

LITTER PREVENTION PROJECT REPORT - DRAFT

Project/campaign title: Bin It Or Swim In It 2003-2004

Organisation: Barwon Regional Waste Management Group leading a consortium of project partners as stated

Short description of project/campaign/site: This project running over summer 2003-2004, targeted cigarette butt litter in both CBD and coastal areas across the Barwon region. It aimed at raising awareness of the environmental impacts of cigarette butt litter and encouraged smokers to take personal responsibility for this litter through education, incentives and enforcement. This program built on the previous summer's regional program and linked in with the Association of Bayside Municipalities summer campaign.

1. The problem [how have you identified the problem /site]	Cigarette butts are a major part of the litter stream, which impacts on the health of waterways and marine life. At a workshop held in August cigarette butts were identified as a concern in both the business districts and coastal environments, with the litter from the former area also making its way into our waterways.
2. Research [how did you go about your research and what did you find]	Problems associated with the littering of cigarette butts and the behaviour/attitudes of smokers are documented in the "Cigarette Butt Litter Kit". This project was based on that research and used an integrated behavioural change approach in conjunction with audit and photographic data.
3. Objectives [what objectives did you set?]	<ul style="list-style-type: none"> • Reduce the amount of butts littered in the Barwon region • Raise awareness of the local and passing tourist community of the negative impacts of cigarette butts • Raise awareness of the stormwater system and litter • Raise awareness of how the stormwater system carries litter to our wetlands
4. Target audience [break the general public down into groups so you can identify how to reach them using their preferred methods of receiving information]	<ul style="list-style-type: none"> • Locals – CBD and coastal areas • Tourists – coastal visitors • Motorists • Beach and waterways users • See program outline for actions to target these groups
5. Partnerships [did the program involve other organizations]	<ul style="list-style-type: none"> • 4 member councils • Lara LPTF, Surf Coast LPTF and Borough of Queenscliff LPTF • Traders • Street sweeper contractors • Surf Life Saving Clubs • Foreshore Committees
6. Key messages [what were your key messages - short & snappy]	<ul style="list-style-type: none"> • Bin It or Swim In It - slogan and logo • Information on regional impacts of cigarette butts • Personal responsibility for appropriate disposal of butts • Associated fines • Information on how the stormwater system carries litter to our wetlands
7. Program [outline the key elements of your program]	<ul style="list-style-type: none"> • Audits – pre and post • Signage e.g. road signs throughout region saying "Now targeting cigarette butts" • Personal ashtrays – with "Bin It or Swim in It" slogan, available through shops where cigarette are purchased and given away at beach locations • Frisbees and water bottles with Bin It or Swim In It logo to be handed out at beaches and on the street at key locations in the region • Media Launch • Communication – Use of Northern Regional Waste Management Group's cigarette butt costumes, "Bluey", various forms of media such as print and radio, face to face communication with public • Education/Communication – media releases, newsletter articles in local publications such as Lara Happenings and radio interviews

	<ul style="list-style-type: none"> • Education/communication not only highlighted issues associated with cigarette butts themselves, but also how the storm water system carries butts to our waterways • Enforcement – including promotion of spotter program • Survey of public attitudes undertaken at Torquay
8. Multi-prolonged messaging [how did you get your messages out to the target audiences]	<ul style="list-style-type: none"> • An Integrated Program, including incentives and enforcement • Regional partnerships • Effectiveness of slogan • Simple, effective education material that the target audience can connect with • Effective evaluation techniques
9. Key success factors and learning [what made the campaign successful?]	<ul style="list-style-type: none"> • Built upon last year’s program and community support • Known slogan and logo - Number of Councils using “Bin It or Swim In It” • Media attention including television through ABM launch • Support from stakeholders
10. What could have been improved	<ul style="list-style-type: none"> • At locations such as the Wye River road stop/picnic areas and outside the general store, the use of personal ashtrays was only effective for the short duration people stayed. They then moved on with their personal ashtrays. Whilst personal ashtrays should be made available, appropriate signage and fixed butt bins would be applicable. • The weather! We chose January to distribute ashtrays etc on the beaches on weekends, but the weather was not always conducive to beach conditions. • The audit methodology needs to be refined and combined with attitudinal and behavioural observations.
11. Budget & sponsorship [how much did it cost? Did you achieve any sponsorship?]	<ul style="list-style-type: none"> • In Kind sponsorship was available from project partners. For Example: <ul style="list-style-type: none"> - Barwon Regional Waste Management Group coordinated the project, liaised with the Litter Champion, EcoRecycle and ABM and distributed the incentives in Torquay (with volunteers) and Wye River. The Group also provided assistance with the development of media releases, editorials and educational material and are responsible for the development of the final report. - Northern Regional Waste Management Group – use of their cigarette butt costumes - City of Greater Geelong marketing department assisted with communication - K-Rock’s Beach Crew handed out personal ashtrays at the beach - Community members in Wye river handed out incentives at Harrington Memorial Park - Volunteers and Local Laws officers undertook distribution of free personal ashtrays in Queenscliff
12. Evaluation [Did you conduct a formal evaluation? Do you have any anecdotal data?]	<ul style="list-style-type: none"> • See audit data below • No audits were undertaken in Wye River. Visual information showed that there was minimal cigarette butt litter on the beach which was visited on the day mainly by families. The two rest stops painted a different picture however. There were a large number of butts in the grassed picnic area opposite the general store and around the picnic tables near the public toilets. How long these butts had been there is unknown as it is believed that collection of butts from these areas is not regularly undertaken. The distribution of personal ashtrays in these two areas had minimal impact. These areas are frequented by a transient population using the areas as a rest stop. When they moved on so did the personal ashtrays. It is suggested that permanent infrastructure is installed in these two areas. • Pre and post audits were undertaken, but in some cases a third audit was required. An example of this is at Citizens Park. We know how many butts were collected prior to the campaign and in the two weeks during the campaign from the pre and post audits. What we don’t know however is how long the ‘pre’ butts had been there for. The butts should have been collected and then after a 2 week period the area recounted. The program should then have been implemented and the area recounted 2 weeks later. • Similarly, it is not known how long the butts had been in the garden areas in Gilbert St and Malop St.

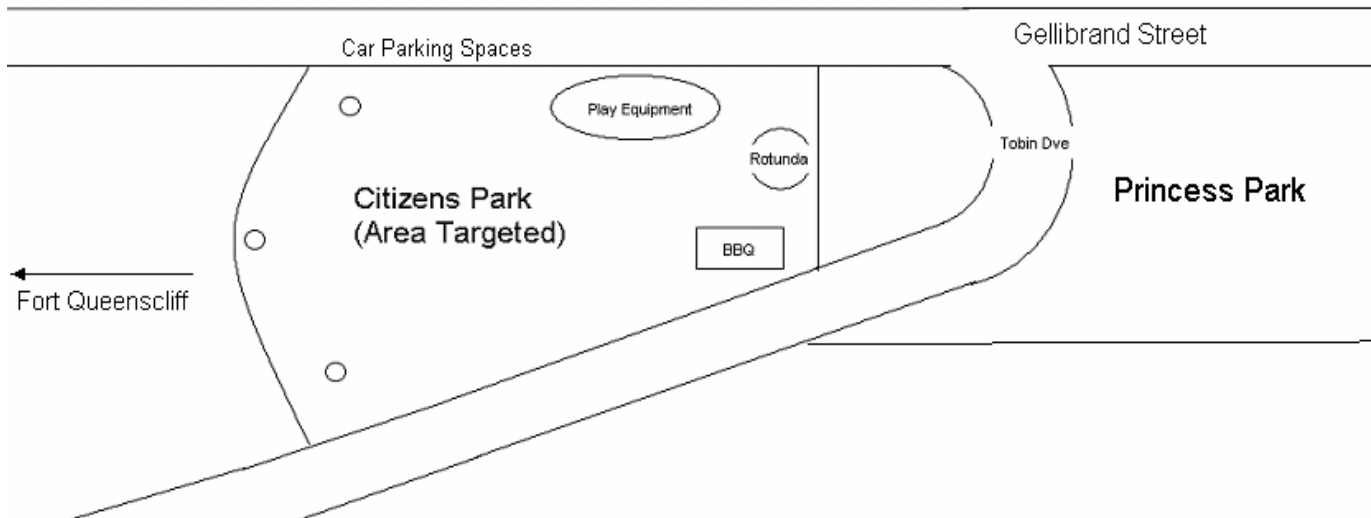
- Overall the conclusion based on the evidence from this program is that many people know that cigarette butts are an environmental hazard. Personal responsibility is still a concept not understood by all smokers. Many are not in the habit of keeping a personal ashtray with them at all times. Strategically placed butt bins therefore need to be an integral part of the cigarette butt litter solution. Management of butt bins
- Enforcement also needs to play a much greater part both as an education tool and as an incentive not to litter through fines.

Borough of Queenscliffe

BIN IT OR SWIN IN IT – Regional Cigarette Butt Litter Campaign Summer 2004

Target area – Citizens Park, Queenscliff

The specific area that was targeted is from the rotunda in the lower northern end of Citizens Park up to the Norfolk Island pines in the south. This area includes the rotunda, BBQ area, numerous picnic tables and seats, and the children’s play equipment area. The area audited is approximately 500 square metres.



Volunteers and Local Laws officers undertook distribution of free personal ashtrays on the weekend of the 10th and 11th January 2004, concentrating on the Citizens Park area. Free personal ashtrays were also made available at the Borough offices, Visitor Information Centre in Queenscliff and the Trident Fish Bar in Gellibrand Street.

Cigarette butt audits were carried out at Citizens Park both prior to distribution of the free personal ashtrays and then again two weeks after the initial audit.

AUDIT RESULTS:

Pre Audit: Friday 9th January 2004, 9.00am
Temperature: approximately 22° Celsius

The initial audit of Citizens Park, Queenscliff found that there was 1416 butts distributed throughout the target area.

Post Audit: Friday 23rd January 2004, 9.00am
Temperature: approximately 19° Celsius

The second audit of Citizens Park was carried out prior to the Australia Day weekend and found that the number of cigarette butts was significantly lower in that there were only 436 butts compared to 1416 butts two weeks earlier.

The Borough also placed information on its website about the campaign and included a small article in the Council's community newsletter "Borough Bytes". To help spread the message the drink bottles and frisbees were given to the Pt Lonsdale Surf Life Saving Club to distribute to the "nippers" as part of their awards night.

GILBERT ST TORQUAY

Gilbert St, the main shopping strip in Torquay was selected for the program. The precinct was divided into three areas and each of these areas was split into 3 sections. The three areas were Gilbert St, the "video" car park (consisting of approx twelve shops) and Food Works (supermarket) car park.

AREA	PRE AUDIT 5/01/04	POST AUDIT 19/01/04	% DIFFERENCE
Gilbert St TOTAL	996	917	8%
- ROAD	163	206	26% INCREASE
- FOOTPATH	222	126	43%
- GARDENS	611	585	4%
Video Car park – TOTAL	156	89	43%
- ROAD	65	34	48%
- FOOTPATH	46	20	56%
- GARDENS	45	35	22%
Food Works Car park - TOTAL	332	282	15%
- ROAD	158	70	56%
- FOOTPATH	117	91	22%
- GARDENS	57	73	28% INCREASE
TOTAL BUTTS	1484	1288	13%

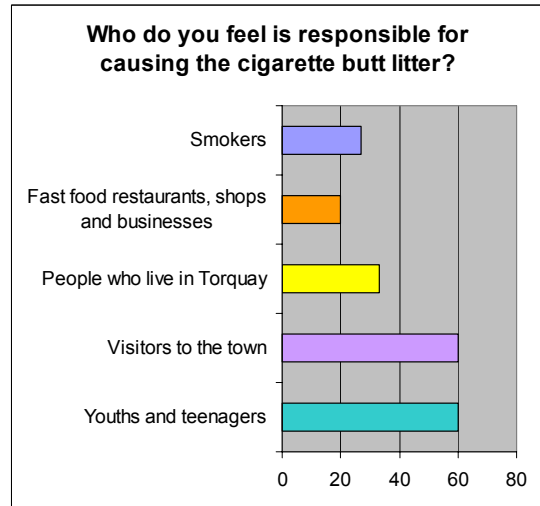
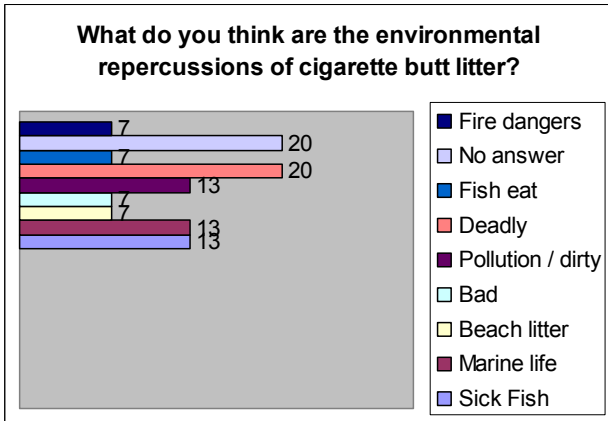
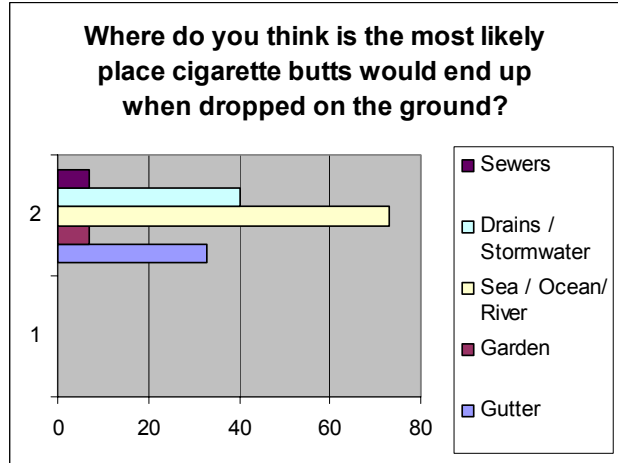
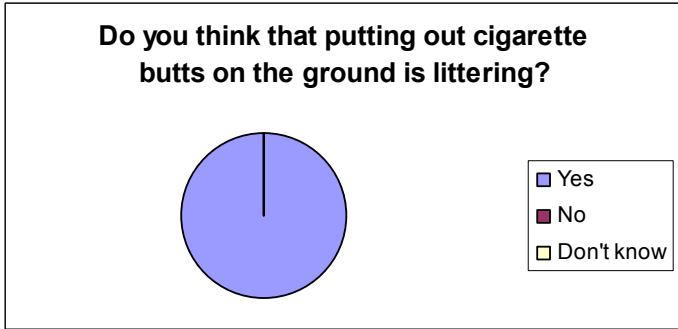
In Food Works a large number of butts were concentrated where it appeared the staff sit on milk crates and smoke. In Gilbert St appeared that cigarette butts had been swept into the gutter.

The video car park was much cleaner on the second count. A possible variable may be sweeping by shop owners which we were unaware of.

Access to garden beds in the video car park was easier than Gilbert St. Butts increased in the Food works car park. The butts in the garden beds needed to be aged as it was obvious that some recounting of old butts was occurring despite the audits being timed to link in with the cleaning schedule.

Of particular interest is the increase in butts on the road in Gilbert St. There are many variables that may have contributed including weather, visitor numbers, street cleaning schedule etc. making it difficult to come to any definite conclusion.

Free personal ashtrays, water bottles and Frisbees were handed out over two days. "Bluey" assisted to hand out the incentives and a survey of attitudes towards cigarette butt litter was undertaken. The results for the survey are shown below. Please note that in some cases the percentage adds up to greater than 100% as multiple answers may have been applicable.



CITY OF GREATER GEELONG

BIN IT OR SWIM IT CAMPAIGN

SUMMER 2003/04
EASTERN
BEACH

Campaign Day - Sunday Jan 11th

Pre-Audit Friday Jan 9th			Post Audit Friday Jan 16th			
AREA	TIME	BUTTS	covered area	TIME	BUTTS	covered area
1	14:20	60	1m around	15:33	33	1m around
2	14:25	3	3 paver widths	15:34	2	3 paver widths
3	14:30	17	3 paver widths	15:35	8	3 paver widths
4	14:35	4	3 paver widths	15:36	4	3 paver widths
5	14:40	5	3 paver widths	15:37	2	3 paver widths
6	14:45	11	3 paver widths	15:38	1	3 paver widths
7	14:50	2	3 paver widths	15:38	5	3 paver widths
8	14:50	10	3 paver widths	15:39	3	3 paver widths
9	14:50	2	3 paver widths	15:39	2	3 paver widths

Previous Weeks Weather Conditions:

Overcast, some rain, strong wind
Cooler Conditions

**Special
Comments:**

large amount of butts in
paving spaces (squashed in) and in grass

**Special
Comments:**

number of children around.

TOTAL BUTTS

Pre Audit – 114

Post audit – 60

% Change – 47 % decrease



SUMMER 2003/04

MALOP STREET CROSSING

Campaign Day - Wednesday Jan 14th

Pre-Audit Tuesday Jan 13th				Post Audit Tuesday Jan 20th		
AREA	TIME	BUTTS	covered area	TIME	BUTTS	covered area
1	10:00	5	1m around gutter	9:34	14	1m around gutter
2	10:03	5	1m around posts	9:37	1	1m around posts
3	10:05	14	1m around	9:39	9	1m around
4	10:07	61	inside garden bed	9:41	106	inside garden bed
5	10:10	18	1m around	9:44	4	1m around
6	10:12	10	1m around	9:45	12	1m around
7	10:14	70	inside garden bed	9:47	72	inside garden bed
8	10:16	7	1m around and tree garden bed	9:48	5	1m around and tree garden bed
9	10:17	45	inside garden bed	9:49	38	inside garden bed

Previous Weeks Weather Conditions:
Overcast, some rain, strong wind
Cooler Conditions

Previous Weeks Weather Conditions:

Special Comments:

Special Comments:

TOTAL BUTTS

Pre Audit – 235

Post audit – 261

% Change – 11 % increase

Notable increases in garden beds and gutter.
Although audits were linked in with cleaning schedules, aging the butts particularly in the garden beds and gutter would have provided more accurate data.

