

Be in the Know: Conducting a Cigarette Butts Pick-Up

PLAN

Start planning your community-wide cigarette butts pick-up as early as possible. Make sure you have everything you need:

- Gloves;
- Containers for displaying your finds, such as glass jars;
- Garbage bags, so if you see other litter (such as cigarette packs, used cigars), you can pick them up as well; and
- TRU T-shirts.

Spread the word to friends and family. Don't limit the activity to just your TRU group, share the idea with others:

- Science classes,
- Scout troops,
- Environmental groups, and
- Faith-based youth groups.

Make it a community-wide event. Everyone can help keep your community clean and green.

ADVERTISE YOUR EVENT

- Ask local decision-makers and prominent people (e.g., mayor, fire chief or members of the town beautification committee) to attend.
- Invite the news media to attend. Send a media advisory with the date, time and location of the event well in advance.
- Take lots of pictures of the event.

IMPLEMENT

- Make it more than an activity; make it an event.
- Find speakers who will share the effects of using tobacco and the impact of cigarette litter.
- Make sure you count the cigarette butts you collect and log where you found them. This may come in handy later.
- Hold a competition to see who can fill up the most jars with cigarette butts.
- Put butts in a glass jar and have a "guess the number of butts" contest.

EVALUATE

Measure the success of your event. The results of the day can be useful in developing follow-up activities such as:

- Sharing your results with the community, so others can see the impact of cigarette butt litter, or
- Sending out a follow-up news release to let the press see the results of your cigarette butt clean-up efforts.

TOBACCO FREE SCHOOLS COMPLIANCE

If you did the event on school grounds, compile your results and add some facts. Describe what area of your school had the largest number of butts, approximately how many were picked up, and over what period of time.

TOBACCO FREE SCHOOLS

COMPLIANCE FOLLOW-UP

Take your results to those in authority on your campus. That may be the principal, the board of trustees, the school board or others.

- If your project yielded very few butts, GREAT! Tell leadership that the tobacco-free efforts are going well. Pledge that your groups will continue to monitor efforts.
- If your project yielded far too many butts, let leadership know that your campus needs to renew the emphasis on policy compliance.

REMEMBER—*cigarette butts do not degrade quickly. Cellulose acetate filters may persist under normal environmental conditions for 18 months or even years.*

TRU IS MAKING A DIFFERENCE.

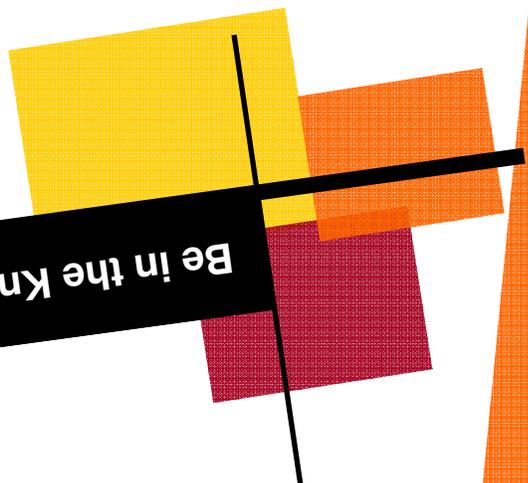
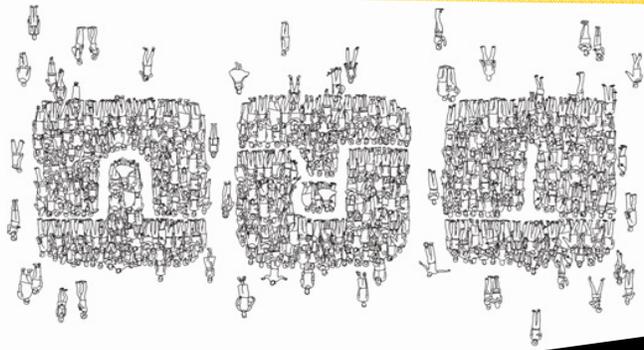
For more information about TRU in your community and how you can get involved, contact me to learn more:



Tobacco Prevention and Control Branch

TRU IS THE STATEWIDE TEEN TOBACCO PREVENTION GRASSROOTS MOVEMENT. WANT TO LEARN MORE? VISIT US ONLINE. WWW.REALITYUNFILTERED.COM





Be in the Know: Conducting a Cigarette Butts Pick-Up

Join the movement

WE ARE A FORCE OF TOBACCO-FREE GOODNESS



WHAT WILL YOU DO AS A TRU TEEN?



It's official: teen smoking is now at an all-time low. Across the state, teens are making sweeping changes. And you can help. As a TRU teen you will:

- Encourage others to become tobacco-free,
- Educate your peers,
- Speak to community leaders and decision makers,
- Meet with other teens in your region and across the state, and
- Develop fun, creative activities.

Meet New People

Express Yourself

Build Your Resume

Show You Care



CONTACT INFORMATION:
 INSERT COORDINATOR NAME
 INSERT AGENCY NAME and ADDRESS
 INSERT PHONE NUMBER
 INSERT EMAIL ADDRESS

BE TRU TAKE THE PLEDGE
STAY TRU SPREAD THE MESSAGE
LIVE TRU GET INVOLVED