

# Hold On To Your Butt

Closing the Butt Life Cycle



# Surfridervan 2016

- Monthly beach cleanups
- Monthly NOAA transects
- Monthly volunteer meetings
- Straws Suck campaign
- Hold On To Your Butt Campaign



# Straws Suck

A foot in the door to  
Vancouver restaurants.

Simple Ask:

1. Switch to available on request.
2. Switch from plastic to paper straws.







**SURFRIDER**  
**SATURDAY AUGUST 13TH**



**Fun For The Whole Family**

**SHORELINE CLEAN UP**  
**VANCOUVER SUP CHALLENGE**  
**BBQ**

# Cigarette Butts are the #1 type of trash on Vancouver Beaches

Location	Date	Count
Wreck Beach	Jan 17, 2015	1460 cigarette butts
Jericho Beach	Feb 21, 2015	143 cigarette butts
English Bay Beach	May 16, 2015	251 cigarette butts
Kitsilano Beach	Jun 06, 2015	316 cigarette butts
Wreck Beach	Jul 18, 2015	900 cigarette butts
Jericho Beach	Aug 15, 2015	64 cigarette butts
Kitsilano Beach	Sept 15, 2015	141 cigarette butts
Jericho Beach	Nov 22, 2015	25 cigarette butts
English Bay Beach	Dec 19, 2015	350 cigarette butts
Wreck Beach	Jan 16, 2016	620 cigarette butts

## Getting Started...

1. Walk before you run
2. Put together a strategy.
3. Talk to stakeholders, learn, revise.



# #HOTYB

A black and white photograph of a group of about ten people standing on a pebbly beach, looking out at the ocean. They are dressed in swimwear. In the foreground, a large, oversized cigarette butt lies horizontally on the pebbles. The image is used for an anti-littering campaign.

**Cigarette butts are the only socially acceptable form of litter.**

**We need to change that.**



# Quantitative Research

1. Literature review.
2. What have others done in the past?
3. Creates “Keystone” content.
4. Drives Education & Awareness



**READ OUR  
BLOG**

*The Dirt on Cig Butts*

[WWW.VANCOUVERBC.SURFRIDER.ORG/BLOG](http://WWW.VANCOUVERBC.SURFRIDER.ORG/BLOG)  
BY RACHEL MCGOVERN



Our oceans suffer because of  
cigarette butts



**CIGARETTE BUTTS  
DON'T DISAPPEAR**

LEWIS AND CLARK'S AMERICAN FLORA, 1823-1825

net wt/lb 22 - 28.7 - 1.33	still unsure there's nothing left to sell
-------------------------------	---

Cigarette filters are commonly placed in food by many schools. These filters are polluting the earth's water supply, including any water used in your home, with chemicals like Salvarsan (used in gasoline) and formaldehyde (used to preserve the dead).

WHAT DOES AROUND, COMES AROUND  
DON'T LET YOUR CIGARETTE BUTT

# #H0TYB



# HOLD ON TO YOUR BUTT!

## THE AWARENESS RACE



### THE RULES

1. Get to a location
2. Find a butt
3. Use your chalk to circle it & write #HOTYB
4. Snap a photo
5. Post to social media with #HOTYB



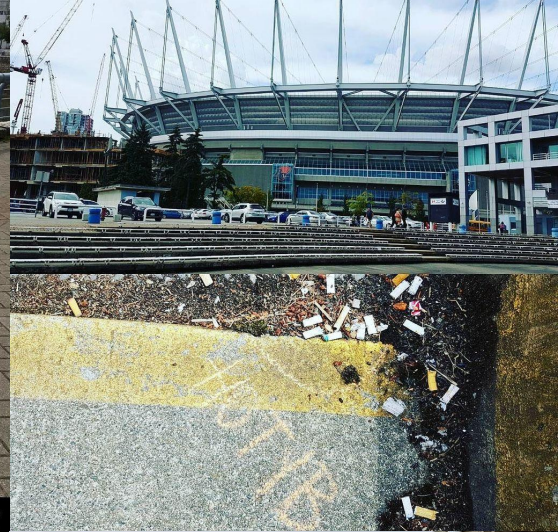
#### START HERE 3PM

1. Cambie St Bridge
2. Lost Lagoon Path
3. Coal Harbour Seawall
4. Burrard St Bridge (South)
5. Plaza of Nations Park
6. Robson Square
7. Granville Street
8. Thornton Park
9. Science World
10. Granville Island

#### 11. Burrard St Bridge (North)

12. Inukshuk
  13. Second Beach Pool
  14. Keefer Place
  15. Vancouver Library
  16. Sunset Beach
  17. Yaletown Station
  18. George Wainborn Park
  19. Canada Place Walkway
  20. Earl's on Hornby
- END HERE 5PM

Don't forget to tag @Surfridervan  
Share all your posts to the same channel  
Prize categories: Run, Skateboard, Rollerskate or Cycle





## Qualitative Research

Talk to smokers.

Talk to NGOs.

Talk to local  
government.

Talk to federal  
government.

**BABIES... 9 OUT OF 10 COWBELLS  
AGREE...**



**YOU'RE GONNA WANT TO HOLD ONTO  
YOUR BUTTS**

# The B.H.A.G.

Our Big Hairy  
Audacious Goal...

To get a 5 cent  
deposit on every  
cigarette butt  
sold.

Just like beer cans,  
pop bottles and  
other refundables.



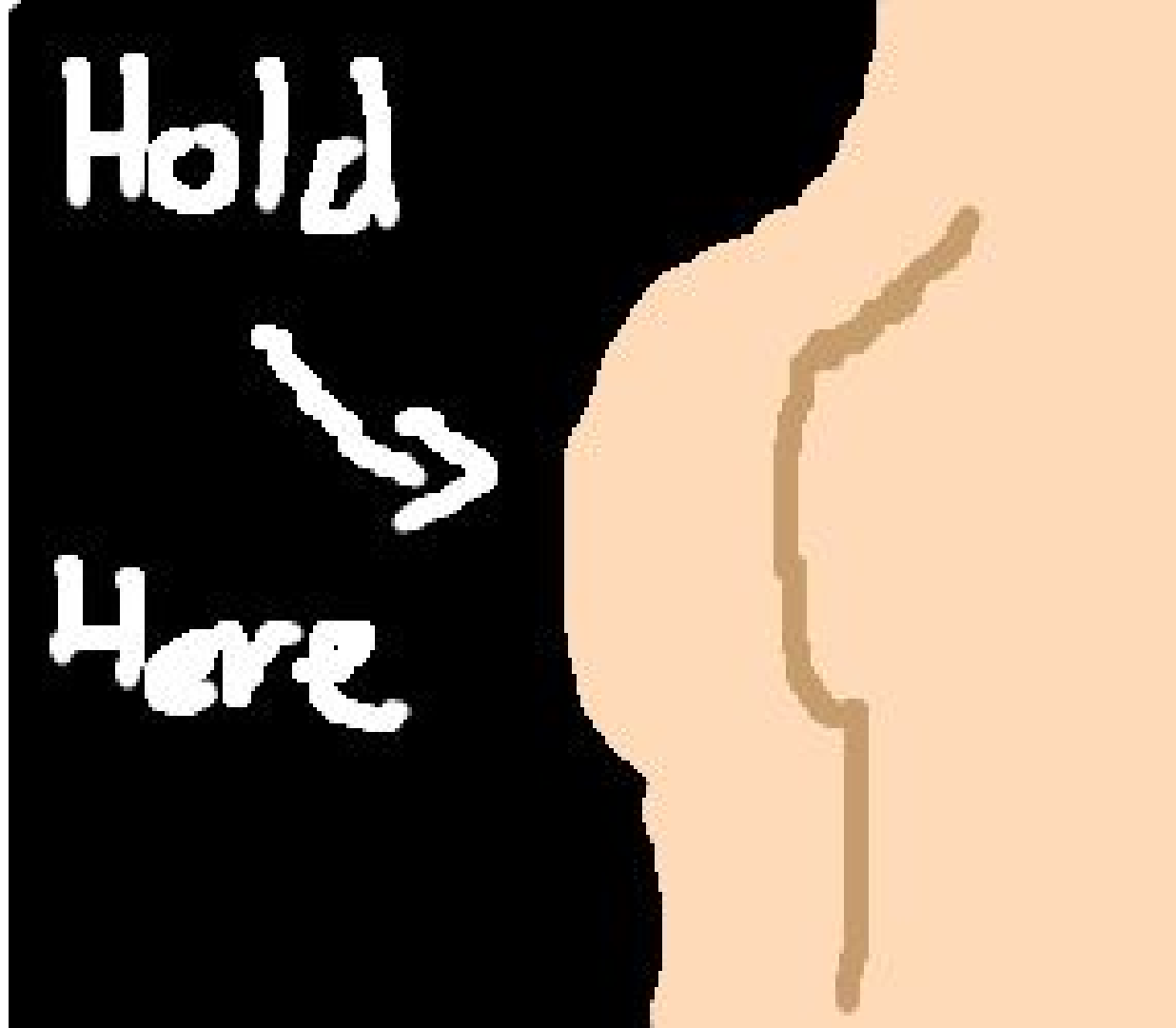


# Bringing People Together



## Calls to Action...

1. Show the problem.
2. Present the solution.
3. Make it easy to take action.



## What's Next?

1. Online petition for BC legislation
2. Announce & Leverage Partners
3. Call for more volunteers
4. Pocket Ashtray Outreach

**HOLD ONTO YOUR BUTTS**



**PHASE 2 IS  
COMING...**

memegenerator.net