

# Bin Your Butt (BYB) – a program to reduce butt litter

## A guide to implementing a BYB program in your workplace

Keep Australia Beautiful Council (KABC) WA is working to address the issue of cigarette butt litter through educating all Australians – private citizens, local government and businesses – about the environmental impacts of cigarette butt litter and the simple and effective strategies available to manage and prevent the problem.

This education program has a range of resource materials available for use by your organisation to mount a campaign to motivate your staff, customers and visitors to dispose of cigarette butts responsibly.

Keep Australia Beautiful can provide you with an education program tailored specifically for your organisation or business.

## Methodology of the program

The BYB program is designed to achieve maximum changes in butt littering behaviour. The program is made up of four stages; baseline data collection period, intervention program period, post program period and follow up.

By implementing the four stages it is possible to reduce butt litter around your building by up to 50%. The program includes evaluation methods which allow you to measure the results and the impact of the campaign. The flexibility of the program allows it to be adapted to suit a building's needs and the resources available.

## How to get started

### *Management support*

It is important to gain support for the program from management, including building management, to ensure the program's success. Issues which need to be raised are;

- Time that you may need to allocate to running the program
- The option of having butt bins installed in smoking areas (if they are not already)
- Permission to erect a display in the building
- Permission to put posters up around the building
- The acknowledgment gained by running the program
- The results from other buildings who have run the program.

### *Register or contact KABC*

Once you have permission to run the program you need to register with KABC either through the website or by calling 6467 5547. KABC will provide you with advice and support to run a successful program in your building.

### *Set dates for the program to be run*

If you are running the full BYB program you will need to allocate a one month period to include pre and post surveys and audits, the time period will vary if you are unable to run the full program.

Allow yourself at least one month to organize and receive the resources before you set the program start date. It is also important to consider what else may be happening in the building and work around it; you do not want to be competing with another campaign.

### *Contact people within organisations*

If your building has more than one organisation or department you will need to have a contact person within the other organizations. This will enable daily communications with all employees in the building and allow for organization of daily activities.

If it is too difficult to get the other organizations from your building involved, the BYB program can still be run within your organisation.

The BYB program is designed so it can be adapted to different buildings and resources available. Ideally the program would be run adhering to the step by step guide laid out below. If you are unable to implement all the steps in the program you can choose to implement only a few.

## **The Program**

Ideally the BYB program would be implemented in four stages:

### **1. Collection of baseline data**

#### *Pre and post program surveys*

The purpose of the pre and post program surveys is to measure employees' knowledge, attitudes and behaviours before and after the program. The collected data enables us to determine the effectiveness of the program and make improvements where required.

Keep Australia Beautiful can provide you with an electronic link to the surveys which can be sent through email to individuals or accessed through a website.

#### *Observational surveys*

Observational surveys are an accurate way of measuring the level of litter in and around your building and monitor individuals' behaviours, as often self-reported behaviours can be inaccurate. They are also useful when deciding on placement of infrastructure, signage and displays.

### **2. The intervention program**

The intervention program consists of a number of targeted activities and usually run in a designated week. This includes;

- displays
- daily emails
- enforcement
- pocket Ashtrays
- mock fines.

#### *Displays*

KABC can supply you with information sheets, photos and banners which can be put together to form a display.

### *Daily emails*

KABC has developed email bulletins which cover different issues and can be sent daily throughout the intervention period. The topics covered are 'Butts and fines', 'Butts and storm water', 'Butts and fires' and 'Butts and soil contamination'.

### *Enforcement*

The littering of cigarette butts is illegal and can incur a fine of \$75. Infringements can only be issued by authorized officers under the *Litter Act 1979*. As there will not always be authorized officers available, KABC has a template for 'mock fines' which can be handed out with the pocket ashtrays.

### *Pocket ashtrays and mock fines*

Pocket ashtrays are a great alternative for butt disposal when bins are not provided for smokers. KABC supplies these for free during the program period.

During the program period the ashtrays have a 'mock fine' and a 'did you know?' tag attached to them. This enables the BYB messages to be re-enforced without being invasive or requiring infringements to be issued.

### **Resources supplied by KABC:**

- Posters
- Pocket ashtrays
- Template for mock litter fines
- Pre and post surveys
- Observational survey template
- Email bulletins
- Information for a display
- Support and advice
- Discounts on the purchase of butt bins.



### **3. Post program period**

The post program surveys and butt litter audits help to evaluate the program's effectiveness and gain results which are important to share with the participating organisations.

The post program surveys need to be sent one week after the intervention period is finished. Delaying the survey for one week means the results will show what messages were retained from the intervention program.

### **4. Follow up**

It is important to do a butt litter audit at least two weeks after the intervention program, though it is preferable to delay up to six weeks. This will show whether long term behaviour change has been achieved.

KABC recommends the BYB program to be run annually to re-enforce messages and to educate new employees in the building.

**An example of program implementation:  
Sample outline of the program over a one month period**

Date	Task	Notes
<b>Data collection period</b> Day 1	1. Send the link to the pre-program surveys to all building employees.	If possible, an incentive for staff to fill out the survey would be great.
Day 2	2. Complete a butt litter audit in the morning and afternoon - (refer to methodology on how to complete a butt litter audit).	You may need to ask the cleaner to let you know when the target areas are cleaned and complete your audit around then. Record the times the audit took place so the follow up audit can be as accurate as possible.
Day 3&4		
Day 5	1. Clear the area of excess butts, in garden beds, footpaths, seats and on the ground. 2. Put up posters in high traffic areas and erect the display.	It is important not to remove all butts and to have 'background butt litter', to keep the areas as normal as possible.  Infrastructure installed if required.
<b>Intervention program</b> Day 8	1. Send out the first email bulletin..	Include an introduction to the program and activities' that will be going on in the building throughout the week.
Day 9	1. Send out the 2 <sup>nd</sup> email bulletin. 2. 'Officers' out during peak smoking periods giving out pocket ashtrays (AM and PM).	
Day 10	1. Send out the 3 <sup>rd</sup> email bulletin.	
Day 11	1. Send out the 4 <sup>th</sup> email bulletin. 2. 'Officers' out during peak smoking periods giving out pocket ashtrays (AM and PM).	
Day 12	1. Send out a bulletin thanking all for participating in the program, and announce winners to any incentive prizes you may have. 2. You may also want to let them know when you will be announcing the results of the program.	
<b>Post program period</b> Day 22	1. Send out the link to post-program surveys.	For most accurate results the post surveys should be sent at least one week after the BYB program is completed. If for some reason this isn't able to happen the surveys can be sent out during the week immediately after the program is complete.
<b>Follow up</b>	1. Do a final butt litter audit at least two weeks after the intervention program has been run.	

### **Evaluation of the program – What KABC requires**

To run the BYB program, or part thereof, it is a requirement that the KABC logo and 'Bin Your Butt' slogan are evident throughout the program period.

To help KABC keep accurate records for the program we ask you to supply any statistics gathered during the program. Evaluations are important for KABC in order to continually make improvements to the program.

### **Recognition of your achievement**

By participating in the BYB program you will receive recognition through having articles placed on our website, in our quarterly newsletter which is sent to over 5000 people and any other media opportunities which may arise, following consultation with your organisation.