



KEEP AMERICA
BEAUTIFUL

Cigarette Litter Prevention Program

Did you know?

Cigarette butts are the #1 form of litter? They are the most frequently littered item in America



around
32%
of all litter
collected are
cigarette butts

What happens when cigarette butts are dropped?

Why is this Happening?



30%

of smokers
reported littering
within the last 30
days.

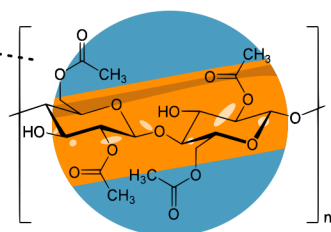
41%

of smokers report
that they do not
have receptacles for
cigarette butts at
their workplaces.



Smokers and non-smokers alike can be part of the movement by installing cigarette butt receptacles or putting a CLPP program in place.

THEY DON'T BIODEGRADE



95%

of cigarette filters
are comprised of
cellulose acetate,
a type of plastic
which persists in
the environment

What Can You Do To Help?

By reviewing local litter laws, educating the public, distributing portable and pocket ashtrays and installing ash receptacles at transition points, cigarette litter is drastically reduced.

The Cigarette Litter Prevention Program has reduced cigarette butt litter by 50% every year it's been implemented since 2002.



Once they are on the ground

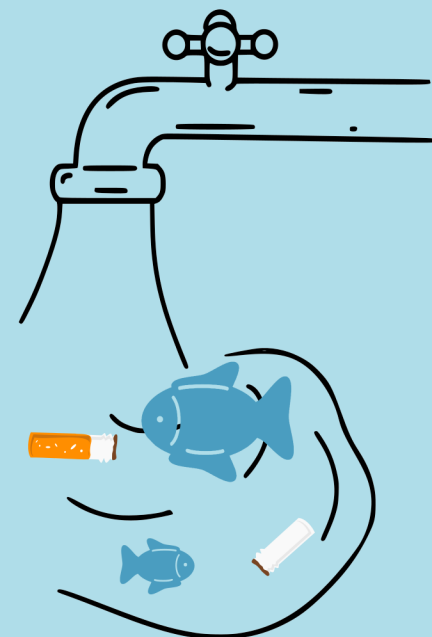
Cigarette butts can end up in storm drains after the rain which pile up, stream into waterways and harm marine life. They are mostly washed up from pedestrian sidewalks and roadways.

83%

of litter near storm
drains consists of
smaller items under 4
inches. Cigarette
butts predominantly
take up this
percentage.

32%

of litter at storm
drains consist of
tobacco products.



What are transition points?



Shops



Offices



Bus stops

Be a part of the movement

Partner with us to start a Cigarette Litter Prevention Program in your area.

Sources: The 2009 National Visible Litter Survey and Litter Cost Study prepared by MidAtlantic Solid Waste Consultants for Keep America Beautiful®, Inc. and Povaddo Research for Keep America Beautiful®, 2016 Research reports and an executive summary can be downloaded at kab.org/resources/end-littering. Keep America Beautiful® Inc. 2009 national litter and littering behavior research were conducted through a grant from Philip Morris USA, an Altria Company. All contents Copyright 2019 Keep America Beautiful®, Inc. — kab.org.