



Cigarette Litter Scan

Background

A **Cigarette Litter Prevention Program** (CLPP) uses four proven strategies to reduce 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; and
- Distribute portable auto and pocket ashtrays to adult smokers.

What is a Cigarette Litter Scan?

A **Cigarette Litter Scan**, developed by Keep America Beautiful, Inc., is a method to quantify cigarette butt litter in a target area. This reliable and proven “scanning” methodology involves an actual count of cigarette litter on the ground. Scans have been field-tested in downtown areas, beaches, parks, and at rest areas along roadways.

While the CLPP may be implemented in a large area, the **Cigarette Litter Scan** is conducted in a smaller, two- or three-block section that tends to mirror the larger program area. A scan is executed *before* a CLPP is launched to establish baseline data, and then *after* start of the program to measure results. Use periodic follow-up scans as an ongoing tool to assess long-term program impact.

Conducting a Scan

A **Cigarette Litter Scan** counts cigarette butt litter in a small section of the program area. For example, cigarette butt litter is counted on sidewalks and gutters at each address in a two to three-block area of a downtown. 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, scan a section of the event site.

A quantitative assessment of the cigarette butt litter problem provides baseline data for ongoing evaluation of CLPP impacts. This data also helps identify where individuals are smoking and may litter cigarette butts so that the CLPP can place ash receptacles at strategic locations and focus on changing littering behavior.

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.

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. To establish the scan area:

- ✓ Consider using a Google or other map to specify the exact scan location.
- ✓ Divide the scan area into addresses, quadrants, right and left sides, or other designated sections that make sense for counting cigarette butt litter.
- ✓ 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”.**

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:

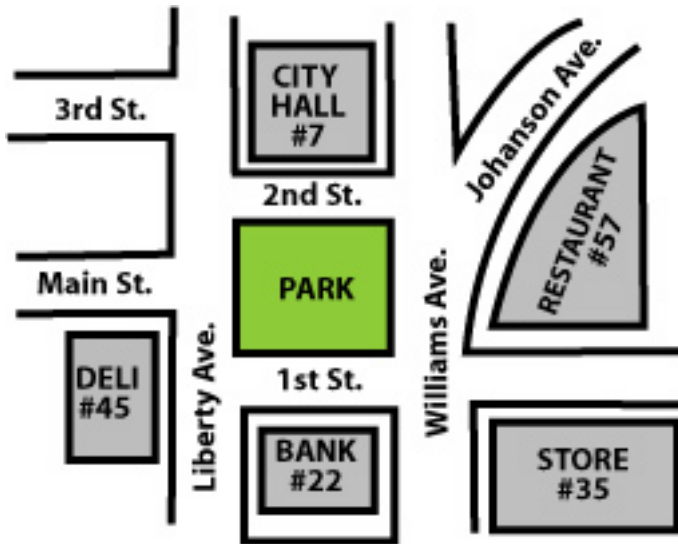
- ✓ Avoid a day with extreme weather conditions—rain, snow, excessive heat, or other inclement weather.
- ✓ Choose a “typical” day of the week; avoid days right after a community event, heavy rain, street cleaning, or other similar activities.
- ✓ Repeat the same day of the week and time of day for follow-up scans.

How to Scan:

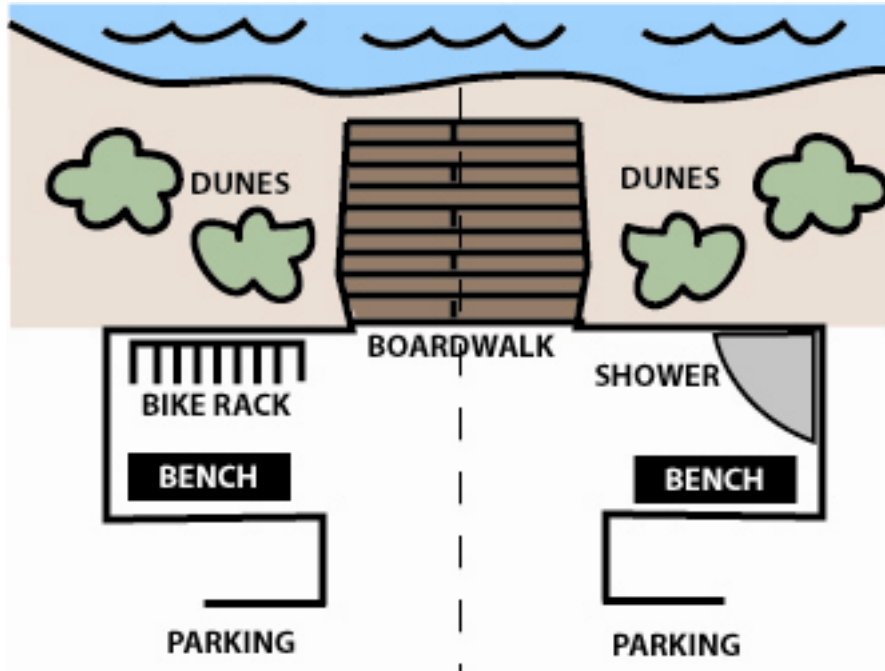
- ✓ Divide volunteers into two-to-three-person teams—one to count, one to complete the “Field Scan Document,” and one to ensure safety, especially when counting near roadways.
- ✓ Conduct either a visual count of cigarette butt litter or pick up litter as you count.
- ✓ Collect data at each designated location or address-by-address.
- ✓ Count cigarette butt litter on the sidewalk and in the gutter in a downtown. For a beach, recreation area, roadway, or at a special event, count in each prescribed or designated location.
- ✓ Mark on the “Field Scan Document” the address or location description, the number of cigarette butts, and the number of existing ash receptacles.

SCAN AREA MODELS

SCANNING A DOWNTOWN:



SCANNING A BEACH OR WATERFRONT:



SCANNING A PARK OR RECREATION AREA:

