



## 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 litter, and encourage enforcement;
- Educate the public using public services messages and advertising;
- Place ash receptacles at “transition points,” spots where smokers must stop smoking before proceeding; and
- Distribute pocket ashtrays to adult smokers.

### What is a Cigarette Litter Scan?

A **Cigarette Litter Scan**, developed by Keep America Beautiful, Inc., is a method used to quantify cigarette butt litter in a target area, and then calculate any change following implementation of a CLPP. 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 area. A scan is executed *before* a CLPP is launched, and then *after* start of the program. Periodic follow-up scans are also valuable to assess long-term program impact.

### Conducting a Scan

A **Cigarette Litter Scan** counts cigarette butt litter address-by-address in a downtown area, and in and around walking access to a beach or points of interest at a park or other recreation area. At each address in a downtown scan area, for example, cigarette butt litter is counted on sidewalks and in gutters.

A quantitative assessment of the cigarette 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 focus on changing littering behavior.

Follow these simple steps to conduct a litter scan:

#### **STEP 1: Gather a Scan Team**

Identify individuals from the CLPP stakeholder group 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, use the same scan team for the initial scan and any follow-up scans.

#### **STEP 2: Identify the Scan Area**

Select a two- three-block area in a downtown (including both sides of the street), or equivalent for a beach or park, for the cigarette butt litter count. The scan site should mirror on a small scale the entire CLPP implementation area.

Walk the scan site beforehand to ensure it has the best mix of foot traffic from business employees, shoppers, local residents, beach or park patrons, and others. Create a rough map of the scan area to visualize where the count will take place.

### **STEP 3: Conduct the Scan**

#### **Materials Needed:**

- ✓ Protective gloves and trash bags; grabber tongs (if desired)
- ✓ Clip boards and pencils
- ✓ Copies of the “Field Scan Document”

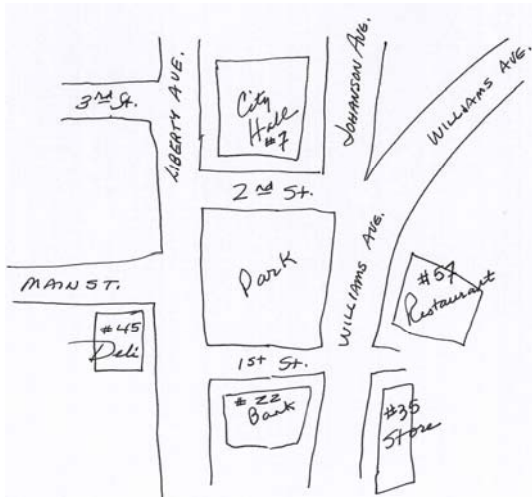
#### **When to Scan:**

- ✓ 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 any follow-up scans.

#### **How to Scan:**

- ✓ Collect data address-by-address or at each designated location; conduct either a visual count of cigarette butt litter or pick up litter as you count.
- ✓ Count cigarette butt litter on the sidewalk and in the gutter at each address. At a beach or park, count in each prescribed location. For details on scanning a downtown, beach, or park, check the sketches below.
- ✓ Mark on the “Field Scan Document” the address or location description, the number of cigarette butts, and the number of existing ash receptacles.

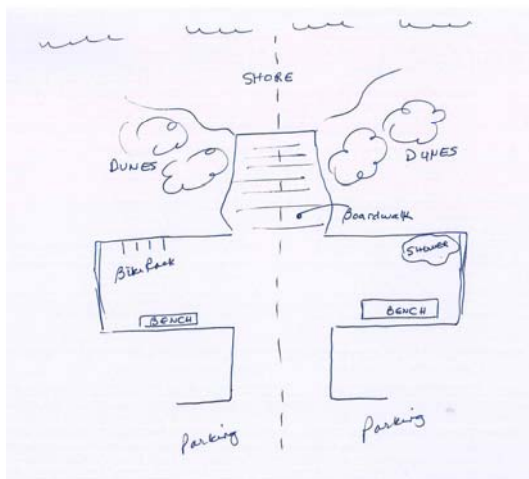
## SCANNING A DOWNTOWN:



The sketch at left shows several city blocks. The scan area may include the entire multi-block area of Williams Avenue. Or, it might include all four sides of the Park between 1<sup>st</sup> Street and 2<sup>nd</sup> Street with Williams Avenue on one side and Liberty Avenue on the other.

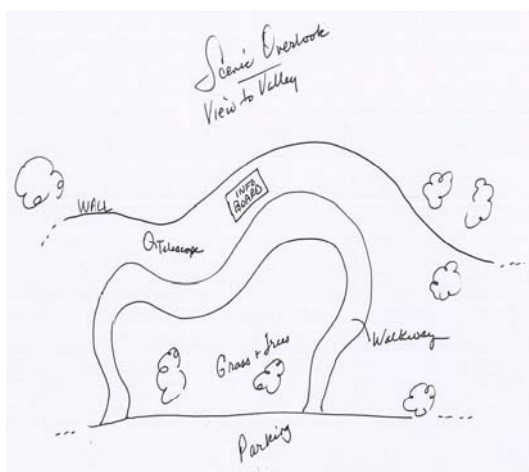
To clarify where cigarette butt litter is counted in an open space or city park, use directional addresses. In the example, the address would be “Park--Northeast Corner,” “Park--Mid-Northside,” “Park--Northwest Corner,” and so on. Count cigarette butt litter on the sidewalk, which may include a landscaped box/planter, and in the gutter at each address. Note the totals on the Field Scan Document.

## SCANNING A BEACH:



To select a scan area for a beach, identify a location that includes various walking points around and to the beach, as in the sketch at left. This scan area is then divided into designated locations for counting cigarette butt litter. In the sketch, the center line helps mark out these specific areas. For example, “bench area to left of center line,” “bench area to right of center line,” “bike rack area,” “shower area,” and so on. Cigarette butt litter is counted in each of these designated locations, or addresses, and totals are noted on the Field Scan Document.

## SCANNING A PARK:



A scan at a park accumulates data from in and around pedestrian areas to park points of interest. This may include picnic areas, playgrounds, parking lots, along a waterway, etc.

In the sketch at left of a “Scenic Overlook”, designated locations for collecting data may include “right walkway - start,” “right walkway - midpoint,” “information board,” “telescope,” and so on. You may also want to include the grass area adjacent to the walkway. Cigarette butt litter is counted in each of the designated locations, or addresses, and totals are noted on the Field Scan Document.



# Cigarette Litter Scan

