

IT'S TIME TO KICK BUTTS

10 FACTS ABOUT THE #1 FORM OF PLASTIC LITTER FOUND AT BEACH CLEAN-UPS WORLDWIDE

#1

850,000 TONNES OF BUTTS ARE LITTERED EVERY YEAR

That's the equivalent weight of forty Statue of Libertys.



#2

30% OF ALL LITTER COLLECTIONS ARE CIGARETTE BUTTS

They are the #1 form of plastic found at beach clean-ups worldwide.



#3

EACH BUTT CONTAINS 12,000 STRANDS OF PLASTIC

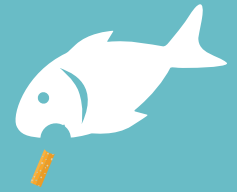
It's not cotton, nor is it biodegradable.



#4

THEY TAKE 10-15 YEARS TO BREAKDOWN IN THE OCEAN

Becoming another form of harmful plastic eaten by fish.



#5

THESE TEENY TINY BUTTS CONTAIN MORE THAN 7000 CHEMICALS

Including arsenic, a chemical formerly used as rat poison.



#6

IN ONE LITRE OF WATER, EVEN ONE CIGARETTE BUTT IS TOXIC TO FISH

A recent study found that leached toxins from butts kill half of all fish exposed.



#7

65% OF ALL SMOKERS DISPOSE OF THEIR BUTTS IMPROPERLY

According to a 2009 American study that observed smokers' habits.



#8

THE PRESENCE OF ASH RECEPTACLES REDUCED LITTERING BY 9%

In the same study, litterers were an average 10m away from an ashtray.



#9

A REDUCTION OF LITTER REDUCES THE CHANCES OF FUTURE LITTERING

Clean promotes clean. Littering is a contagious human behaviour.



#10

YOU CAN HELP REVERSE THE PROBLEM. THINK, TALK AND TAKE ACTION

Sharing this infographic would be a great start. Let's have the discussion.



SOURCES

OCEAN CONSERVANCY
U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION
KEEP AMERICA BEAUTIFUL

NEW SCIENTIST MAGAZINE
ALLIANCE FOR THE GREAT LAKES
WHOSE BUTT IS IT? ELIZABETH A SMITHI & THOMAS E NOVOTNY.