

THANKS!

Nobody wants to feel a
butt between their toes.

KEEP IT
BEACHY
CLEAN

Virginia Beach
Hotel Association

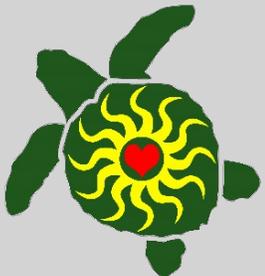
Keeping It Beachy Clean:

Engaging Beach Visitors Through Local Partnerships in a Resort Community

Christina Trapani, Independent Marine Debris Researcher,
Rise Above Plastics Coordinator, Surfrider Foundation, Virginia Beach Chapter

Katie Register, Clean Virginia Waterways

Diana Burke, Virginia Beach Hotel Association



**CLEAN
VIRGINIA
WATERWAYS**

Of Longwood University

Virginia Beach
Hotel Association

Cigarette Butts: The Basics

- Most littered item on the planet.
- Cigarette filters are plastic.
- Improperly discarded LIT Cigarette Butts start fires.
- Leach toxins into the environment.
- Ingestion of cigarette butts by wildlife can lead to sickness and even death.
- **Most people who litter cigarette butts would not normally litter anything else.**



<http://www.dreamstime.com/>



<http://barrakam.com/>



<http://idreamofeden.files.wordpress.com/2011/04/art-016.jpg>



Keep America Beautiful: Cigarette Litter Prevention Program

- Social marketing research
- 14 years and 1,500 communities
- Provides funding for receptacles, education, other tools
- Proven campaign for reducing cigarette litter
- www.kab.org/cigarette-litter-prevention

CLPP includes four proven, field-tested solutions or strategies for reducing cigarette butt litter:

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



**KEEP AMERICA
BEAUTIFUL**



Cigarette Litter Prevention Program

A UNIQUE Pilot Cigarette Litter Prevention Project Begins

- Almost 4,000 butts picked up in one 8 block cleanup at the Oceanfront
- Work with Virginia Green Oceanfront hotels to reduce litter
- Place receptacles on the boardwalk for visitors
- Create signage to target visitors
- Conduct multiple scans at multiple sites
- Reduce the number of cigarette butts at the beach



Chapter
VA Beach

Checklist of Items Collected

Name: Surfrider VA Beach

Cleanup Location: Atlantic Avenue,

Event: Butts, Brews & The Undead

Date: Sunday, November 2nd, 2014



Totals	Types of Marine Debris
48	Plastic Bags:
4	Plastic Bottles:
17	Plastic Bottle Caps:
112	Plastic Lids, Cups, wrappers:
27	Plastic Straws:
10	Plastic Utensils:
151	Other Plastics: (54 hard plastics & 97 soft plastics)
65	Styrofoam:
3,791	Cigarettes/Cigarette Butts:
32	Cigarette Packaging:
0	Fishing line/nets/rope/traps:
0	Other Fishing gear/ boating items:
1	Balloons:
1	Balloon string (w/out balloon):
6	Aluminum Cans:
9	Metal:
2	Glass Bottles:
4	Other Glass:
29	Paper:
9	Cloth:
1	Entangled or Dead Animals (specify): 1 bird
	Other:

Total Amount Picked Up: 4,319

Additional Comments/Observations: Big thanks to all our Zombies and other volunteers that braved the cold and helped us keep those 4,319 pieces of litter from going into the Atlantic Ocean!

Cigarette Litter Prevention Program

A Unique Pilot Cigarette Litter Prevention Project Begins

1st Step: Develop Partnerships

- Virginia Beach Hotel Association
- Virginia Beach Resort Management Office
- Virginia Green
- Keep Virginia Beautiful
- Glasdon, Inc.
- Surfrider Foundation, Virginia Beach Chapter
- Navy's Fleet Readiness Center Mid-Atlantic Detachment Norfolk
- Virginia Beach Convention and Visitor's Bureau
- Resort Advisory Commission's G.R.E.E.N. Committee



Beachy Clean

A City-Wide Campaign is Born

- Partners meet with Convention and Visitor's Bureau
- Ideas are shared
- "Beachy Clean" is embraced
- One week later...

THANKS! Nobody wants to feel a butt between their toes.

Virginia Beach Hotel Association

KEEP IT BEACHY CLEAN

THANKS! You just saved a sand fiddler from smoking.

Virginia Beach Hotel Association

KEEP IT BEACHY CLEAN

THANKS! You just made a whale want to come back next year.

Virginia Beach Hotel Association

KEEP IT BEACHY CLEAN

THANKS! There's a sea turtle out there who's better off now.

Virginia Beach Hotel Association

KEEP IT BEACHY CLEAN

THANKS! You just kept a seahorse from looking trashy.

Virginia Beach Hotel Association

KEEP IT BEACHY CLEAN

THANKS! You just made a dolphin very happy.

Virginia Beach Hotel Association

KEEP IT BEACHY CLEAN

THANKS! You just made a school of fish very proud.

Virginia Beach Hotel Association

KEEP IT BEACHY CLEAN

THANKS! You just kept a pelican from making bad choices.

Virginia Beach Hotel Association

KEEP IT BEACHY CLEAN



Cigarette Litter Prevention Program

CLPP and Beachy Clean educational materials.

- 12 hotels receive receptacles.
- Posters and flyers are distributed to participating hotels.
- Coasters are distributed to hotels with bar/restaurants.
- Each hotel received 200 pocket ashtrays for distribution to guests.
- 5000 pockets ashtrays are distributed throughout project period.



KEEP IT BEACHY CLEAN

THANKS!

You just kept a seahorse from looking trashy.

Virginia Beach Hotel Association

Please:
Use outside cigarette butt receptacles.
Pick up a complimentary pocket ashtray from the front desk before heading to the beach.
Dispose of **ALL** litter properly.

This hotel is participating in a Cigarette Litter Prevention Program funded by Keep America Beautiful and managed by Clean Virginia Waterways. Thanks for keeping our beaches and waterways clean.



Pilot Cigarette Litter Prevention Program

Virginia Beach Oceanfront Hotels Run with it!



All images by Christina Trapani



Chesapeake Bay

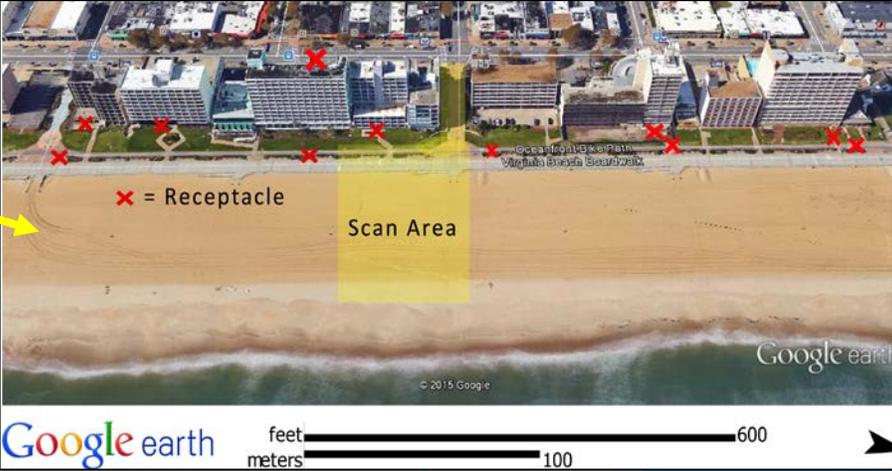
- ★ Hotels with receptacles and pocket ashtrays
- ★ Hotels with pocket ashtrays only
- ★ Scan Area



CLPP

Scan Areas and Participating Hotels

- 12 hotels participate
- 4 scan areas
- 5 receptacles on the boardwalk
- 3 hotels join late but still participate



Pilot Cigarette Litter Prevention Program

In the press

Oceanfront campaign targets litter, cigarettes

Virginian Pilot

By Stacy Parker
The Virginian-Pilot

VIRGINIA BEACH

Remember those beach closures last summer?

The city closed much of the Oceanfront to swimming for two days in August, during the height of the tourist season, when bacteria levels exceeded state standards.

If litter wasn't on the mind of resort-area businesses before the advisory, it is now. Cleaning up after pets, properly disposing of food waste and diapers, and not feeding the seagulls can help control bacteria levels in the water, according to the city's Department of Health.

Laura Habr, who owns a restaurant and heads a committee focused on environmental responsibility in the resort area, described last summer's experience as an "eye-opener" that inspired a new campaign: "Keep it Beachy Clean."

"You just made a dolphin happy" and other sayings will be printed on stickers for trash cans and on coast-

ers for restaurants.

Hotels and businesses will display a tip sheet on keeping beaches clean and will be encouraged to promote the campaign on social media.

"It's a great start," Habr said.

Also, Clean Virginia Waterways obtained a grant from Keep America Beautiful's cigarette litter prevention program to install five receptacles between 20th and 24th streets on the Boardwalk and more than a dozen at hotel entrances. Hotels also will receive portable pocket ashtrays to hand out to guests.

Christina Trapani, project coordinator, hopes the measures will get through to smokers who stub out their cigarettes in the sand and leave them there.

"A lot of people don't realize that it is littering," Trapani said.

Cigarette butts are the No. 1 type of litter in the world.

Filters are made from plastic-based fibers that are not biodegradable.

Trapani and volunteers



BILL TIERNAN | THE VIRGINIAN-PILOT

Christina Trapani holds one of the receptacles that will be placed along the Boardwalk for throwing away cigarette butts. Trapani and volunteers picked up more than 4,000 butts at the Oceanfront earlier this month.

"You just made a dolphin happy."

From the anti-littering campaign

plucked more than 4,000 of them during two visits to 1st, 22nd, 36th and 57th streets earlier this month. They found the most - 300 - at 1st Street.

They'll scout the beach for butts again after the receptacles are installed in early June.

"We're not trying to point fingers or make anyone uncomfortable," Trapani said. "We want to make it convenient to have somewhere to put cigarette butts."

Stacy Parker, 757-222-5125,
stacy.parker@pilotonline.com

LET'S TALK GREEN THE ASK HR GREEN BLOG

ARCHIVES

September 2015

August 2015

July 2015

June 2015

May 2015

April 2015

CATEGORIES

Beautification

Clean And Safe Tap Water

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[at-green-market/](#)

WE'RE TALKING GREEN HERE, FOLKS...

NO BUTTS ABOUT IT VIRGINIA BEACH WORKING TO REDUCE CIGARETTE LITTER

Posted on August 6, 2015 by Guest Contributor | Comments Off



The City of Virginia Beach is excited to participate in two Keep America Beautiful Cigarette Litter Prevention Program (CLPP) grants in an effort to reduce cigarette litter at the Virginia Beach Oceanfront and Lake Smith/Lake Lawson Natural Area.

Clean Virginia Waterways of Longwood University (CVW) is spearheading the Virginia Beach Oceanfront initiative. CVW's program involves working with various partners at the Virginia Beach Oceanfront. This project targets visitors to the resort area and is the first CLPP of its kind!

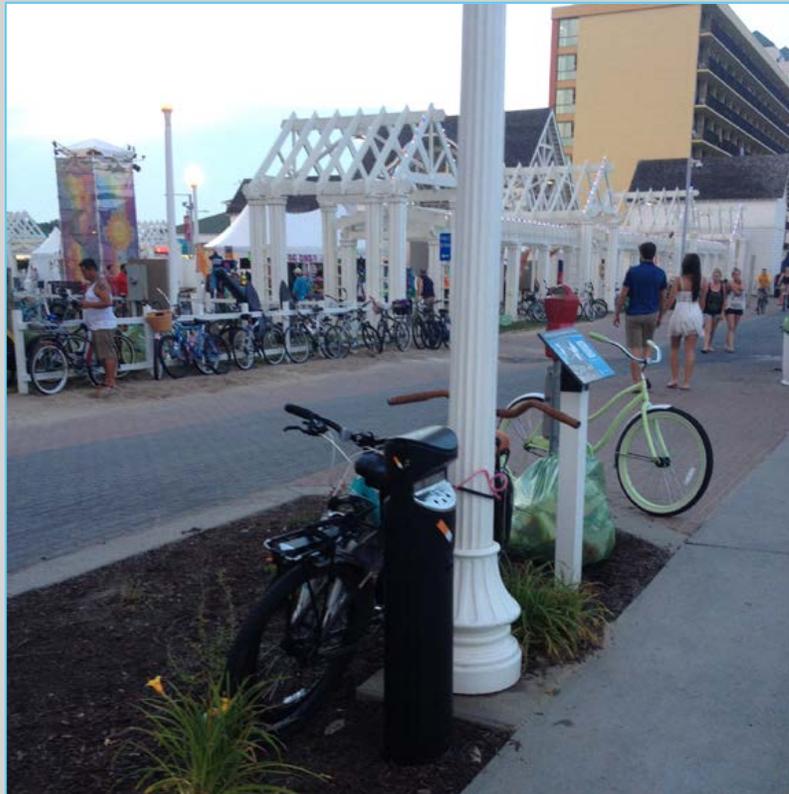
With the help of the Virginia Beach Hotel Association (VBHA) and Virginia Green, CVW partnered with 12 resort hotels and supplied each of them with a cigarette receptacle, pocket ashtrays and program signage for their guests. We also worked with the City of Virginia Beach Resort Management office to place five receptacles on the boardwalk between 20th and 24th Streets. Finally, through collaboration with the VBHA



Pilot Cigarette Litter Prevention Program

Beachy Clean stickers make the difference

- Boardwalk Receptacles
 - June + July = 4,000 butts
 - Beachy Clean stickers added on July 29th
 - August - Labor Day = 4,000 butts



Pilot Cigarette Litter Prevention Program

Cigarette litter scans



Pilot Cigarette Litter Prevention Program

2015 Virginia Beach Oceanfront Cigarette Butt Litter Scans for Clean Virginia Waterways CLPP Pilot

Receptacles Installed
June 1st

Location	Area	3-May	17-May	31-May	14-Jun	28-Jun	26-Jul		23-Aug
1st Street	Beach	203	308	277	196	226	353		0*
1st Street	Boardwalk	68	63	225	100	125	53		0*
Totals		271	371	502	296	351	406	2197	0
Percent of total for site		12.3%	16.9%	22.8%	13.5%	16.0%	18.5%		
22nd Street	Boardwalk	686	64	80	195	152	106		226
22nd Street	Beach	147	412	358	525	532	769		684
Totals		833	476	438	720	684	875	4026	910
Percent of total for site		20.7%	11.8%	10.9%	17.9%	17.0%	21.7%		
36th Street	Beach Access	250	910	340	320	330	450		510
36th Street	Beach	40	160	110	80	40	250		130
36th Street	Boardwalk	50	160	80	210	110	180		80
Totals		340	1230	530	610	480	880	4070	
Percent of total for site		8.4%	30.2%	13.0%	15.0%	11.8%	21.6%		
57th Street	Beach Access	49	420	200	177	222	238		555**
57th Street	Beach	162	140	180	116	142	308		
Totals		211	560	380	293	364	546	2354	
Percent of total for site		9.0%	23.8%	16.1%	12.4%	15.5%	23.2%		
Totals for all sites		1655	2637	1850	1919	1879	2707		2185

Total Butts Collected
14832

* Could not be completed due to an event on the beach.

** Cigarette butt count was not separated during this survey.

23 August scan not included in percentages and totals due to inconsistencies in data collection



Beachy Clean Gets Trashy

Beachy Clean stickers are placed on all trash cans on the beach from 1st Street to 42nd Street.



Beachy Clean and CLPP 2016



Beachy Clean and CLPP 2016

- Beach Trolley Ads
- Rack Cards
- Visitor's Guides
- Vacation Channel
- Website links from city sites
- More trash can stickers
- Surfrider Foundation Blue-Certified Business
- Beach access kiosks
- More partnerships



Acknowledgements:

- The Virginia Beach Hotel Association and all of the participating hotels, management and staff who made this project possible.
- Misty Herring and volunteers from the Fleet Readiness Center Mid-Atlantic Detachment Norfolk
- Rob Gomez and the Virginia Beach Chapter of Surfrider Foundation volunteers
- All of the other volunteers that assisted with the scans.
- Nick Gallegos who also assisted with the volunteer jobs no one else wanted.
- Keep America Beautiful, especially Bronwen Evans, for being such a champion of our efforts.
- Laura Habr and the Resort Advisory Commission's G.R.E.E.N. Committee
- Mike Eason of the Virginia Beach Resort Management Office, Virginia Beach City Council and the Virginia Beach City Manager for allowing us to conduct this pilot program on the Virginia Beach boardwalk
- Chuck Applebach and the Virginia Beach Convention and Visitor's Bureau who's marketing team created the Beachy Clean graphics
- J.D. Villegas and Glasdon for donating additional receptacles and driving them to Virginia Beach to save us shipping costs.
- John Duel, Green Quest, Tom Griffin, Virginia Green and Mike Baum, KVB for sharing your expertise and assisting with getting the word out.

