

Reducing Cigarette Litter by Speaking Smokers' Language: Methods and Results of the Hampton Roads Cigarette Litter Prevention Project

Cigarette Litter
Prevention Program

askHRgreen.org

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This is not about smoking behavior



This is about littering behaviors



What to take away:

- ◆ Better understanding of Smokers' Littering Behavior
- ◆ Something that is working to reduce cigarette littering
- ◆ Hampton Roads Case Study
- ◆ A recommendation for Virginia

Smokers' Disposal Behaviors

- ◆ Mostly uncontrolled outdoor activity
- ◆ Near building and property access points
- ◆ “Flicking”, Grinding, Stomping,
- ◆ Streets, Gutters, Drains, Ditches, Water bodies, Beach, Tree/Flower wells & pots, Transit platforms and stops
- ◆ The “Aspiring Non Smoker”



Smoker's Disposal Behavior

- ◆ Misconceptions by smokers:
 - ◆ Cigarette butts and cigar tips are not really litter
 - ◆ Cigarette butts are a small litter problem
 - ◆ Drop & step without disposing of butts is acceptable
 - ◆ With no receptacle, I don't really have an option
- ◆ Litter and cigarette butts already on the ground lead to more



KAB's Cigarette Litter Prevention Program (CLPP)

- ◆ <https://www.kab.org/cigarette-litter-prevention>
- ◆ Started in 2002 with national research and field testing of a behavioral change approach
- ◆ Implemented in 1,500 communities
- ◆ Average reduction of cigarette litter: 48% (2013, n=200)
- ◆ Annual Grant Program with support from Phillip Morris



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CLPP's Four Strategies

1. Encourage enforcement of litter laws, including cigarette litter;
2. Raise awareness about the issue using public service messages;
3. Place ash receptacles at transition points such as entrances to public buildings; and
4. Distribute pocket or portable ashtrays to adult smokers.



1. Enforcement/Laws

- ◆ Virginia Code #33.2-802
- ◆ Litter Defined
- ◆ Penalties
- ◆ Lack of significant enforcement



2. Increase Awareness



3. Ash Receptacles: Type, Location & Maintenance are key

Lake Smith/Lake Lawson



■ Scan Area

★ Receptacle

Scan Locations

- 1 Boat Ramp and parking lot
- 2 Playground parking lot
- 3 Floating docks

N'Telos Pavillion,
Portsmouth



Type of Receptacle Matters



4. Portable auto and pocket ashtrays





HR Green Recycling & Beautification Committee

- ◆ Part of Hampton Roads Planning District Commission
 - ◆ Purpose: Environmental Education
 - ◆ Litter Control, Recycling and Beautification
- ◆ Recycling & Litter Prevention Coordinators from 17 Municipalities
 - ◆ Cooperative projects for over 30 years

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Project Overview

- ◆ Background
- ◆ Project Goals:
 - ◆ At least 5 Project Sites
 - ◆ >40% reduction in cigarette litter
 - ◆ Expand use of CLPP Model in all Hampton Roads communities
- ◆ Budget: \$17,500



Project Sites

- ◆ Downtown Business Districts (2)
- ◆ Transit Center (1)
- ◆ Civic Plaza/Transit Center (1)
- ◆ Concert Venue (1)
- ◆ Beach/Park (2)

Observations & Outcomes

- ◆ **74% Average Reduction in Cigarette Litter**
- ◆ **Costs & Budget:** Extending reach; Leveraging grant funds
- ◆ **Management:** One Grant Manager; Seven Project Leaders
 - ◆ Centralized: Proposal, Planning, Training, Procurement, Oversight, Reporting
- ◆ **Communications:** Use of existing channels; Familiar forum





Key Elements for Replication

- ◆ Committed group with related mission
- ◆ Manageable geographic area
- ◆ Regional Grant/Project Administrator or Manager
- ◆ Consensus on strategies and receptacles

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