



LITTER RESOURCE

# Taking Action to tackle smoking related litter – a blight on Scotland's streets

## Partners Guide



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# Background

## Walk through any town or city in Scotland and, chances are, you're never far from a discarded cigarette butt.

This all adds up to a litter problem that's dirty, unsightly and riddled with harmful chemicals. It's also a problem that burns through the public pocket, as Scotland's local authorities fight to clean up our streets, only to see them littered again.

Whichever way you look at it, cigarette waste is costing us all a packet.

The figures<sup>1</sup> show the scale of the situation:

Around **half of Scotland's streets** are affected by smoking-related litter (butts, matches and packaging).

In our towns and cities, this figure rises to almost **75%**.

Every day, UK smokers throw away about **200 million** butts.

Cigarettes account for over **40%** of street litter.

**120 tonnes** of cigarette-related rubbish are discarded on Britain's streets every day.

**Litter weeks of action are for everyone to get involved in. Our toolkits aim to help prevent litter by using specific, localised messaging. How much you do really depends on how much time and money you have to commit, but however small an effort, it can all make a difference.**

**Read on to find out how you can get involved and the resources we have for you to use.**



<sup>1</sup> Sources: Keep Scotland Beautiful, Spotlight on Smoking Litter: ASH Scotland, Smoking - related litter fastfacts: CIWM website [<http://www.ciwm.co.uk/ciwm/knowledge/smoking-related-litter.aspx>]

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# Taking Action to tackle cigarette related litter

**This guide provides the resources you need to help you communicate with businesses and individuals about the negative effects of not binning our butts during your targeted action days.**

Smoking-related litter generally includes packaging: cardboard boxes, foil and plastic wrapping. These cause litter too. But cigarette butts – because of the sheer numbers dropped, the time they take to degrade and the toxic materials they contain – are a special case. So that's what we'll focus on here.

Over the next few pages key visuals are showcased and can be used across a variety of executions designed to target smoking related litter.

The artwork has been brought together for organisations to use as part of targeted action activity. It could be further enhanced during the campaign by:

- Targeted enforcement activity
- Working with key partner organisations to extend the reach of the messages
- Providing infrastructure for binning cigarette butts.

More information is available here: [Litter Knowledge Network](http://litterknowledge.org.uk/).

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# How to get involved

**The cigarette litter targeted action campaigns are scheduled to take place in June. Exact dates are up to your organisation and can last for a duration that best suits you.**

Beyond June, the resources in this guide can be used anytime you want to have targeted action on cigarette litter.

All we ask is for you to let us know when you are planning to take action and use the #LitterFree on social media to monitor activity.

Even if you don't have much time or resource to dedicate you will find template files you can easily use on social media.

You can also engage with other organisations in your area to get them involved in the campaign, provide them with this guide and the links to the materials, and encourage them to share your posts on social media.

Read on for lots of great ideas and resources on how you can get involved.



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We have a suite of digital and printable assets you can use during your targeted action days. We have provided some examples on how best to use them.

## Social Media

Social media is a great and cheap way to communicate key messages with your followers or to target new audiences. Whether you're new to social media or just looking for some ideas on how to improve, our top tips on using social media can help.

Below are some examples of our social media templates in action. All our templates can be downloaded from our Partners site.

Remember to use the hashtag #LitterFree



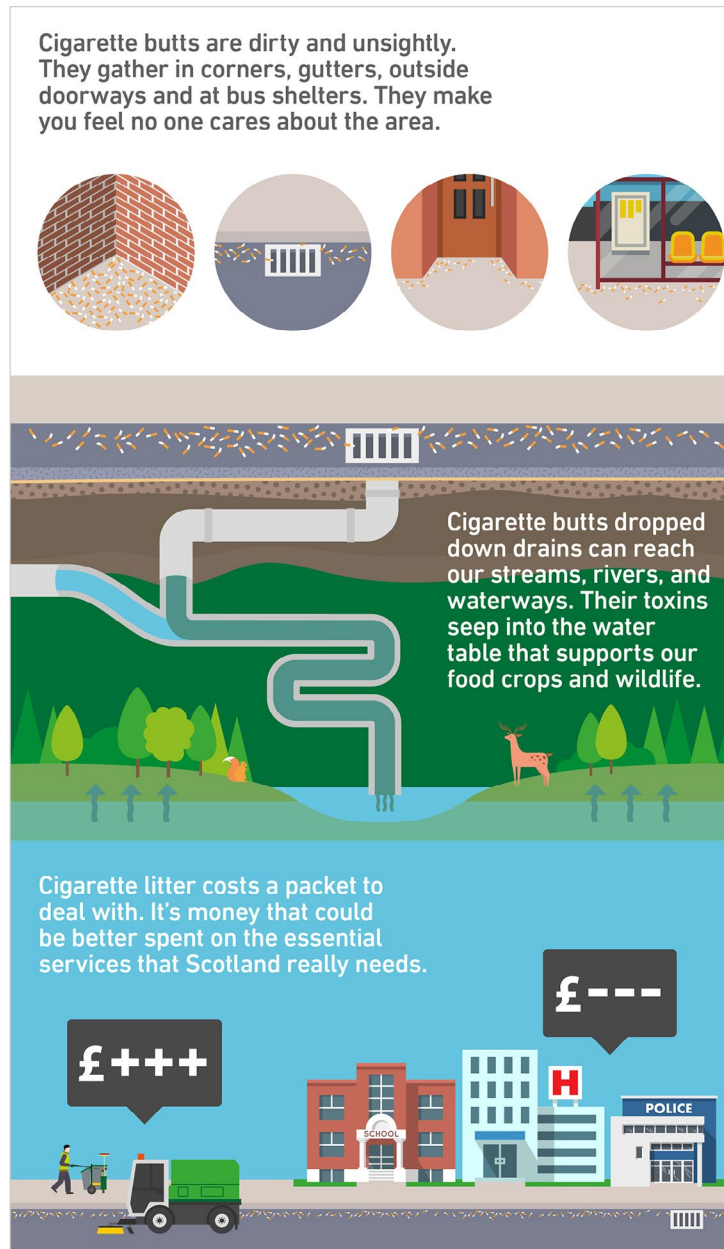


# Resources continued

## Digital media

You can also get the message out there using a range of digital media platforms such as:

- Digital display boards/screens
- TV screens
- Wall projections
- Send out an organisational email to all staff and contacts
- Website banner
- Infographics
- Animated Infographic – from [Litter Knowledge Hub](http://LitterKnowledgeHub)



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# Press Releases

**Carrying out PR activities is a great way to promote targeted action. You can use PR to communicate key messages in local papers and media outlets.**

If you're not used to planning and delivering PR activities, read on for a simple 'how to' guide on writing and distributing press releases and holding photocalls.

## Template press release

You might want to write your own press release, but if you're looking for some help, download our template press release from our Partners site.

## Writing press releases

Before you start writing a press release, it's important to think about who your target audience is. A good press release should:

- Have an attention grabbing, informative headline – if you want to include something short and snappy as your main headline, consider a sub-heading which will provide the necessary information
- Start with two or three short paragraphs setting out the main, factual points, followed by quotes from the main parties which help tell the story and bring it to life – these quotes should read and sound like something someone would say verbally
- Contain any relevant facts and figures to add weight to the story
- Include contact details and background information in the 'Notes to editors' section which follows the main release.



All the graphics and artwork templates are available to download at:  
<http://zerowastepartners.org.uk/collections/>

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# Signage, stickers and stencils

You may also want to use some printed materials to compliment your online and digital campaigns.

These are best placed in areas where smoking related litter accumulates such as outside pubs, smoking shelters, bus stops, transport hubs, bike racks, office buildings, town centres, cigarette bins, street furniture.



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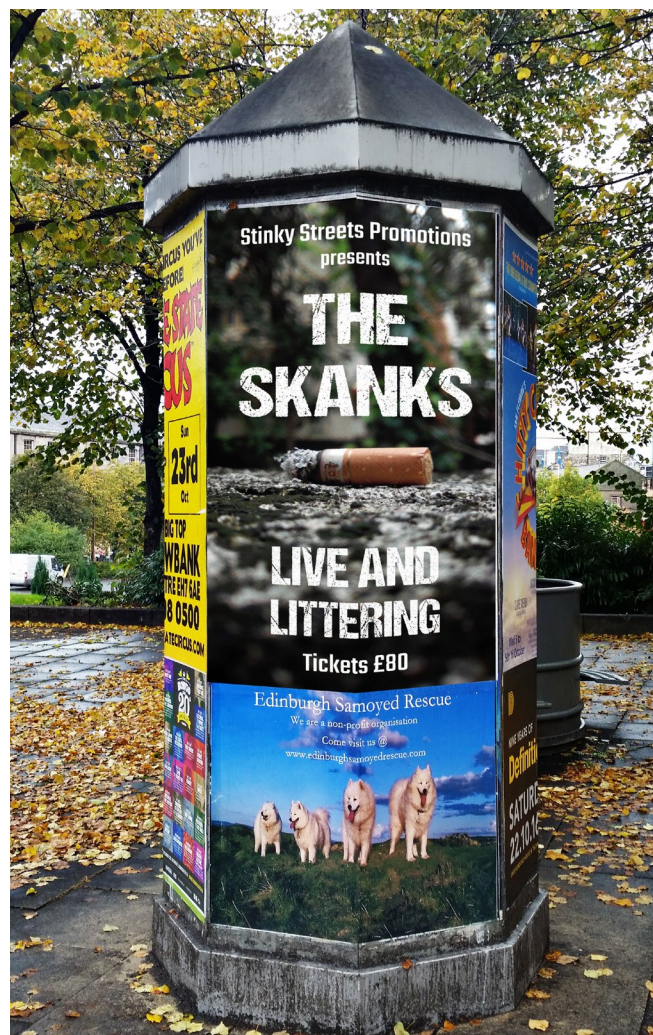
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# Adverts

If you have the time and budget you may want to book some advertising space such as newspaper adverts, billboards, 'Empty' shop displays or online adverts to get the message out there.

Here are some examples of the templates in use.



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# Further support

Please contact us, requesting 'Litter communications support', if you have any questions about these materials or need further support.

[flytipping@zerowastescotland.org.uk](mailto:flytipping@zerowastescotland.org.uk)

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