



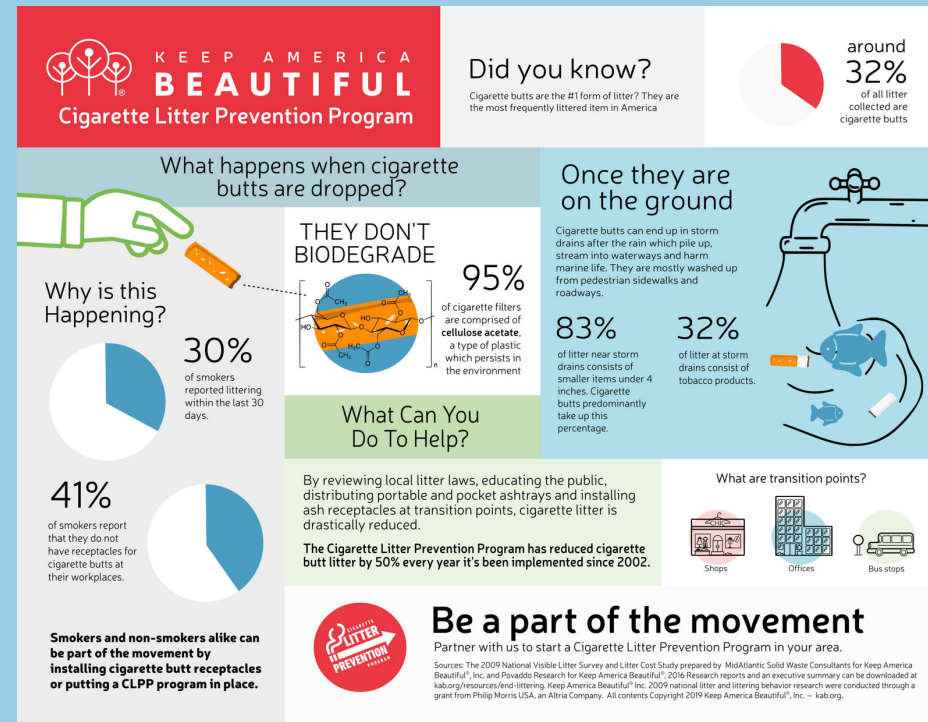
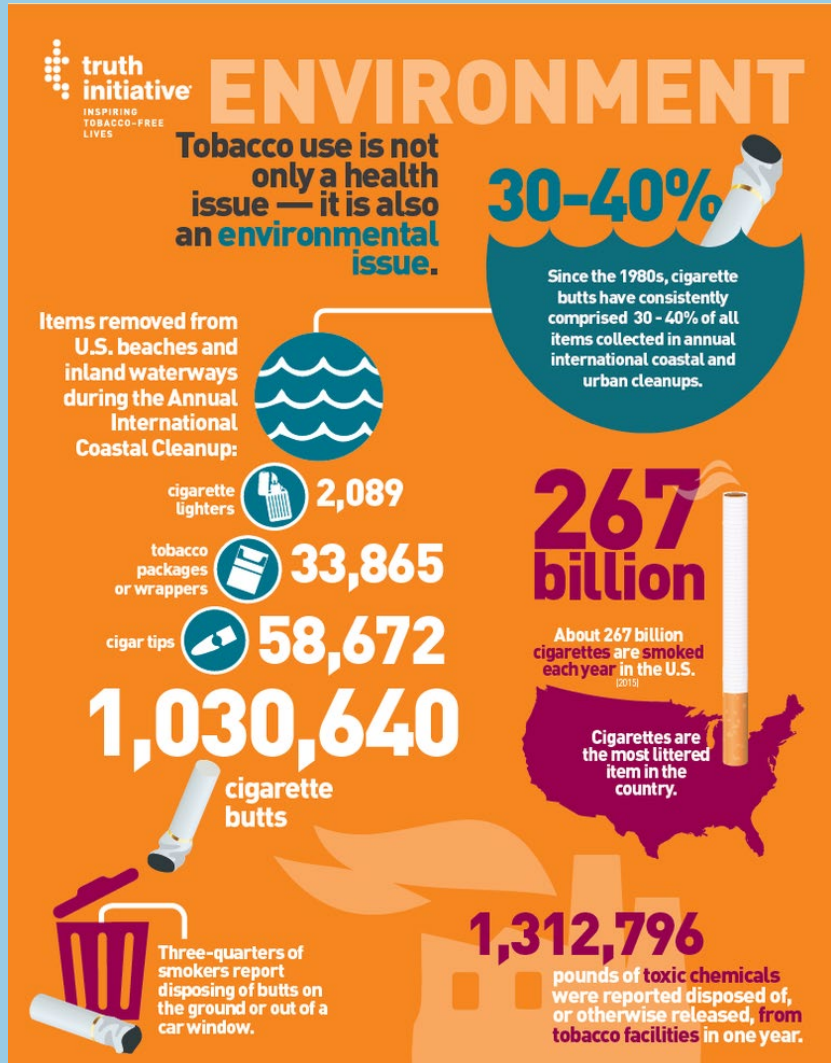
# Cigarette Litter Prevention at the Virginia Beach Oceanfront

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# Introduction to the Problem





**Introduction to the Problem  
(continued)**



# Opportunities



# Solution(s)



# Solution(s) (continued)



# Objectives



# Why?

Nobody wants to see your dirty butt.



Cigarettes leach toxic chemicals into the water.  
Please collect your butts.  
[takecaretahoe.org](http://takecaretahoe.org)

**Take  
care.**



# Expectations



# Timing





# Measurements of Success

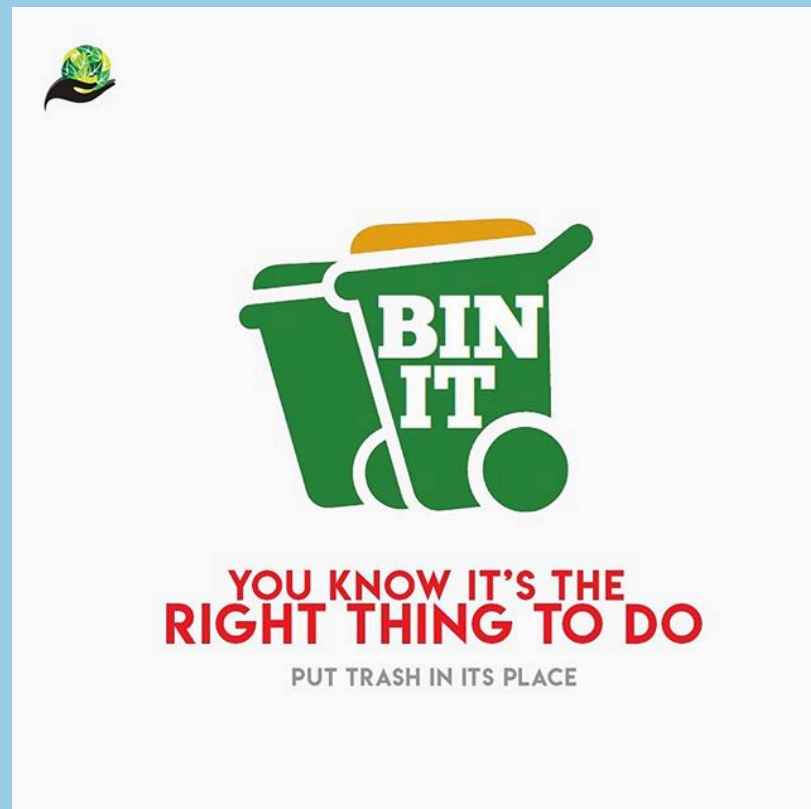
## Conducting a Scan

A **Cigarette Litter Scan** measures cigarette butt litter and cigar tips in a small section of the program area. For a special event, the scan is conducted in one to three approximately 10' X 10' areas within the special event grounds. Besides providing baseline data, a scan also helps identify where individuals are smoking and may litter cigarette butts and cigar tips. The CLPP can then place ash receptacles at strategic locations and focus on changing littering behavior.

### Examples:

- For a **downtown**, cigarette butt litter and cigar tips are counted on sidewalks and gutters at each address in a **two to three-block area**.
- For a **beach, waterfront, or point of interest at a park or other recreation area**, the scan will occur in and around pedestrian access points, picnic areas, near concessions or other retail businesses, and parking lots.
- On **roadways and highways**, the scan usually occurs at targeted rest areas, scenic pull offs, intersection medians, or other off-road locations.
- For **special events**, a scan for events two days or longer usually occurs within one to three 10' X 10' scan areas (depending on event size) identified using fixed points in and around the event venues, e.g., food, entertainment, vendor booth, entrance and exits, etc.

# Call to Action (CTA)



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