



Hamilton

CIGARETTE LITTER PREVENTION PROGRAM

Update for BIAAC

March 2019

CLPP IMAGES

INSTAGRAM SERIES



CLPP IMAGES

POSTER SERIES



30% OF SMOKERS ADMITTED TO LITTERING WITHIN
THE PAST 30 DAYS. **#CLEANHAMONT**



INGESTING JUST ONE CIGARETTE BUTT CAN BE LETHAL
TO CHILDREN OR ANIMALS. **#CLEANHAMONT**

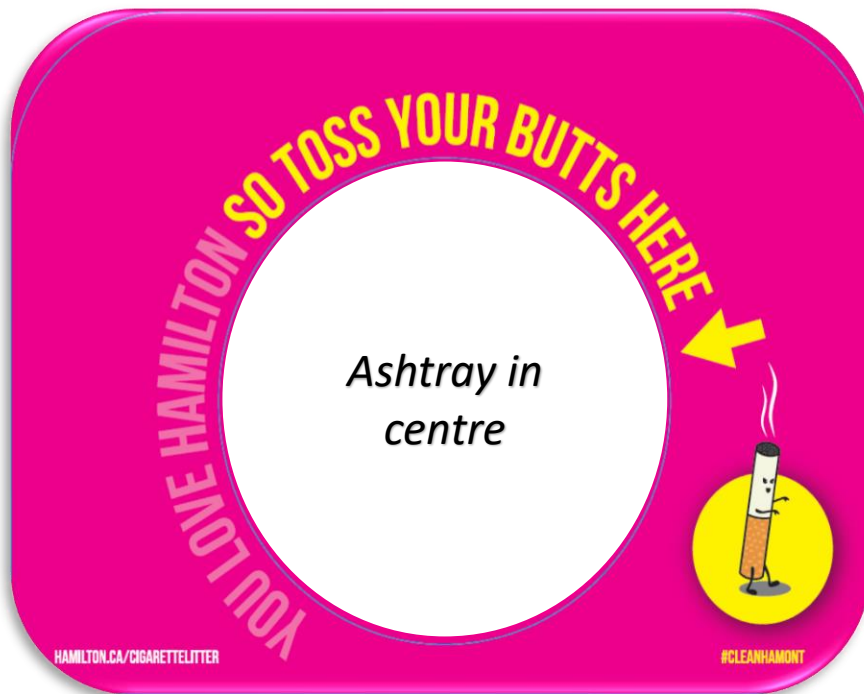
CLPP IMAGES

RECEPTACLE WRAPS

Front of bin



Top of bin



CLPP IMAGES

COASTERS

Side 1



Side 2



TIMELINES

Late March – baseline auditing in Downtown BIA, International Village BIA and Barton Village BIA

Early April – Anticipated media and advertising launch; roll-out of additional cigarette receptacles downtown

April 27 – “Butt Blitz” one day volunteer cleanup

May to September – presentations, community engagement at events and festivals

October to December – reporting and wrap-up

KEY ACTIVITIES

The Butt Blitz: Saturday, April 27, 11am – 2pm

In partnership with A Greener Future: <https://www.agreenerfuture.ca/the-butt-blitz/>

The Butt Blitz is annual country-wide cigarette butt cleanup. Volunteers collected 2,500 butts in Hamilton in 2018.

Ways that BIAs can support the Butt Blitz:

- BIA office open to the public during the cleanup so volunteers can pick up cleaning supplies and drop off their filled bags afterwards;
- BIA staff/volunteers as “volunteer coordinators” to lead the cleanup;
- Share promotional info, encourage BIA businesses and visitors to participate, take photos during the cleanup.



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QUESTIONS?



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THANK YOU

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