

# CIGARETTE LITTER PREVENTION PROGRAM

## MAKE A DIFFERENCE

- You can make a difference! Join Keep Greater Milwaukee Beautiful's Cigarette Litter Prevention Program and help keep the areas surrounding your business free of all litter and cigarette debris.
- You can help curtail cigarette litter by:
  - Providing adequate ash receptacles for smokers to properly dispose of their cigarette butts,
  - Offering pocket ashtrays to employees and patrons who smoke, and
  - Putting decals up in storefront windows or outside of main entryways reminding patrons and employees to properly dispose of their cigarette butts.
- To join Milwaukee's Cigarette Litter Prevention Program, and to purchase ash receptables, pocket ashtrays and decals for employee and patron use, please contact Keep Greater Milwaukee Beautiful at 414.272.5462.

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The Cigarette Litter Prevention Program is sponsored by Keep Greater Milwaukee Beautiful & Milwaukee Downtown, BID #21  
[www.kgmb.org](http://www.kgmb.org) ■ [www.preventcigarettelitter.org](http://www.preventcigarettelitter.org)  
[www.milwaukeedowntown.com](http://www.milwaukeedowntown.com)

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## DID YOU KNOW?

- Cigarette butts and cigarette filters were the leading item collected at cleanups nationwide, accounting for an astonishing 35% of all of the items cleaned up.
- Smoking-related litter, in the form of cigarette filters, cigar tips, and tobacco packaging, accounted for 62% of the debris found in Wisconsin.
- Cigarettes, food wrappers, and straws and stirrers accounted for over 75% of all the debris items collected in Wisconsin cleanups.
- Individuals who would never litter beverage cans, wrappers, or paper packaging typically do not consider throwing their cigarette butts on the ground to be littering.
- Many smokers believe that they are acting responsibly by dropping cigarettes on the ground and stepping on them to extinguish them.
- Many smokers consider dropping cigarette butts into gutters or storm drains a safe way to extinguish a cigarette.
- Because of their small size, many smokers discount the impact cigarette butts have on the environment.
- Surveys from the last decade indicate that most people do not consider their own contributions to cigarette debris to be significant enough to warrant a change in personal behavior.

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