



CIGARETTE LITTER PREVENTION PROGRAM (CLPP) UPDATE

Keep Hamilton Clean & Green Advisory Committee
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PUBLIC WORKS
ENVIRONMENTAL SERVICES

CAMPAIGN SUMMARY

PROGRAM LAUNCH: April 15

FUNDING: Ontario's Main Street Revitalization Initiative through the Ontario Ministry of Agriculture, Food and Rural Affairs

PARTNERS: Downtown, International Village and Barton Village BIAs; Green Venture; A Greener Future (Butt Blitz cleanup)

OBJECTIVES: To reduce the negative environmental, economic and quality of life impacts associated with cigarette litter by:

- increasing the availability of cigarette waste receptacles in public spaces;
- decreasing the amount of existing litter in public spaces, and;
- raising public awareness and encouraging smokers to manage their waste responsibly and safely.

MESSAGING: Factual and educational in tone; focuses on environmental and aesthetic impacts of cigarette litter; encourages smokers to adopt positive habits

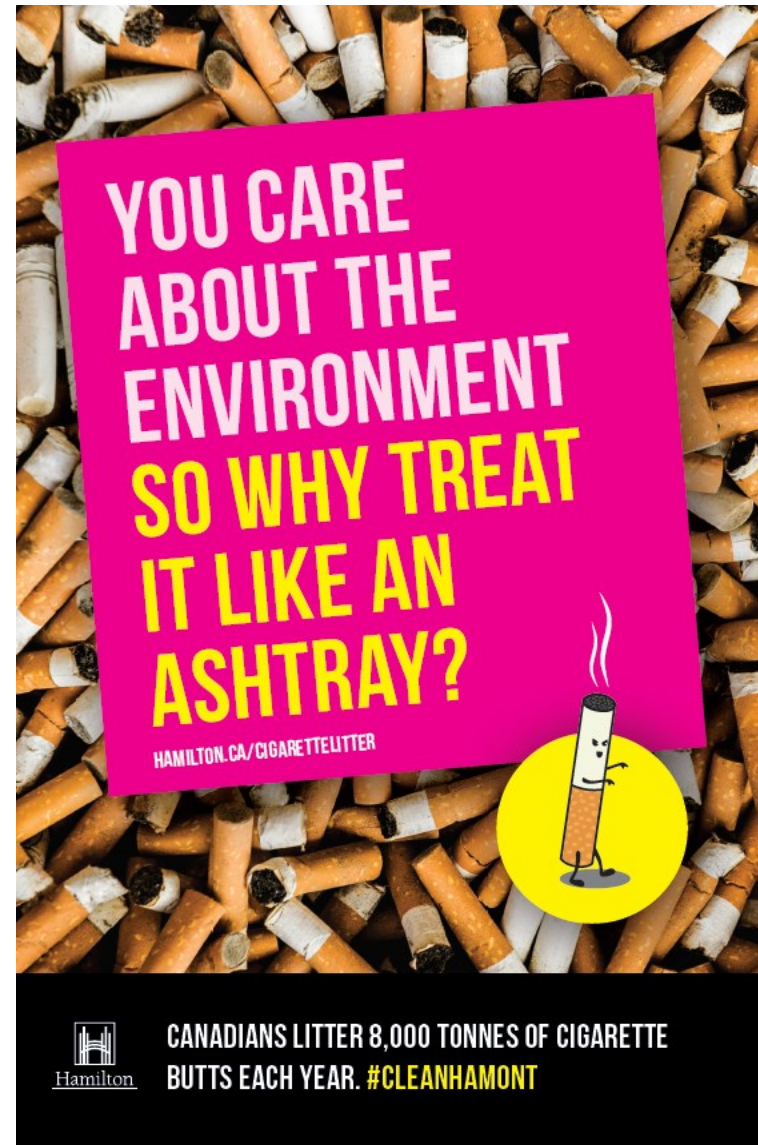


**CIGARETTE BUTTS
ARE LITTER
SO WHY NOT
KEEP OUR
SIDEWALKS AND
STREETS CLEAN?**

HAMILTON.CA/CIGARETTELITTER





 **CIGARETTE FILTERS MAY CONTAIN PLASTIC WHICH
WILL NOT BREAK DOWN NATURALLY. #CLEANHAMONT**



**YOU CARE
ABOUT THE
ENVIRONMENT
SO WHY TREAT
IT LIKE AN
ASHTRAY?**

HAMILTON.CA/CIGARETTELITTER



 **CANADIANS LITTER 8,000 TONNES OF CIGARETTE
BUTTS EACH YEAR. #CLEANHAMONT**

TACTICS

CLPP

TRADITIONAL MEDIA: Media release, Y108 radio ad, newsletter content

ONLINE: Website, scheduled social media posts (Twitter, Facebook, Instagram), digital advertising, Spectator online ads, [animated video](#)

PRINT MATERIALS: transit shelter posters, posters, coasters

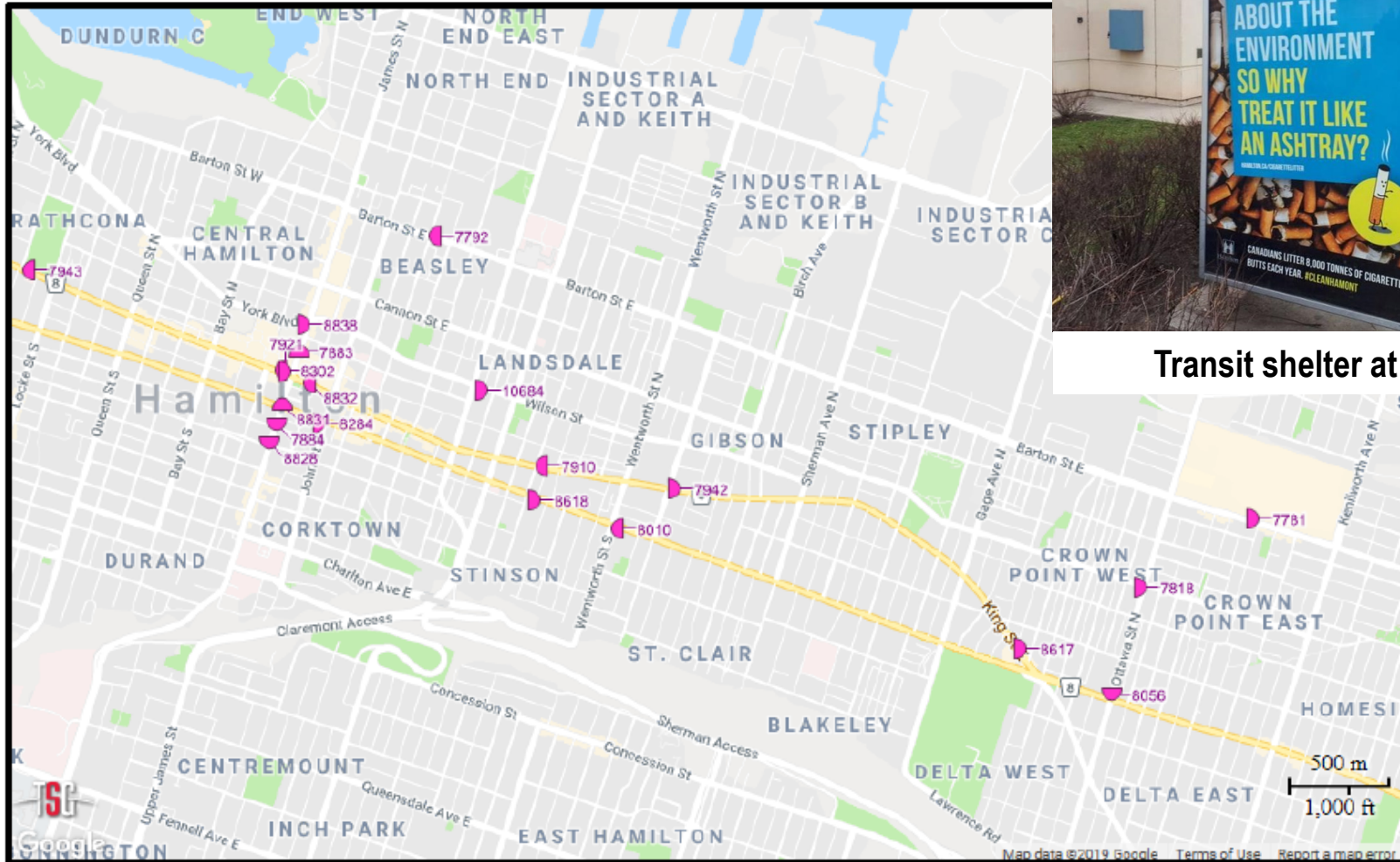
RECEPTACLES: Garbage receptacle wraps, pole ashtrays, pocket ashtrays

EVENTS: Butt Blitz cleanup, 100in1Day intervention, Waste Outreach booth at community events

OTHER: HWCDSB partnership, visual cigarette litter audits



TRANSIT SHELTER POSTER LOCATIONS



Transit shelter at Centre Mall

SUMMARY OF RESULTS TO DATE

MEDIA COVERAGE: Global News, CHCH, The Spectator, Urbanicity

STAFF NEWSLETTER: Distributed to approximately 500 staff

OUR FUTURE HAMILTON NEWSLETTER: 2476 general distribution + 36 Council and staff

TRANSIT SHELTERS: 13,270,800 (2 weeks paid) + 2,142,500 (bonus) impressions

COASTERS: at least 7 restaurants/organizations

POSTERS: Storefronts in 3 BIAs, 70 City of Hamilton offices, 6 municipal service centres, 3 seniors recreation centres, 21 community centres, 19 arenas, 30 libraries

BUTT BLITZ: 35 volunteers, 5 locations cleaned, over 37k butts picked up & recycled

ASHTRAYS: Stickers on 123 garbage receptacles, 21 pole mounted ashtrays, 2,900+ pocket ashtrays distributed

ONLINE / SOCIAL MEDIA RESULTS

DIGITAL ADVERSITING: 125,694 impressions, 94 clicks (0.07% click rate)

TWITTER: 24 tweets; 169,994 impressions; 400 retweets; 860 likes; 209 URL clicks

INSTAGRAM: 3 posts; 21,963 impressions; 804 likes; 6 stories, 9,426 impressions

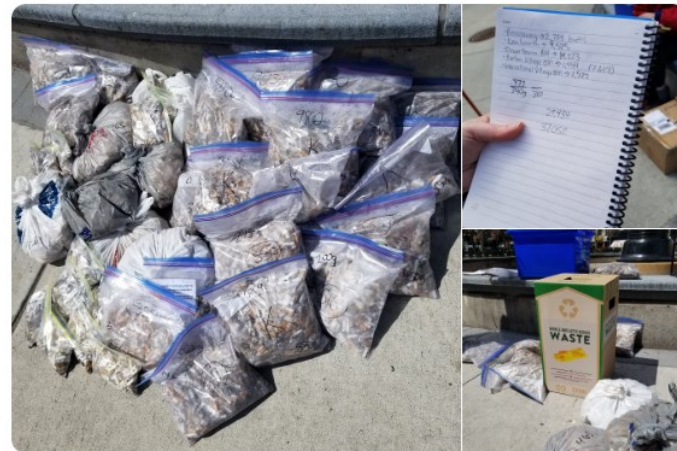
YOUTUBE: 1 video; 94,000+ views

FACEBOOK: combination of paid and unpaid ads (approx. 1 every 2 weeks, continuing thru Nov 2019), most popular posts are about pocket ashtrays (one post = 66,525 reach, 15,169 engagements)

City of Hamilton
@cityofhamilton

Follow

A disgusting total of 37,052 cigarette butts were collected by some amazing volunteers across the lower city today - thank you for your time today, and a reminder to everyone that the earth is not an ashtray! #HamOnt #CleanHamOnt



12:49 PM - 27 Apr 2019

143 Retweets 446 Likes



DowntownHamiltonBIA, Barton Village BIA, InternationalVillage and A Greener Future

40 143 446

POCKET ASHTRAY RESULTS

Available (for free!) at all municipal service centres, 2 libraries, Tourism Information Centre, Waste Outreach booth at special events

Special requests from: CityHousing Hamilton, McMaster Family Medical Clinic, Canna Cabana, Orlick Industries, individual residents (sent by mail)

2,900+ distributed to date



PROGRAM IMPACTS

AUDITS:

- Garbage ashtray audits show increase in the average number of cigarettes per ashtray from 6.86 to 10.41 after the stickers were placed on the ashtrays.
- Barton Village BIA pole ashtray audits show ashtrays required emptying an average of 3 times over 11 weeks and were usually less than half full every week.
- Downtown pole ashtrays appear to be well used and are emptied at least once/month.
- Cigarette litter (on ground) audits results are pending.

BUDGET & NEXT STEPS

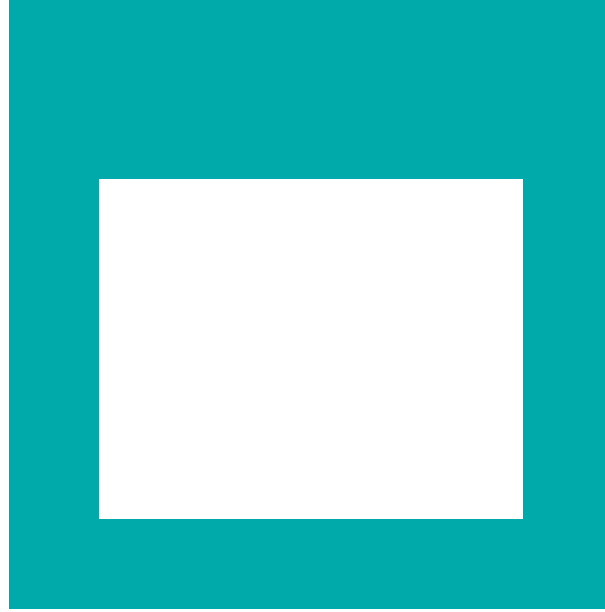
TOTAL BUDGET AVAILABLE (2019): \$65,000 for engagement and outreach activities

2019 SPEND TO DATE: approx. \$40,000

ANTICIPATED REMAINING SPEND (UP TO MARCH 2020):

- Garbage can wraps = \$10,000
- Paid advertising = \$8,000
- Events (e.g. 2nd Butt Blitz?) = \$2,000
- Pocket ashtrays = \$5,000

SUGGESTIONS?



QUESTIONS?