



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?

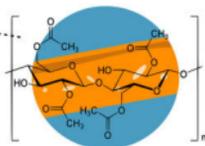


### Why is this Happening?



**30%**  
of smokers  
reported littering  
within the last 30  
days.

### THEY DON'T BIODEGRADE



**95%**

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

## Once they are on the ground

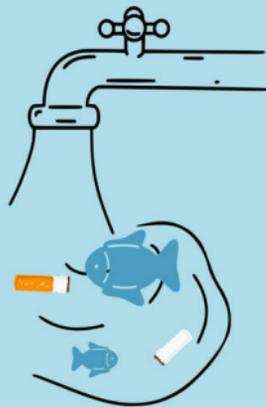
Cigarette butts can end up in storm drains after the rain which pile up, stream into waterways and harm marine life. They are mostly washed up from pedestrian sidewalks and roadways.

**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 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.**

### What are transition points?



Shops



Offices



Bus stops

**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.**



# 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](http://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.