

# CIGARETTE LITTER PREVENTION PROGRAM

*Help beautify Milwaukee,  
one butt at a time.*



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)

## A WIDESPREAD PROBLEM

- Cigarette litter is a widespread litter problem—both in the City of Milwaukee and nationwide—that is due to many factors including lack of awareness, lack of ash receptacles, and the increased restrictions placed on smoking indoors.



## 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 receptacles, pocket ashtrays and decals for employee and patron use, please contact Keep Greater Milwaukee Beautiful at 414.272.5462.

## 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, 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 as 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.