and Portable Ashtrays

Cigarette Litter Scan

Background

A **Cigarette Litter Prevention Program (CLPP)** uses four proven strategies to reduce cigar tip and cigarette butt litter:

- Review local litter laws, including cigarette butt litter, and support enforcement.
- Educate the public using public services messages and advertising.
- Place ash receptacles at "transition points," places where smokers must stop smoking before proceeding.
- Distribute portable auto and pocket ashtrays to adult smokers.

What is a Cigarette Litter Scan?

"A scan is not a cleanup. It's about measuring."

A **Cigarette Litter Scan**, developed by Keep America Beautiful, Inc., is a method to quantify cigarette butt and cigar tip litter in a target area. Scans have been field-tested in downtowns, beaches, parks, and at rest areas along roadways. See "Program Venues: Fast Facts"

The **Cigarette Litter Scan** is:

- A reliable and proven "scanning" methodology that involves an actual count of cigarette butt and cigar tip litter on the ground.
- Conducted in a smaller, representative section within the larger CLPP program area.
- Executed *before* a CLPP is launched to establish quantitative baseline data, and then *after* start of the program to measure results.
- Used for periodic follow-up scans as an ongoing tool to assess long-term program impact and sustainability.

Conducting a Scan

A **Cigarette Litter Scan** counts cigarette butt litter and cigar tips in a small section of the program area. For a special event, the scan is conducted in one to three approximately 10' X 10' areas within the special event grounds. While counting cigar tips is not required, it is recommended. Besides providing baseline data, a scan also helps identify where individuals are smoking and may litter cigarette butts and cigar tips. The CLPP can then place ash receptacles at strategic locations and focus on changing littering behavior.

Examples:

- For a **downtown**, cigarette butt litter and cigar tips are counted on sidewalks and gutters at each address in a two to three-block area.
- For a **beach, waterfront, or point of interest at a park or other recreation area**, the scan will occur in and around pedestrian access points, picnic areas, near concessions or other retail businesses, and parking lots.
- On **roadways and highways**, the scan usually occurs at targeted rest areas, scenic pull offs, intersection medians, or other off-road locations.
- For **special events**, a scan for events two days or longer usually occurs within one to three 10' X 10' scan areas (depending on event size) identified using fixed points in and around the event venues, e.g., food, entertainment, vendor booth, entrance and exits, etc.

Follow these simple steps to conduct a **Cigarette Litter Scan**:

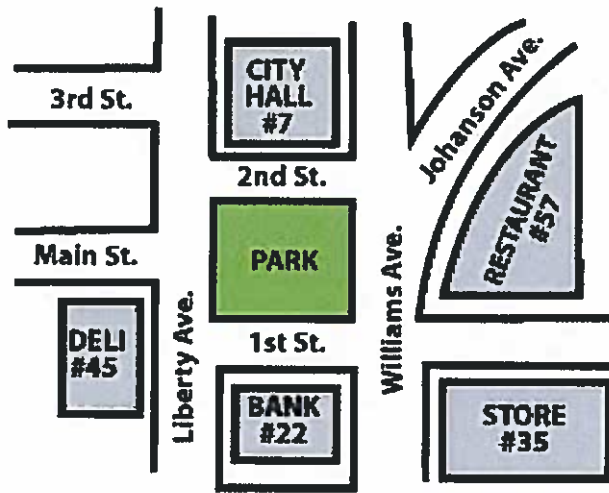
STEP 1: Gather a Scan Team

Identify individuals from the CLPP Task Force or other adult volunteers to participate in conducting the scan:

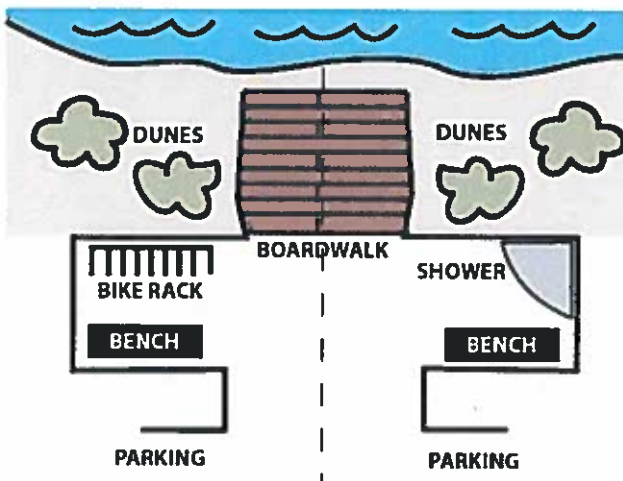
- A scan requires about 2-4 people.
- Allow for up to a half day to execute the scan.

SCAN AREA MODELS

SCANNING A DOWNTOWN:



SCANNING A BEACH OR WATERFRONT:



SCANNING A PARK OR RECREATION AREA:

