

Campus Cigarette Butt Clean Up

This activity will increase awareness of the time, effort, and cost to the college required to remove tobacco-related litter from campus grounds, and will give students an opportunity to become invested in keeping their college campus clean. This could also be an opportunity to educate the campus community about the environmental harm related to tobacco use on campus. This activity may be combined with a guess the number of cigarettes in a jar contest, which may be conducted at the conclusion of the campus clean-up to create additional publicity and awareness of tobacco litter.

These activities may be implemented to coincide with Great American Smokeout (third Thursday in November) or Earth Day (April 22nd) or coordinated with an existing campus clean up.

How to Prepare for Event:

- 1) Recruit organizers/sponsors (clubs, staff, associated students).
- 2) Pick a day, time and location to be cleaned up (either the whole campus or a highly visible area).
- 3) Recruit students, employees, and community members to participate in the event.
- 4) Gather supplies (gloves, zip locks and/or garbage bags).
- 5) Advertise the event through a press release for campus newspaper, banners, posters, flyers, or whatever works best to get the word out on your campus.
- 6) Reserve an information table for educational materials.

Information to Give Out at Event:

- 1) Oregon Tobacco Quit Line brochures or business card ([click here for sample materials](#))
- 2) Health benefits of quitting tobacco
 - [Changes Your Body Goes Through When You Quit Smoking](#)
- 3) Environmental impact related to tobacco on campus (see sample fact sheets posted [here](#))
- 4) Consider collecting information from the college facilities & maintenance department about the costs involved in cleaning up cigarette butts and maintaining ash trays throughout the year. Calculate how much money would be saved if the campus were tobacco-free and share this information at the event.

Cigarettes in a Jar Contest

To draw attention to the amount of cigarette litter on campus, cigarette butts will be collected and placed in a large, clear container. The container should be displayed at a table in a prominent location or during any campus-sponsored event as students will be invited to guess how many cigarette butts are contained in the jar. The table may be staffed by student volunteers who will explain the correlation between the jar of cigarettes and the clean-up costs incurred by the college due to tobacco use. Brochures about tobacco and cessation resources can be distributed at this time. Contest entries will be reviewed at the end of the day/week and the individual closest to the correct answer will win a prize.

This activity may be combined with any tobacco control and awareness campaign (such as the Great American Smokeout).

How To Organize Event:

- 1) Buy a large jar.
- 2) Buy or print cards for guessing the amount of cigarettes in jar ([sample card](#)).
- 3) Ask local businesses or the student bookstore to donate a prize to the contest winner.
- 4) Advertise event
- 5) Collect cigarette butts from campus clean up.
- 6) Put cigarettes in a clear, sealed jar.
- 7) Put jar on display for event.
- 8) Publicize the winning guess and the actual number of cigarette butts in the container in the student newspaper, other campus publication, or through posters/banners.
- 9) Save the sealed jar with cigarette butts to use for future events.