

# ***iKickButts* Action Plan for Community Advocacy**

**Project Title: "*iKickButts* in [Your City]: Mapping and Mobilizing Against Tobacco Product Waste in [Project Area]"**

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## **Objective**

Use *iKickButts* to document the environmental impact of commercial tobacco product waste in a specific neighborhood or city area, raise public awareness about pollution, and advocate for policies to reduce tobacco product waste.

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## **Pre-Planning: Gather Resources**

For documenting tobacco product waste

- Smartphone or tablet with *iKickButts* installed on the device
- Familiarity with *iKickButts*
- Internet access to download data
- Safety materials: gloves, trash bags/buckets, litter pickers/grabbers, safety vests, closed-toe shoes.
- Sun and heat protection: wide-brimmed hat, sunscreen, water
- Computer with Excel or other data visualization software (optional)
- Poster or flyer printing budget (optional)

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## **Phase 1: Planning and Orientation (expected duration 1 Week)**

Define your project purpose

- Decide what you want to learn more about. For example: the amount and type of tobacco product waste in and around school property, on public beaches, or near storm drains; the amount and type of tobacco product waste that is cleaned up by street sweeping.

Choose your project area

- Select an area of interest based on the purpose of your project; for example, the street you live on, a section of a beach or park, bus or trolley stops, or the streets surrounding a local school or church.

Set project duration

- Decide how often and for how long you will monitor your project area. For example: "Once each week for one month," or "The 3rd Saturday of each month."

Name your project

- Preferred format for easy reference: ***"iKickButts* in [Your City]: Mapping and Mobilizing Against Tobacco Product Waste in [Your Project Area]"**

Decide who will participate

- You can work alone or invite others, such as friends or family. It's more fun with friends!
- **If you want others to join your project**, request an open (i.e., anyone can join) or closed (i.e., only people you invite can join) project through **iKickButts** in the Forum tab by tapping on "Request a Project." Prefer to use a desktop or laptop to request a project? Click [here](#).

## Phase 2: Collecting Data (2-4 weeks, adjust to fit project goals)

Use **iKickButts** to

- Photograph the tobacco product waste in your project area.
- Record the type of tobacco waste product (e.g., cigarette butt, lighter, packages, e-cigarette/vape).
- *Optional*: Record if you picked up the tobacco product waste for disposal. (Depends on project goals and available resources).

*Optional*: Record related observations

- Use a notebook or electronic device to record observations related to tobacco product waste, such as no smoking signs, individuals smoking, cigarette butt receptacles, smoke shops, and conversations with people you encounter.

## Phase 3: Preparing Results (1-2 weeks)

Let **iKickButts** create a **formatted PDF report** that includes

- Tobacco product waste displayed on a map of your project area
- Type and count of tobacco product waste in table format

**Add** illustrative photos from your **iKickButts** observations to supplement the report (for example, one of your favorite observations)

*Optional*: **Export data** from the app in CSV format and summarize additional findings; for example, use bar charts to compare the total counts of tobacco product waste over time.

## Phase 4: Sharing Results (1-2 weeks)

Develop ways to share your results with your community. Some ideas include

- Create **public posters** or **pop-up displays** at community centers, libraries, or other local venues. Share your results with maps, charts, and photos.
- Post on your favorite **social media platform** to raise awareness and mobilize community support. Tag with **#iKickButts[City]** to connect with other local projects!
- Write a **letter to the editor** or an op-ed for a local newspaper with images and maps

- Host a **cleanup event** and invite local media, community groups, and city officials.
- Create a **short video** to post on YouTube, Instagram, or TikTok showcasing the problem and your call to action.

## Phase 5: Advocating for Policy Change (2-4 weeks)

Policy makers need data to make informed decisions. Share your *iKickButts* PDF report and policy options with elected officials and city staff. Along with data, **present possible approaches** and familiarize yourself with the limitations and strengths of **downstream** (e.g., community cleanups), **midstream** (e.g., better signage, waste or butt receptacles), and **upstream policy options** (e.g., banning plastic cigarette filters, education, reducing use) and their long-term impacts and sustainability.

Check out the Forum on *iKickButts* for more ideas.

- Attend a **city council or neighborhood board meeting** to speak during public comment and share your data and recommendations.
- Request a meeting with your **district representatives** and ask for their assistance in addressing the issue.
- Share your data with **environmental and advocacy groups** like Surfriders and the Sierra Club.
- Contact your **local tobacco prevention program** and share your findings.
- Organize information into a **policy brief** or one-pager that summarizes the environmental impact and suggests local ordinances, such as tobacco-free zones, disposal mandates, filter bans, better enforcement of existing laws, extended producer responsibility, or signage.

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## Expected Outcomes

- A mapped record of tobacco product waste in your project area
- Increased public awareness of tobacco waste pollution
- Engagement of the community, local leaders, or media
- Policy change to address the impact of tobacco product waste