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BEAUTIFUL
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2019 Cigarette Litter Prevention Program

TOOLKIT



A PROGRAM OF KEEP AMERICA BEAUTIFUL

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Cigarette Litter Prevention Program: An Overview

The *Cigarette Litter Prevention Program* (CLPP) is the nation's largest program aimed at eliminating cigarette litter. It's designed to support local community improvement initiatives for reducing cigar tip and cigarette butt litter.

Communities implementing a *Cigarette Litter Prevention Program*, now in its 16th year, consistently cut cigarette butt litter by half based on local measurements taken in the first four months to six months after a program implementation. As communities continue to monitor the program those reductions are sustained or even increased over time.

Why Cigarette Butt Litter Matters

Cigarette butts remain the most littered item in the U.S. and across the globe. Dropping cigarette butts and cigar tips to the ground, putting them in planters, and disposing of them in waterways is littering.

Littering cigarette butts and cigar tips is unsightly, costly to clean up, and harmful to waterways and wildlife. In fact, 32% of litter at storm drains is tobacco products. Litter traveling through storm drains and water systems, ends up in local streams, rivers, and waterways.

The *Cigarette Litter Prevention Program* Strategies

The program features four proven, field-tested strategies for reducing cigar tip and cigarette butt litter:

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

Putting the power of partnerships to work, the program is implemented by a local "Task Force" organized for that purpose. It also includes a series of litter scans to measure progress and demonstrate value to the community. Program locations and venues include downtown areas, as well as beaches, recreation areas, parks, and special events.

Program Sponsors

The *Cigarette Litter Prevention Program* is supported by funding from Philip Morris USA, an Altria Company; RAI Services Company; and the Santa Fe Natural Tobacco Company.

Grant Recipients Checklist

- Confirm the requirements outlined in the Memorandum of Understanding**
- Review all materials in the “CLPP Toolkit”**
For more program details and resources, visit the CLPP website at www.PreventCigaretteLitter.org, and use the downloadable and customizable tools in the “Resources” section.
- Gather and educate a local Task Force**
Use the litter facts brochure in your “CLPP Toolkit” (also available online), and the customizable PowerPoint and the CLPP videos in the “[Resources](#)” section of the CLPP website.
- Know the four proven strategies to cigarette litter prevention & how you will implement them**
 1. **Review Litter Laws and Ordinances** for references to cigarette butt litter. Support enforcement of the ordinances and appropriate penalties.
 2. **Raise Public Awareness** that a cigarette butt or cigar tip on the ground is litter too. Use the PSA's and other [online program resources](#) to reach target audiences with this message.
 3. **Place Ash Receptacles** at “transition points” in the program area to support proper disposal of cigarette butts. Ash receptacles are the largest budget item and key to program sustainability.
 4. **Distribute Portable Auto and/or Pocket Ashtrays** to [adult](#) smokers as part of a volunteer awareness campaign. *Note: If preparing ROI, MSRP = \$3 each.*
- Conduct a ‘preliminary’ cigarette litter scan**
The CLPP Task Force conducts a preliminary scan of cigarette butts & cigar tips in a *smaller, representative section* of the larger program area. The preliminary scan is executed *before* the CLPP is launched to establish quantitative baseline data. For this task, use the **Cigarette Litter Scanning Instructions** and the **Field Scan Document** in the “CLPP Toolkit” and the “Resources” section of the CLPP website.
- Order ash receptacles and plan to install by JUNE 15, 2019**
Select and order ash receptacles as soon as possible: the longer these are in place, the greater the impact. The preliminary cigarette litter scan will indicate how many are needed and where they should be installed. For this task, use **Selecting and Using Pocket/Portable Ashtrays and Ash Receptacles** in the “CLPP Toolkit”.
- Complete the mid-summer report**
Data from the preliminary scan and ash receptacle installation are reported along with overall program progress. Data is due no later than **JULY 1, 2019**.
- Conduct a ‘follow up’ cigarette litter scan**
Conduct a follow-up scan about 12 weeks after ash receptacle installation. Results must be reported no later than **OCTOBER 19, 2019**.
- Conduct a ‘sustainability’ cigarette litter scan**
Conduct and report a sustainability scan. This additional follow-up scan takes place no earlier than 6 months after the first follow-up scan. Results must be reported no later than **MAY 1, 2020**.

Cigarette Butt Litter Scan Overview

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** measures 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. 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.
- For consistent data, if possible, use the same scan team for the initial scan and all follow-up scans.
- Ensure scan can be replicated should personnel change. Keep detailed and clear records.

STEP 2: Identify the Scan Area

Select the equivalent of about a two-to-three-block space that reflects the dynamics of the full CLPP implementation area. Designated scan locations may include a few blocks in a downtown (both sides of the street); pedestrian, retail, or parking access areas around a beach/waterfront, park or other recreation site; and rest stops or traffic medians off roadways. For special events two days or longer, the scan area is one to three (depending on event size), 10' x 10' representative areas within the event.

To establish the scan area:

- **Use a Google or other map** to specify the exact scan location, use GPS coordinates, or create a detailed location description.
- **Divide the scan area** into addresses, quadrants, right and left sides, or other designated sections that make sense for counting cigarette butt litter and cigar tips.
- **Use descriptors** such as right and left, directional markers (e.g., NW, South, etc.), physical structures, sides of the street, or other notations to facilitate replicating the scan.
- **Walk the scan site beforehand** to ensure it has the best mix of foot and vehicle traffic from business employees, shoppers, local residents, beach or park patrons, tourists, and others.
- **Create a rough map** to visualize where the count will take place. **See "Scan Area Models"**.
- **For special events**, use fixed points in and around the event venues (e.g., food, vendor booth, entrance and exits, fence, etc.) and transition points to identify one to three about 10' x 10' areas for the scan.

STEP 3: Conduct the Scan

Materials Needed:

- Copies of the "Field Scan Document"
- Clip boards and pencils
- Protective gloves and trash bags (if counting and collecting)

When to Scan:

- **Avoid a day with extreme weather conditions**—rain, snow, excessive heat, or other inclement weather.
- **Choose a "typical" day of the week**; avoid days right after a community event, heavy rain, street cleaning, or other similar activities. For a special event, ensure that maintenance/volunteers don't clean up in advance of scans.
- **Repeat the same day of the week and time of day for follow-up scans**. For special events, repeat the same time of day for follow-up scans.

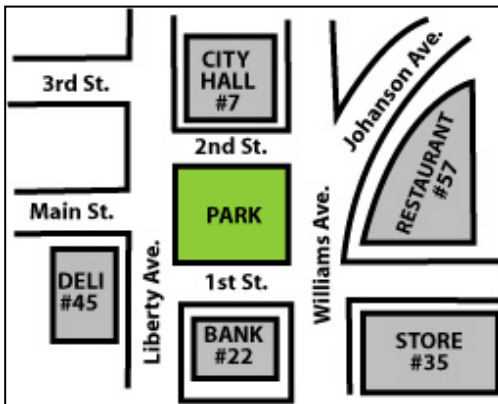
How to Scan:

- **Divide** volunteers into two-to-three-person teams—one to count, one to complete the "Field Scan Document," and one to ensure safety, especially when counting near roadways.
- **Conduct** either a visual count of cigarette butt litter and cigar tips or pick up litter as you count.
- **Collect** data at each designated location or address-by-address. For special events collect data from each of the scan areas and total the data for the final count.

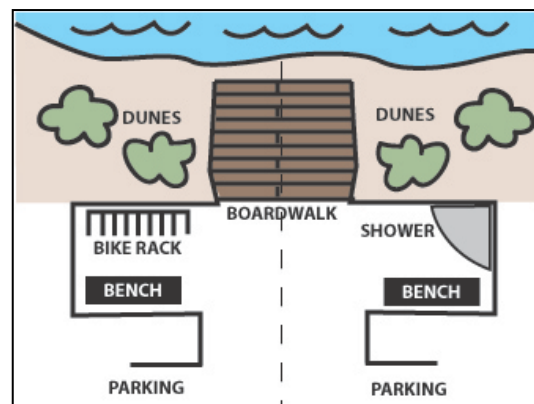
- **Count** cigarette butt litter and cigar tips on the sidewalk and in the gutter in a downtown. For a beach, recreation area, or roadway, count in each prescribed or designated location.
- **When scanning at a special event**, select target scan areas. At the end of day one of the event, conduct a preliminary scan. Then move ash receptacles and signage into the scan areas. On day two, or a later day if the event is longer than two days, conduct a follow-up scan. (Note: Ash receptacles and signage can be placed *outside* of the scan areas at any time.)
- **Mark on the “Field Scan Document”** the address or location description, the number of cigarette butts, number of cigar tips, and the number of existing ash receptacles.

SCAN AREA MODELS

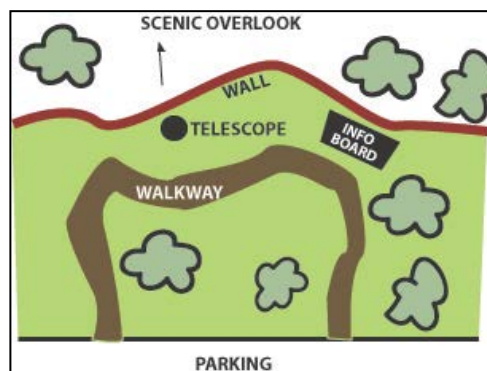
SCANNING A DOWNTOWN:
WATERFRONT:



SCANNING A BEACH OR



SCANNING A PARK OR RECREATION AREA:



Cigarette Butt Litter FIELD SCAN DOCUMENT

BE SURE TO SCAN THE SAME LOCATION FOR THE "FOLLOW-UP" SCANS AS THE "PRELIMINARY" SCAN

Organization Name _____
 Program Venue/Location Name _____
 City and State _____

Cigarette Litter	Preliminary Scan			Follow-Up Scan #1 (4-6 months after preliminary scan)			Follow-Up Scan #2 (12 months after preliminary scan)						
	Scan Location	Date: ___/___/_____	# of Cigarette Butts Counted	# of Cigar Tips Counted	# of Existing Ash Receptacles:	Date: ___/___/_____	# of Cigarette Butts Counted	# of Cigar Tips Counted	# of Existing Ash Receptacles:	Date: ___/___/_____	# of Cigarette Butts Counted	# of Cigar Tips Counted	# of Existing Ash Receptacles:
Address, GPS coordinates, or description of designated scan location			(sidewalk, walkway// pedestrian area, gutter, and surroundings, etc.)	(sidewalk, walkway// pedestrian area, gutter, and surroundings, etc.)	(NOT trash receptacles)		(sidewalk, walkway// pedestrian area, gutter, and surroundings, etc.)	(sidewalk, walkway// pedestrian area, gutter, and surroundings, etc.)	(NOT trash receptacles)		(sidewalk, walkway// pedestrian area, gutter, and surroundings, etc.)	(sidewalk, walkway// pedestrian area, gutter, and surroundings, etc.)	(NOT trash receptacles)
TOTALS			Total # Cigarette Butts Counted:	Total # Cigar Tips Counted:	Total # Ash Receptacles		Total # Cigarette Butts Counted:	Total # Cigar Tips Counted:	Total # Ash Receptacles		Total # Cigarette Butts Counted:	Total # Cigar Tips Counted:	Total # Ash Receptacles
(this sheet)													

Note: When reporting scan results online, report only the TOTAL NUMBER COUNTED for each scan

ADDITIONAL COMMENTS _____

Three Ways to Grow Your Impact

Your CLPP grant is a great tool to help gather additional partners, secure local funding and other contributions, and grow your base of volunteer advocates. Here are three ways to maximize the impact of your CLPP grant to further your reach and boost your results.

1. Leverage CLPP Grant Funds

To get the most out of your CLPP grant, leverage it to secure additional funds or in-kind contributions:

- **Make a match.** The CLPP grant will help build a strong proposal for a dollar-for-dollar match with private or public funds. While state and private funders have clear priorities and goals, the CLPP can align well with a range of objectives. This includes areas of recreation, economic development, point and non-point source pollution, community beautification, etc.
- **Align missions for a win-win.** While local CLPP program partners may have a diversity of missions, they will likely share a common interest in reducing cigarette litter as a way to achieve one or more goals. Demonstrate mission alignment to grow partner contributions—in-kind or direct funds.
- **Think broadly and be inclusive.** Coordinate and balance funding priorities, community goals, and practical implementation strategies to make the most of a broad CLPP program implementation with a variety of funding partners.

Spotlight: Keep Pennsylvania Beautiful (KPB)

With the help of multiple partners and a shared common goal, KPB completed a regional CLPP implementation focused around the Great Lakes. KPB successfully leveraged two CLPP grants to secure additional funding from the PA DEP Coastal Zone Management Program to target cigarette litter in the Erie Coastal Zone. A CLPP was implemented in 54 locations in downtown Erie, Erie State Parks, and all along Lake Erie Coastal Zone from Ohio to New York borders. What was the impact? With a total investment of \$40,804, they achieved a 57% reduction in cigarette butt litter in the program area.

Spotlight: Keep Brunswick-Golden Isles Beautiful/Georgia (KBGIB)

Partnerships and a comprehensive strategy were key to KBGIB's winning "This is Litter Too" outreach campaign. While the campaign included many community partners, the CLPP grant allowed KBGIB to join ongoing efforts by the University of Georgia Marine Extension Service (MAREX) and Georgia Sea Grant (GA/SG) to reduce cigarette butt litter. A joint "This is Litter Too" publicity campaign targeted historic downtown and other "hot" spots with ads, signage, bumper stickers, and more. According to KBGIB, "the partnership with MAREX and GA/SG proved to be the program's greatest asset. Pooling resources and efforts in a unified message strengthened the validity of local CLPP efforts and reached greater audiences."

2. Build Strategic Partnerships

More invested partners equal more success. Establish or strengthen community partners to expand the reach and results of your CLPP. Consider these tips:

- Ensure all partners to have a role and derive a benefit from their contribution.
- Establish collaborative partnerships. Avoid duplicating efforts of other community organizations or businesses. Join together to accomplish more and magnify your reach.
- When engaging corporate partners, be sure to get their employees involved in community education and outreach.

Spotlight: I Love A Clean San Diego (ILACSD)

For four years, ILACSD has implemented CLPP programs in seven coastal communities targeting beach locations where foot traffic is high. ILACSD has placed more than 80 ashcan receptacles in these communities, resulting in an average reduction of 64%. What's behind this success? Collaborative partnerships.

A cooperative partnership by the CLPP with the Surfrider Foundation's *Hold Onto Your Butts* program through their San Diego Chapter was an ideal fit as both efforts aim to educate the public and install permanent infrastructure to reduce cigarette butt litter. Working together avoided competing programs that strive for the same results.

Joining together has helped both programs expand their reach, reduce staff time and expenses, and make use of each organization's volunteer workforce. For example, Surfrider designed a stainless steel ashcan manufactured locally at a reduced price, allowing ILACSD's CLPP to use ashcans that are consistent and recognizable throughout the region at a cost within budget.

ILACSD's CLPP also attracted corporate partners with similar goals: identifying permanent solutions to reducing litter and debris originating from or around their offices. Partnerships with San Diego Gas & Electric and BAE Systems, which combined employ approximately 5,000 San Diegans within the focus area, provided a large audience for targeted messaging.

According to ILACSD, "Expanding our partner base to include corporations provided additional funding, a way to target and engage a captive audience, and guaranteed maintenance from a partner with a vested interest." The results: the BAE ash receptacle installation resulted in a 71% reduction in cigarette butt litter, and SDG&E's program had a 68% reduction.

3. Get a Commitment

To really change behavior requires a commitment. Leverage your volunteers to create one-on-one education opportunities that lead to a pledge from smokers to use an ash receptacle or pocket ashtray. This can be accomplished in any venue where volunteers are providing education to residents.

Spotlight: Metro Beautification and Environment Commission (MBEC), Nashville

In 2014, MBEC kicked off a CLPP at one of the city's largest special events, the Country Music Association Music Festival, which attracts nearly 100,000 people over four days. To educate smokers to responsibly dispose of cigarette butts, MBEC partnered with Metro Public Works, Metro Water Services Storm Water Division, and more on a "Country Music Fans Don't Litter!" campaign.

Along with placing ash receptacles in the event area, MBEC and Metro Stormwater employees and volunteers delivered about 11,000 pocket ashtrays into the hands of smokers by volunteers walking through the crowd and at an education booth. Volunteers provided one-on-one education to smokers and a request to use the ashtray. The response from festival goers was overwhelmingly positive—and fewer cigarette butts on streets and sidewalks around the festival area.

Sample Social Media Posts

Keep America Beautiful is providing online toolkits and resources to educate and engage community members about cigarette butt litter. We encourage you to share your program progress on social media and tag Keep America Beautiful. Feel free to post pictures, videos, or just text. Create your own post or use some of our sample posts below for easy sharing.

A Swiss-cheese press release is also available for all grant recipients. Please email jjones@kab.org for more information.

Sample Social Media Posts

Excited to create a cleaner, greener, more beautiful **[INSERT CITY, PARK, LOCATION]** with our incredible volunteers and partners through Keep America Beautiful's Cigarette Litter Prevention Program.

A job well done with **[INSERT AFFILIATE NAME]** volunteers and friends to eliminate cigarette butt litter in our community!

Remember to use the cigarette ash receptacles in **[INSERT LOCATIONS]** to help keep our community clean, green, and beautiful.

Our volunteers help create a better community by educating others to end cigarette litter.

Behavior change starts at home. Join us to learn how you can keep **[INSERT COMMUNITY NAME]** beautiful!

Great work by all volunteers today. They're ready to bring back a cleaner **{INSERT LOCATION}!**

Frequently Asked Questions

What are the Cigarette Litter Prevention Program (CLPP) components?

A local CLPP includes four proven, field-tested strategies for reducing cigarette butt litter:

- **Review Litter Laws and Ordinances** for reference to cigarette butt litter. Support enforcement of the ordinances and appropriate penalties.
- **Raise Public Awareness** that a cigar tip or cigarette butt on the ground is litter too.
- **Place Ash Receptacles** at "transition points" in the program area to support proper disposal of cigarette butts. Ash receptacles are the largest budget item and key to program sustainability.
- **Distribute Portable Auto and/or Pocket Ashtrays** to adult smokers. Give them a convenient way to properly dispose of cigarette butts.

What results do I report?

When reporting Cigarette Litter Scan data, include a *single total* amount of cigarette butts & a *single total* amount of cigar tips counted from each scan. Do not differentiate between gutter and sidewalk counts. Aim for consistency for comparable scan data.

What does a "review" of local litter laws include?

Members of the local Task Force review any local law or ordinance that addresses litter to determine if cigarette butt & cigar tip litter, tobacco waste, or partially smoked cigarettes are specified in the law as litter. If not, determine if the law can be revised to include this. Work with law enforcement to ensure that they are familiar with local littering laws and that laws are enforced. To inform local efforts, consider researching penalties for littering, including cigarette butts, and the number of tickets issued.

Which ash receptacle is recommended? When do I order them?

- **Select and order ash receptacles as soon as possible as they can take several weeks to arrive.**
- **The best kinds are 'ash-only' receptacles with a narrow opening to prevent people from inserting trash and creating a potential fire hazard.** Consider any local ordinances dictating requirements for street furniture, placement, or type of receptacle that can be installed. Consider costs, material quality (how will it fare in your community's weather), maintenance, security, and visual appeal. Ensure ash receptacles meet maintenance requirements and are properly secured to prevent vandalism and theft.
- **Review the 'Selecting & Using Ash Receptacles & Portable Ashtrays' brochure in the "CLPP Toolkit" or the Resources Section of the CLPP website for manufacturer information,** and a list of those offering CLPP participants a discount. These manufacturers are suggestions; you may order from the manufacturer of your choice.

What is the best way to distribute portable ashtrays?

Focus on getting portable ashtrays directly into the hands of adult smokers through a one-on-one distribution and education plan. Use adult volunteers, who are wearing some kind of identification, to give smokers a pocket ashtray and make it easy for them not to litter. Distribute portable ashtrays throughout the program area over a period of time, or at regular intervals **after** the preliminary scan. Volunteers should make note that the program is anti-littering and not anti-smoking.

What public education tools work best?

Public education through a variety of media is best. Use the [Resources Section](#) of the CLPP website for a suite of PSAs, print ads, billboard, bumper stickers, “Don’t Flick It,” etc. Aim for widespread messaging in bars, restaurants, retail, government buildings, and other public places. Consider table tent cards. Engage local businesses to place a PSA in their windows. Get talking on local radio shows during “drive time.” Maximize “free” media coverage for PSAs in newspapers, billboard or bus space, local cable channels, radio, and other media.

What is the best way to sustain the program?

Keep the message in front of the public and ensure the long-term maintenance of ash receptacles is in place. Meet regularly with the local program Task Force. **Create an ongoing community education or outreach program around cigarette butt litter prevention. Use the sustainability and other follow up scans to highlight ongoing results and keep attention on the issue.**

May I involve local kids to help with the CLPP?

No. Anyone involved in the CLPP must be 18 years of age or older. No exceptions.

Suggested Vendors

Ash Receptacle Vendors

[Glasdon](#): Glasdon design and produce a range of cigarette units that can be situated in outdoor smoking areas, outside buildings, parks and sidewalks. Within our range of cigarette waste containers there are units that can be wall mounted as well as free standing.

[Sidewalk Buttler](#): The Sidewalk Buttler is a cigarette butt receptacle offered as a solution to cigarette waste. They make it easy for communities and businesses to keep butts off the ground and out of the water by providing an alternative disposal system. Cigarettes butts are not just disposed of in a landfill either, they are upcycled into other products including park benches and sunglasses.

[Commercial Zone Products](#): Smokers Outpost cigarette receptacles were the very first outdoor smoking receptacles of its kind. The patent oxygen-restricting design extinguishes cigarettes in seconds without the use of messy sand or water. Keep your business or home free of cigarette litter with the original Smokers' Outpost cigarette receptacle.

[TerraCycle](#): TerraCycle offers receptacles that re perfect for standardizing cigarette recycling in small or large-scale outdoor environments. These metal receptacles can be equipped with steel bolt bands for flexible placement at your location. They also offer solutions for recycling some of the most commonly littered items like cigarette butts.

Other retailers to consider are [Global Industrial](#), [Belson](#), and [Keystone Ridge Designs](#).

Portable Pocket Ashtray Vendor

[Signatures](#)

Auto Ashtray Vendor

[Specialties Inc.](#)

[Your organization's logo]

Contacts

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Website: [Organization's URL] / kab.org

FOR IMMEDIATE RELEASE

Keep America Beautiful Presents 2019 Cigarette Litter Prevention Program Grant to [Your Organization]

*National Nonprofit Provides Grant Funding, Resources to Help
[Your Community] Battle Blight of Cigarette Litter*

[CITY, State (Date, 2019)] – Keep America Beautiful®, the nation's leading community improvement nonprofit organization, today announced it has awarded a 2019 Cigarette Litter Prevention Program® grant to [your organization] to help it combat the most commonly littered item in America. [Your organization] is one of 50 organizations receiving a Keep America Beautiful Cigarette Litter Prevention Program (CLPP) merit-based grant.

[Your organization]'s grant award of \$[amount] will be used to [describe the details about your use of the grant award].

[Quote], said [your representative].

Communities implementing the CLPP in 2018 reported an average 62 percent reduction of cigarette litter, even greater than the previous year's average reduction of 52 percent. Cigarette Litter Prevention Program grant funding empowers communities to help mitigate the economic, environmental and quality-of-life impact of cigarette butt littering.

"Litter is both the smallest and largest problem at the same time," said Jerred Jones, program director for the CLPP. "Keep America Beautiful is dedicated to educating consumers on the hazards of littering in

public spaces and providing the tools to reduce litter. Access to ash receptacles and portable pocket ashtrays are crucial to changing littering behaviors.”

The CLPP, created by Keep America Beautiful in 2002, is the nation's largest program aimed at eliminating cigarette butt and cigar tip litter. Since its inception, the program has been successfully implemented in more than 1,800 urban, suburban and rural communities nationwide. Over the past decade, participating communities have consistently cut cigarette butt litter by 50 percent based on local measurements taken in the first four months to six months after program implementation.

Research has shown that even self-reported “non-litterers” often don’t consider tossing cigarette butts on the ground to be “littering.” Keep America Beautiful has found that cigarette butt litter occurs most often at transition points—areas where a person must stop smoking before proceeding into another area. These include bus stops, entrances to stores and public buildings, and the sidewalk areas outside of bars and restaurants, among others.

The CLPP is supported by funding from Altria, Reynolds American, and the Santa Fe Natural Tobacco Company.

About [your organization]
[Your boilerplate]

About Keep America Beautiful

Keep America Beautiful, the nation’s leading community improvement nonprofit organization, inspires and educates people to take action every day to improve and beautify their community environment. Established in 1953, Keep America Beautiful strives to End Littering, Improve Recycling and Beautify America’s Communities. We believe everyone has a right to live in a clean, green and beautiful community, and shares a responsibility to contribute to that vision. The organization is driven by the work and passion of more than 600 Keep America Beautiful affiliates, millions of volunteers, and the collaborative support of corporate partners, social and civic service organizations, academia, municipalities, elected officials, and individuals. Join us on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#). Donate and take action at [kab.org](#).

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