



## Cigarette Litter Prevention Program Timeline

Use this schedule as a guide for keeping your local *Cigarette Litter Prevention Program* on track:

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### EVALUATE AND PLAN

<b>Month One</b>	Understand the <b>cigarette litter issue</b> in your community Gather and educate a <b>Cigarette Litter Prevention Team</b> <b>Select area</b> for <i>Cigarette Litter Prevention Program</i>
<b>Months Two to Three</b>	Review <b>local litter laws</b> , including enforcement Conduct <b>cigarette butt litter scan</b> in target program area Set the <b>program budget</b> and identify funding sources Identify <b>key transition points</b> Choose and order <b>ash receptacles</b> and <b>pocket ashtrays</b> Customize <b>media materials</b>

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### KICK-OFF

<b>Months Four, Five, and Six</b>	Create a <b>launch schedule</b> <b>Educate the public</b> —announce scan results and program launch, begin PSAs and other media <b>Install ash receptacles</b> at target transition points <b>Distribute FREE pocket ashtrays</b>
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### MEASURE

<b>After Month Six</b>	Observe change and <b>assess program impact</b> Conduct follow-up <b>cigarette butt litter scans</b>
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### SUSTAIN AND EXPAND

<b>Ongoing</b>	<b>Maintain existing program</b> Enlarge reach of existing program or <b>expand to other priority areas</b>
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