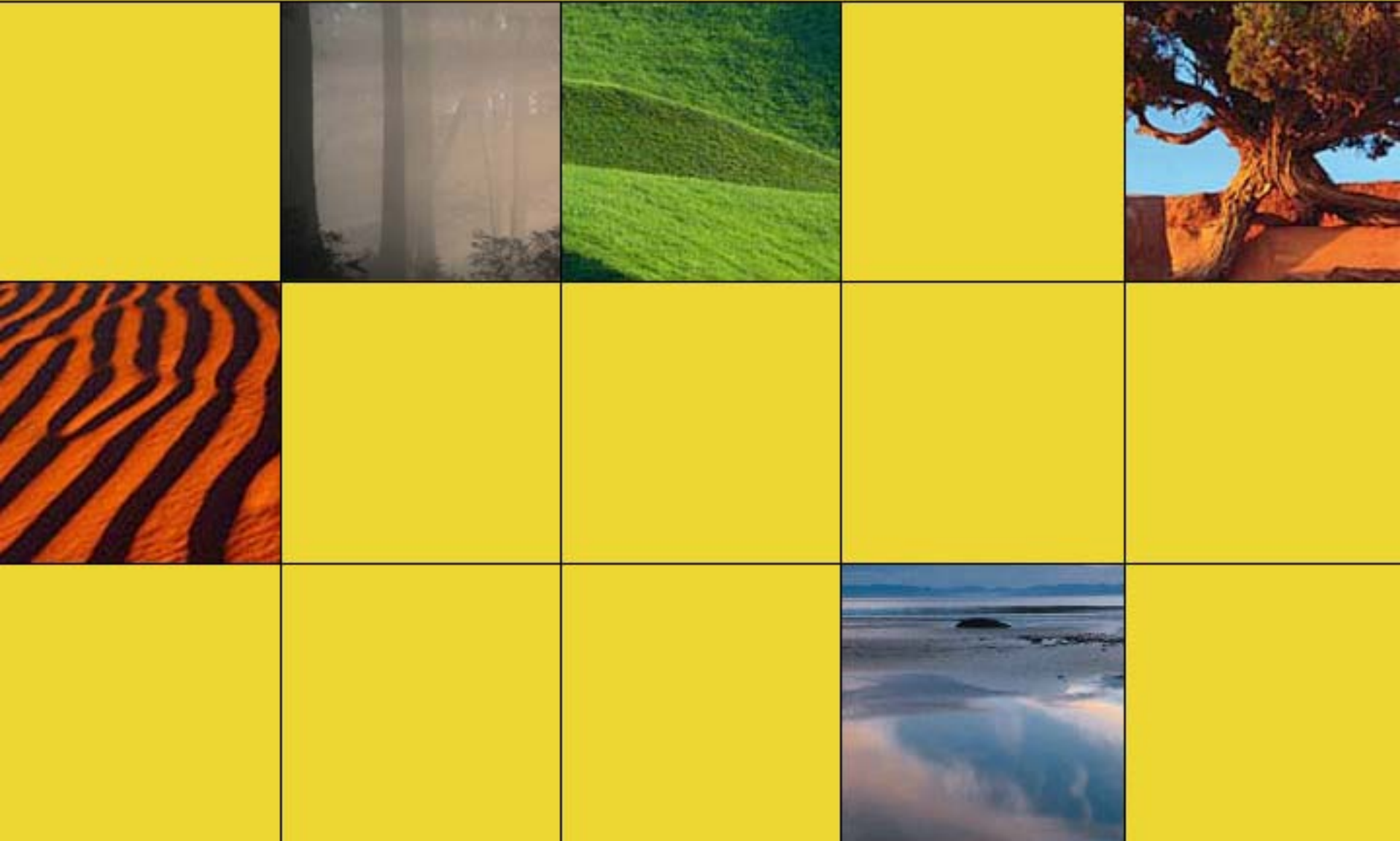


# The Surfrider Foundation's Cigarette Litter Campaign



# The Surfrider Foundation is....

- An international environmental non-profit dedicated to **the protection and enjoyment of the world's oceans, waves and beaches, for all people, through conservation, activism, research and education (C.A.R.E.)**
- 60 chapters in the US--and international affiliates in Australia, Brazil, France and Japan.

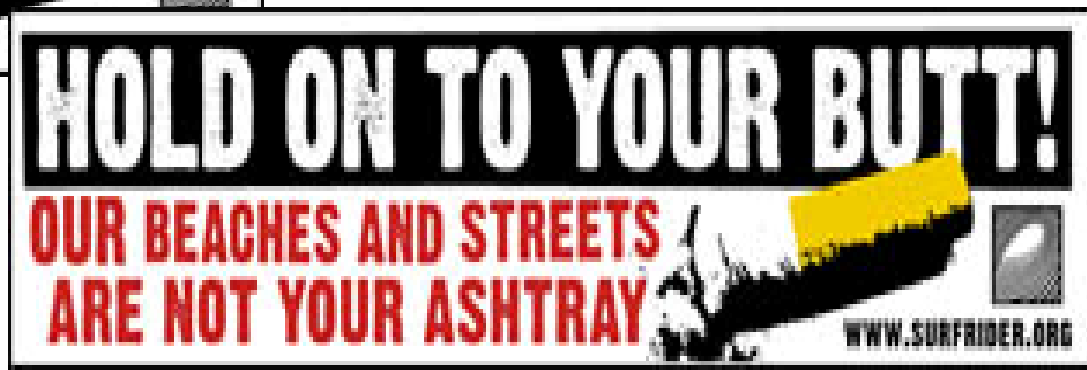
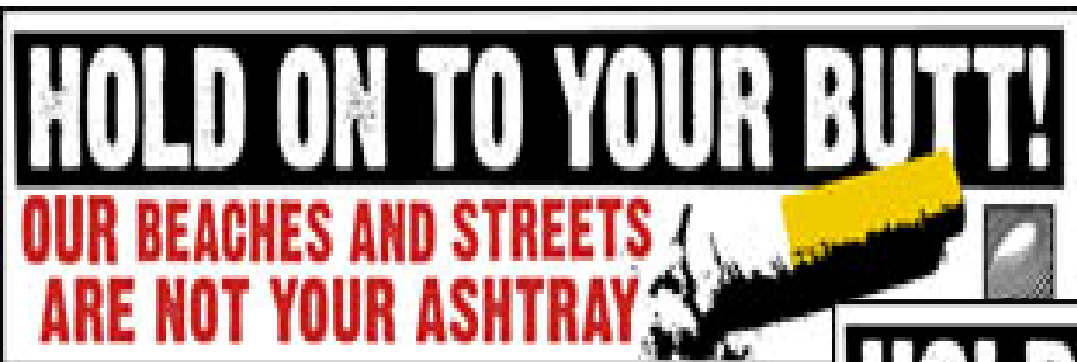




# !Hold Onto Your Butt!

Our Beaches and Streets are Not Ashtrays!

- Started by San Diego Chapter in 1992
- Now worldwide Surfrider campaign



# The Problem...



- Cigarette butts are the most littered item in the world.
- Butts are frequently pushed into **storm drains** that flow to streams, rivers, bays, lagoons and ultimately the ocean.
- At Surfrider beach cleanups, cigarette butts are the most common form of trash found (accounting for ***one in every five items collected***).
- More than **50% of the 160,000 items of debris** collected during the 2004 Coastal Cleanup Day were cigarette butts.

# The Problem...



- Cigarette filters are designed to trap toxic chemicals.
- When submerged in water, toxic chemicals trapped in the filter leak out into aquatic ecosystems, **threatening water quality for aquatic life.**
  - Studies indicate the **chemicals in cigarettes are leaching into our water ways and are deadly to water fleas** (a small but important microorganism that lives in most lakes and streams and the ocean).
- Biologists have also **found butts in the stomachs** of birds, sea turtles, and other marine creatures.

# The Problem...



- Studies indicate that since we have enacted indoor smoking bans, more cigarette butts are being tossed directly into the environment.
- Many smokers incorrectly believe that cigarette filters are made of biodegradable cotton.
  - Cigarette filters are made of **plastic (cellulose acetate)** they only *photodegrade*, not *biodegrade*
  - New Surfrider campaign tackling plastics.



# CENTRAL THEMES

- Reduce cigarette litter
- Increase public awareness about the problem.
- Advocate for better enforcement of littering laws
- Support additional taxes on tobacco products **specifically earmarked for clean-up efforts;**
- Advocate for tobacco companies to **improve the biodegradability of filters**





# CENTRAL THEMES Cont...

- Advocate for **reduced packaging** waste
- Urge tobacco companies to educate consumers about the **impacts of tobacco waste on the environment**;
- Entice more local governments and businesses to reduce cigarette littering by supplying ashtrays and other "disposal **mechanisms**" **at building entrances**.



# Outreach and Education

- **Street Sweeps**
- **Beach Cleanups.**



# Outreach and Education

## HOTYB Days

- Standing on street corners with signs, passing out literature, stickers, pocket ashtrays, etc.





# Propaganda and Merchandise

- Tee-shirts,
- Bumper stickers,
- Posters,
- Pocket ashtrays,
- MA Chapter ran subway ads on trains



# Partnerships

- Partner with government agencies and businesses to spread word
  - **EX:** airport authority, local municipalities, State Parks, etc.
- **Public Service Announcement** that will be distributed nationally with Sony and DreamWorks.



# Partnerships cont...

- Helped form: **Cigarette Litter Abatement Taskforce** in San Diego (*Tobacco Control Coalition, American Heart Association, CHP ILACSD, Lung Association*).
- Litter **HOTLINE 1-877-211-Butt**
  - People call when a smoker litters butt from a car.
  - Litter-bug receives a warning letter from the CHP.
  - Surfrider wrote the language about environmental impacts.
  - Evolution of hotline in 5 years—ups and downs.
    - In order to relieve some of the strain on CHP resources, Surfrider purchased postage for violation letters
    - Created and purchased bumper stickers that were distributed (via local events and avenues).
    - Eventually assumed the lead on hotline management and implementation.



# Smoking Bans

- Smoking bans at beaches and parks lead to better conditions for aquatic ecosystems, marine life, and improve the overall beach/park aesthetic.
- Mission Statement.
- Our Policy Basis:
  - “Nothing against smokers, just litter”,
  - “Smokers have the right to smoke, but not the right to litter”
- Numerous Chapters have advocated for bans.
  - Case Study San Diego , SB 4



# Smoking Bans—Balloon Affect

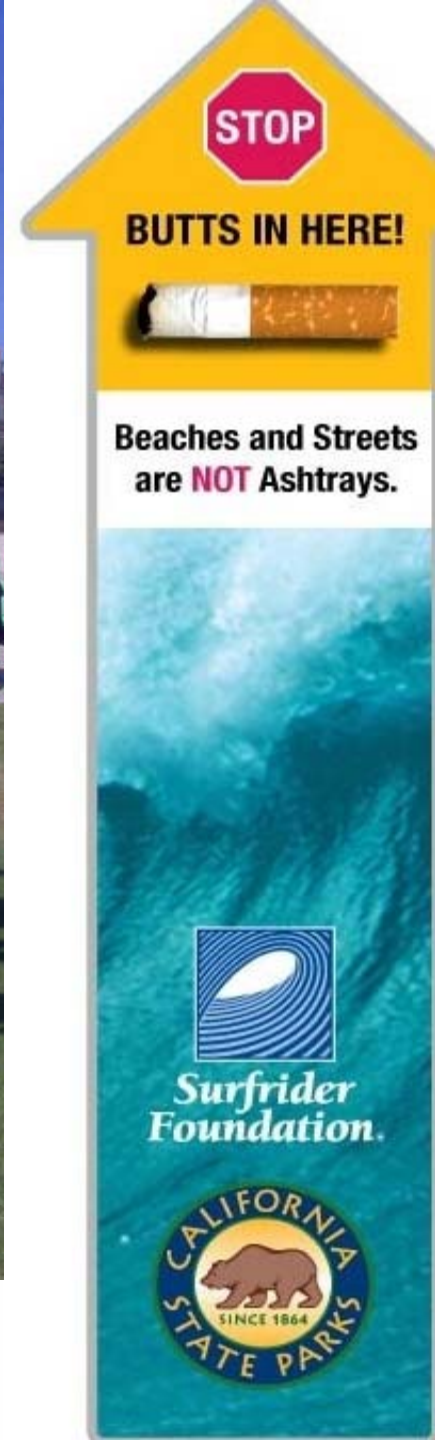


- Surfrider wants to ensure that smokers who are “moved off beaches” do not end up littering in the streets simply because:
  - They are not educated about the litter problem or;
  - There are no mechanisms for them to dispose of their cigarette butts.
- **To make that transition easy:**
  - The San Diego Chapter **purchased and installed** ashcans.
  - Partnered with local municipalities on implementation, *maintenance*, etc.









- Organized press conference with elected officials the first day smoking ban was implemented to: educate the public about ban; litter problems; and inform smokers about new ashcans.

# More Anecdotes...

- Surfrider France was one of the first to make pocket ashtrays.
- Some Chapters post anti litter signs at coastal access points.
- In Santa Cruz, advocacy for local ordinances was led by a local High School student.
- The Newport Beach chapter supported efforts of a High School surfing class to ban smoking on Newport's beaches.
- There are more stories...and they all start with concerned and dedicated citizens.





# In the Future?

- Possibly conduct interviews and more scientific studies.
  - *EX:* Our coalition has seen studies that indicate:
  - (a) smokers agree litter is problem and are concerned about the environment,
  - (b) smokers that drop cigarette butts would not throw other trash on the ground,
  - (c) most stomp or flick their butts because “they are so little” and “everyone else does it,”
- Possible studies Include:
  - Conduct 1-2 focus groups with smokers to determine motivations for littering and motivations for proper disposal
  - Conduct 1-2 focus groups with non-smokers to determine assertive, yet non-confrontational, dialogue to use with smokers that litter and encourages proper disposal
- Possibly test local **water ways for nicotine**