

IT'S JUST A TINY CIGARETTE BUTT. WHAT'S THE BIG DEAL?

4.5 trillion is big.

4.5 trillion cigarette butts littered every year is a big deal.¹

Yes, that's trillion with a 't'.

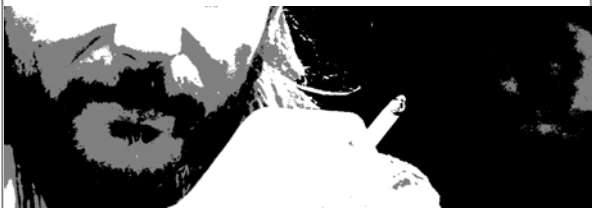
That is 1,687,500,000 pounds of cigarette filter on the ground each year.²

That is 840,000 + tons of litter containing potent carcinogens like benzopyrene and formaldehyde; poisons like arsenic, lead, acetone, toluene, cadmium, and benzene; and hazardous chemicals like butane and ammonia.

About 152,000 tons of that cigarette litter will be washed into creeks, streams, rivers and the human water supply.³

Yeah, they're little. But they are also astonishingly toxic and tragically abundant in our environment.

STOPPING THIS STARTS WITH YOU.



1 Source: Cigarette Litter Organisation of Australia, 2001
2 20 filters weigh about .12 oz. Source: "Underwater Naturalist," the bulletin of the American Littoral Society, Volume 25, Number 2, August 2000

3 Keep America Beautiful reports that 18% of litter ends up contaminating water resources.

**Daviess County Solid Waste Management
7772 KY Highway
Owensboro, KY 42301**

Don't think cigarette litter is a problem?
Next time you're stopped at an intersection, try to count all of the filters littered there before the light changes.

Daviess County Solid Waste
Management

CIGARETTE LITTER



A little filter
A big problem

CIGARETTE LITTER DOESN'T JUST HURT THE ENVIRONMENT

... It hurts you.

Littering is illegal.

Even littering that tiny cigarette filter is illegal and carries a \$500 fine.

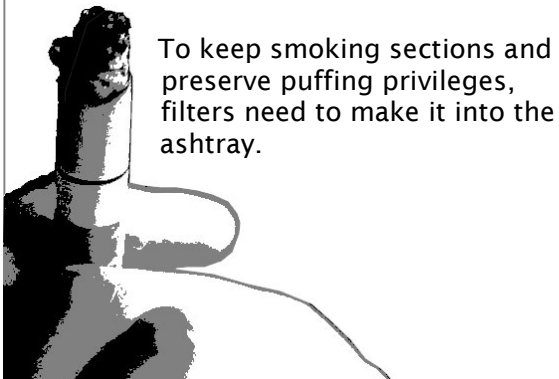
Daviess County Sheriff has confirmed that they do and will enforce this law, even for something as small as that cigarette butt.

Littering is expensive.

You think tobacco is pricey? In 2004, about \$13.4 million went towards litter cleaning throughout Kentucky. Those are our tax dollars. We might want to spend them on something other than picking up after ourselves.

Littering is annoying.

Cigarette butt litter is often cited as one of the reasons that smoking is banned in certain areas.



To keep smoking sections and preserve puffing privileges, filters need to make it into the ashtray.

CIGARETTE BUTTS ARE LITTER, TOO.

Stop to ponder
before you litter.

You can help.
Never litter your cigarette filters.
Use an old can or bottle for an ashtray until you can find a garbage can.
Obtain and use pocket ashtrays from Daviess County Solid Waste.
Talk to other smokers about not littering.

THIS IS LITTER'S IMPACT

Cigarette filters are the most littered item in the world. This has big consequences.

Blight

Despite popular opinion to the contrary, cigarette filters are non-biodegradable. On average, it takes 7 to 10 years for one butt to break down, but the cellulose acetate in them never completely decomposes.

Fire Hazards

Littering lit cigarette butts is a fire hazard. Besides destroying property, these fires pose a serious threat to individuals. Cigarette filters have sparked various small fires in Western Kentucky and have been the cause of innumerable fires costing millions of dollars and ending hundreds of lives.¹

Animal Suffering

It may sound implausible but the poisons in cigarette butts kill small animals², who sometimes ingest them.

Neighborhood Deterioration

The broken windows theory is the idea that "public disorder" violations—like litter and graffiti—pave the way for more serious crimes.³ Litter contributes to the decline of communities because it negatively impacts the local economy and tourism.

1, 2 Source: Clean Virginia Waterways at the Virginia Department of Natural Sciences

3 Source: John Eck, a professor at the University of Cincinnati as quoted in CityBeat, 1/21/04