

- Greetings. Welcome to the RHI Webinar Series
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- The presentation will begin at 10:05 am
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Keep America Beautiful – Responsible Hospitality Institute Webinar - April 24 2007



Keep America Beautiful

Engaging Individuals to Take Greater Responsibility for Improving Their Community Environments

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KAB Addresses “Threshold Issues” to Quality of Life

- Litter Prevention
- Beautification
- Waste Reduction – Reduce, Reuse and Recycle




How Does Keep America Beautiful Effect Community Improvement?

- Individual Responsibility
- Education
- Partnerships – Residents, Businesses & Government
- Volunteerism



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Consistent Methodology is the Key to Success

- Get the Facts
- Involve the Entire Community
- Plan Systematically
- Focus on Results
- Provide Positive Reinforcement

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Programs for KAB Network of Affiliates And Community Leaders

3 Million Volunteers in over 30,000 Activities and Events each year!



GRAFFITI HURTS
Care for your community

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“Cigarette Litter Prevention Program”

KAB research, field-testing, program development and expansion is made possible by funding from Philip Morris USA.

PhilipMorrisUSA
Our shared goal is “reducing cigarette butt litter”

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Cigarette Litter Prevention Program

Step One:
Understand the Issue

Step Two:
Design A Prevention Campaign

Step Three:
Launch the Local Pilot Program

Step Four:
Evaluate Results of Local Pilot Program

Step Five:
Support Program Expansion & Sustainability

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Cigarette Litter Prevention Program

Step One: Understand the Issue

Define the Issues -

- Litter Ordinances
- Awareness
- Ash Receptacles
- Stewardship



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Cigarette Litter Prevention Program

Step Two: Design A Prevention Campaign

- Start with Assessment
- Organize a Team of Stakeholders
- Develop a Timeline & Budget
- Implement Prevention Strategies
- Launch the Pilot Program
- Evaluate for Program Sustainability
- Expand, Expand and Expand Program Implementation Area




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Cigarette Litter Prevention Program

Step Three: Launch the Local Pilot Program


Implement Prevention Strategies

- ** Review & Enforce Litter Prevention Laws
- ** Build Awareness through Public Education
- ** Install Ash Receptacles at Transition Points
- ** Encourage Use of Pocket Ashtrays







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Cigarette Litter Prevention Program

Step Four: Evaluate Results of Pilot Program

- Re-Assess the Issue
- Awareness
- Physical Difference
- Reinforce the Team of Stakeholders
- Use Learnings to Adjust the Campaign



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Cigarette Litter Prevention Program

Step Five: Support Program Expansion & Sustainability

- Move from Pilot Area to Larger Area
- Always Assess the Learnings
- Reinforce the Team of Stakeholders
- Celebrate and Reward Results !!

Remember the goal – reduce cigarette butt litter!

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