

# Launching iKickButts

Empowering communities to end the toxic legacy of  
commercial tobacco product waste in our environment

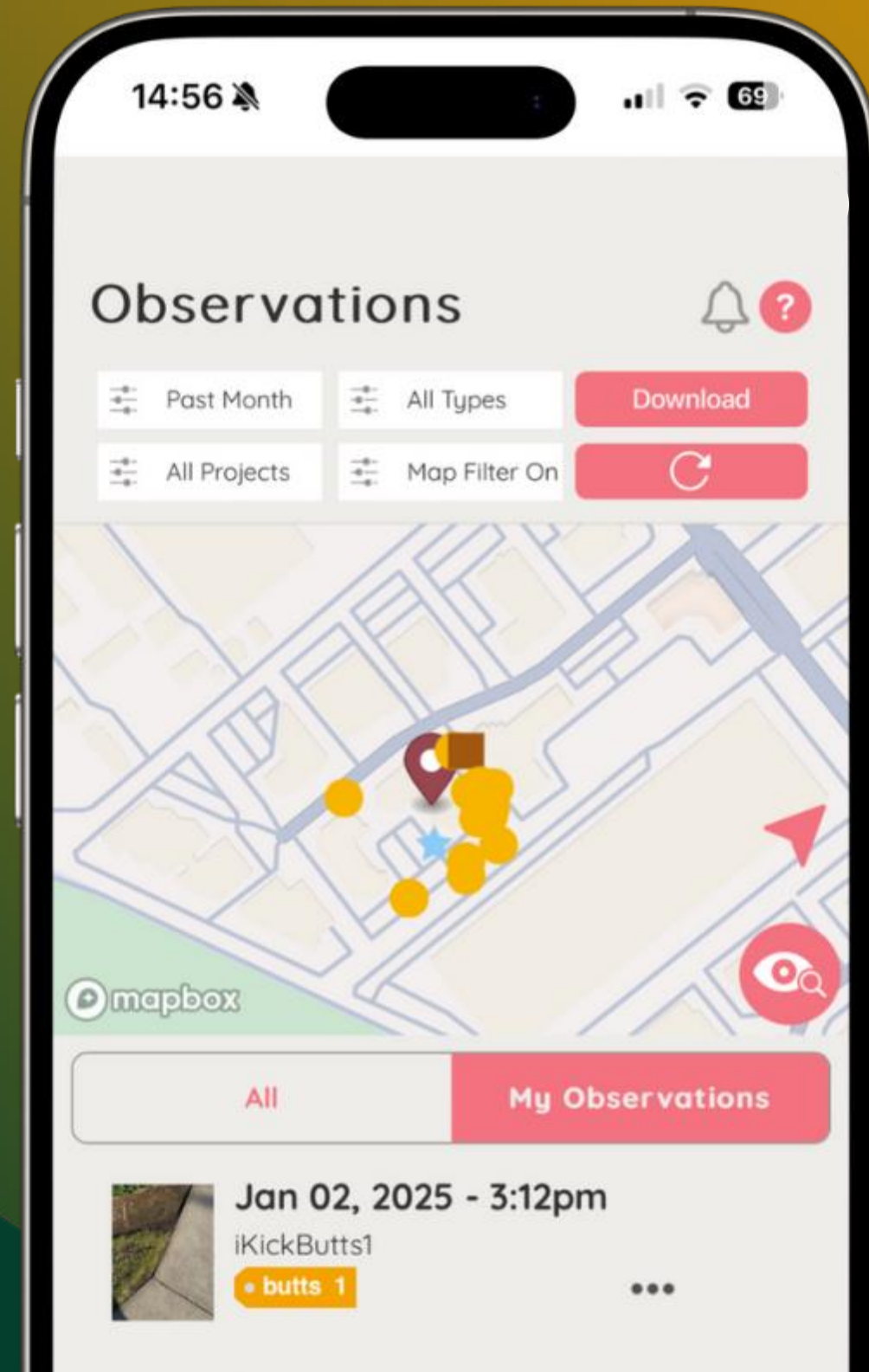


Center for Tobacco  
and the Environment



San Diego State  
University

This project is funded by the California Tobacco-Related Disease Research Program (#T32IP4770)



# AGENDA

01 Why iKickButts?

02 What is iKickButts?

03 Meet the people & groups behind iKickButts

04 A tour of the app

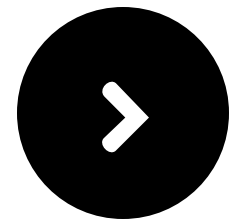
05 Additional Resources

06 Future Plans

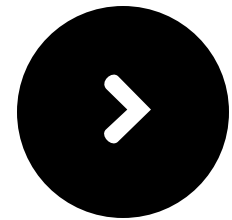
The logo for iKickButts is displayed within a white rounded rectangle. It features the word "iKick" in white, with a stylized orange and white figure kicking a green ball, followed by the word "Butts" in a larger white font. The background of the rectangle is dark green with a faint leaf pattern.



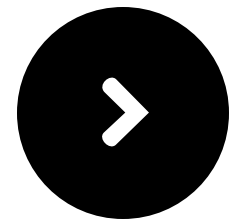
# Why iKickButts ?



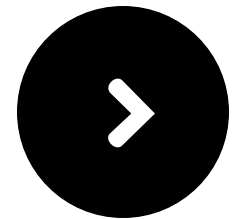
Waste from commercial tobacco products **accumulates** at a staggering scale, contributing to **microplastics** and **toxic leachates** into our environment.



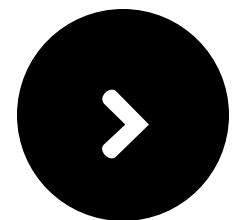
**Globally:** **4.5 trillion** cigarette butts per year are discarded in the environment. If lined up end-to-end, they would **circle the Earth** nearly **eight times** daily.



**Locally:** More than **200 million** cigarette butts are discarded each year in **San Diego County's** 8 largest cities.



The **lethal dose** for freshwater and salt water fish is approximately **one cigarette butt per liter of water**.



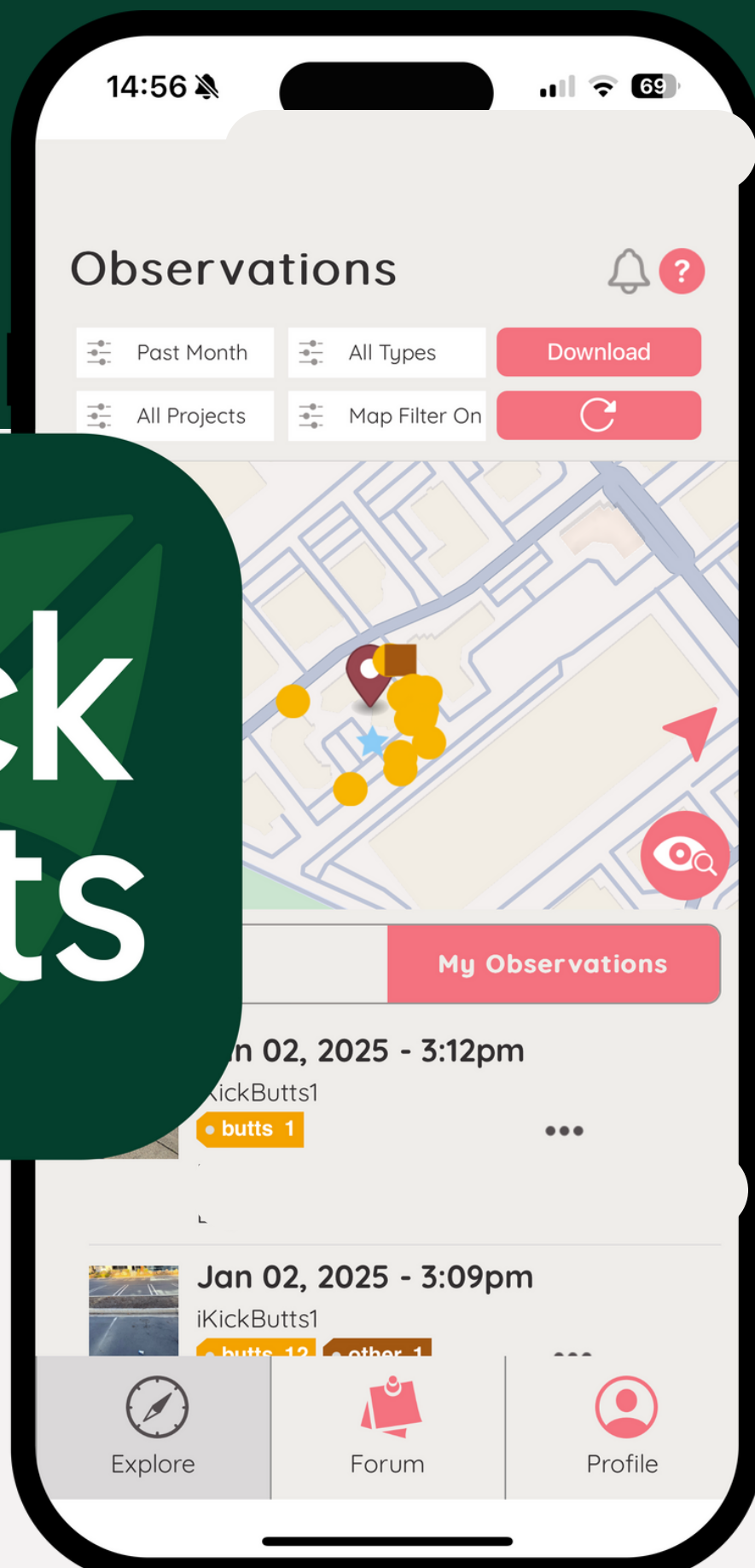
This pollution affects **all of us** in our **neighborhoods, parks, beaches, rivers, and oceans**.

**We think it's time to kick the butt of pollution!**

**It's time that we end the toxic legacy of commercial tobacco product waste in our environment!**

The logo for iKick Butts, featuring a stylized orange and white figure with a cigarette, followed by the text "iKick Butts" in white on a dark green background.

# iKick Butts



## What is iKickButts ?

An interactive smartphone app designed to allow anyone to:

- **Learn** about commercial tobacco product waste
- **Organize and get involved** in their communities
- **Take pictures, describe, and map** tobacco product waste
- **Share** findings to advocate for a world free of commercial tobacco product waste

Designed for global use. Take action anywhere!



# Meet the People Behind iKickButts



**GEORG MATT**

Principal Investigator



**LYDIA GREINER**

Co-Investigator



**SARAH LAVALLEE**

Project Coordinator



**KRIS TRAN**

Assistant Project  
Coordinator



**DAVID WILLIAMS**

Senior Software Developer  
at Radiant Digital



**ROBERT BRUCE MCCALLUM**

User Experience  
Researcher at Radiant  
Digital



**CHLOE STOKES**

Graphic Designer



**GRACE FINNELL-GUDWIEN**

Website Designer

# Meet The iKickButts Development Team



- Jeffery McLaughlin
- David Williams
- Robert Bruce McCallum
- Srinivas Punnamaraju
- Prasad Vagolu
- Yao Juan
- Ren Nguyen
- Kartik Varma Kanteti
- Gunampalle Jagadishwar
- Nainala Ramaswamy
- Balaji Kolukuluri
- Krishna Mohan Ramadugula

# Meet The Groups That Helped Develop

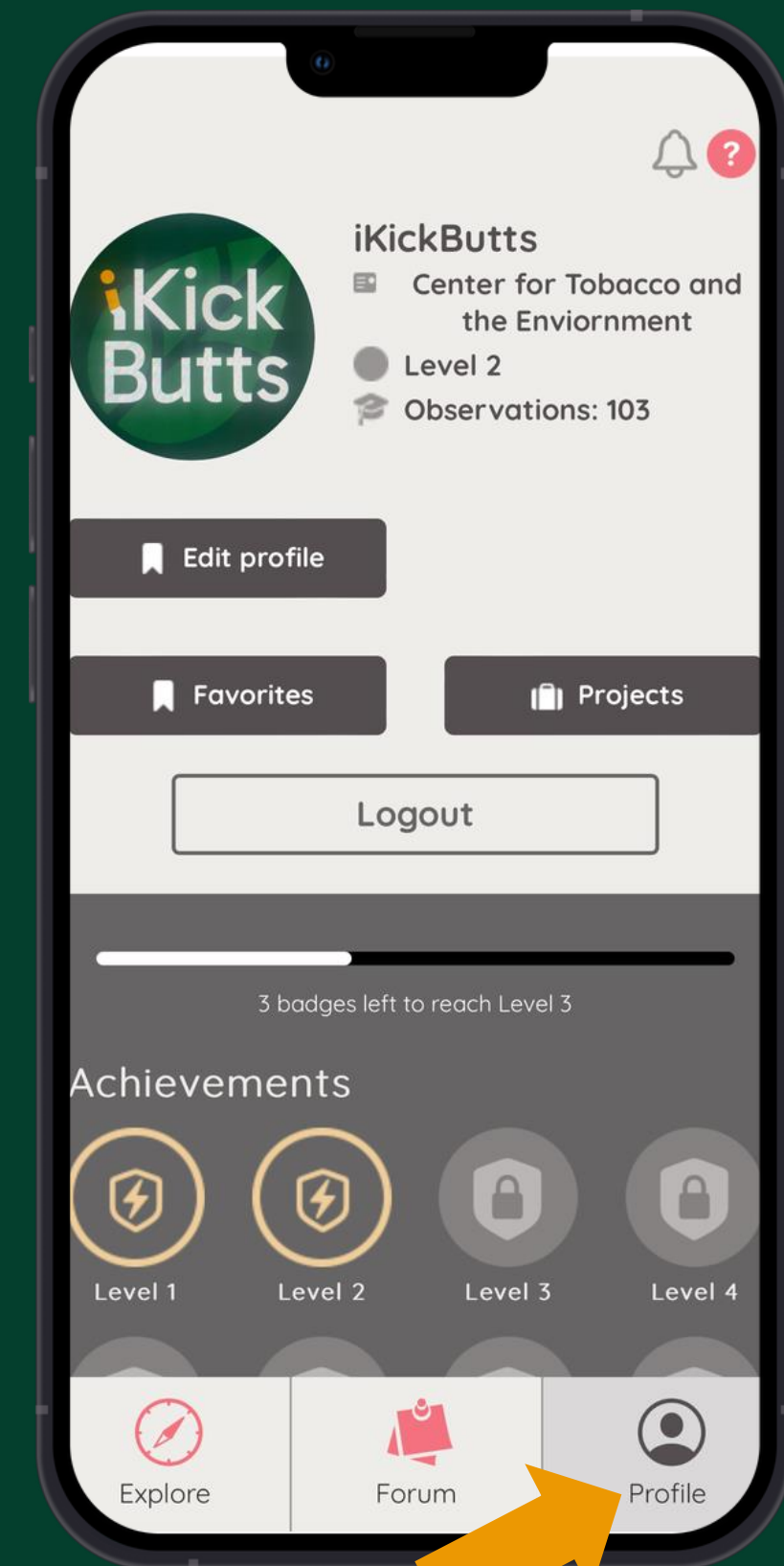
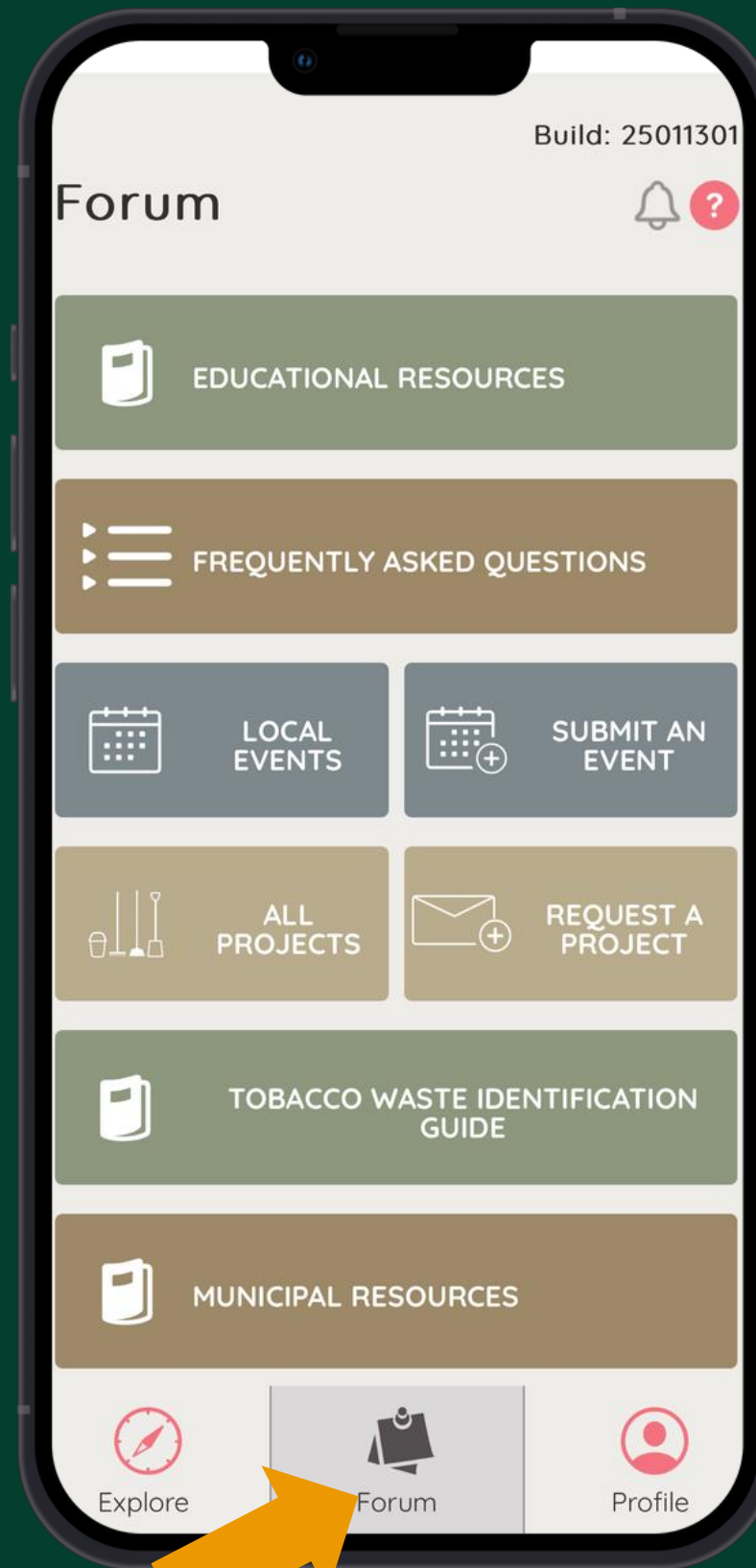
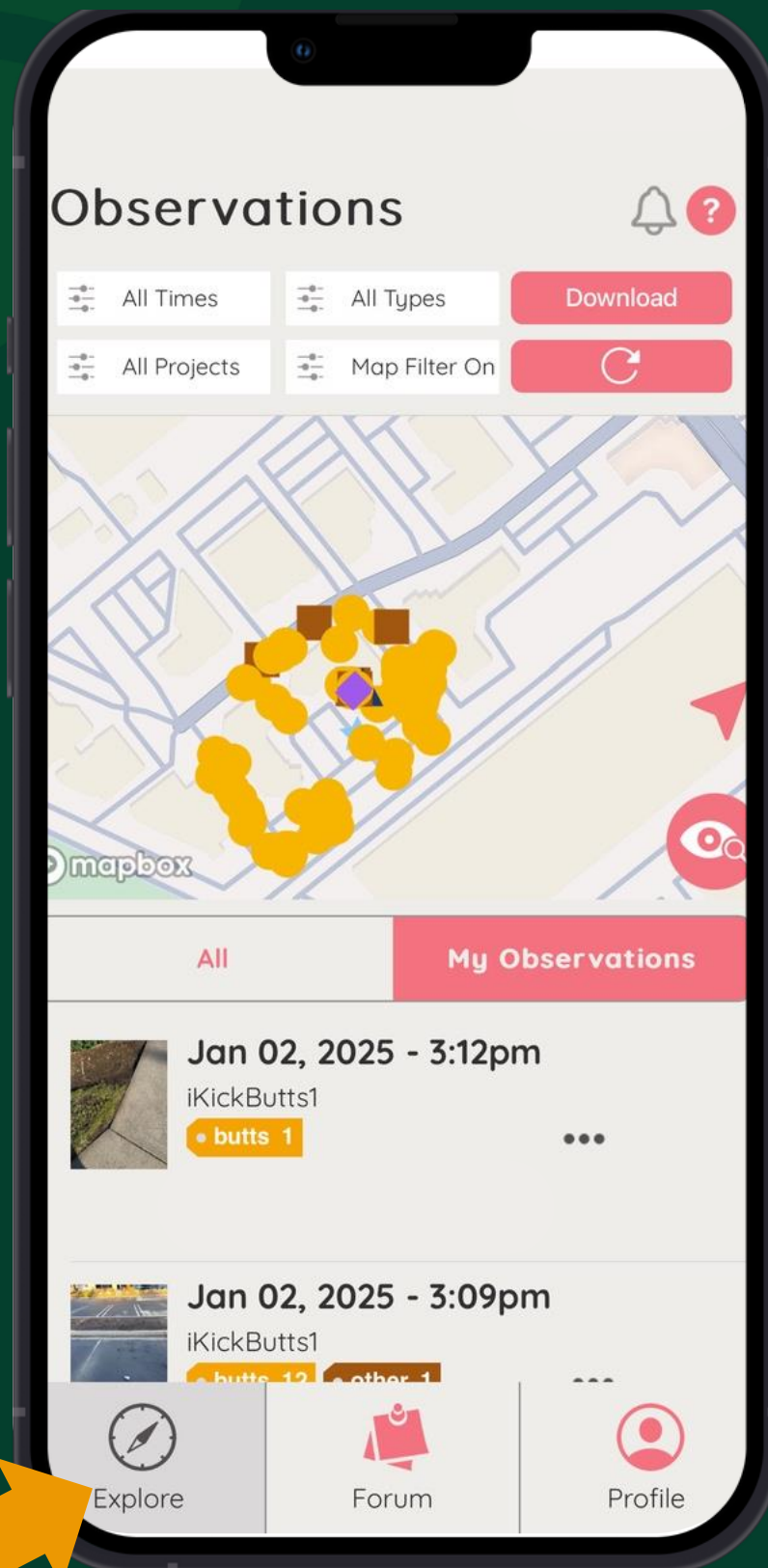
## iKickButts

- Surfrider Foundation San Diego
- United Women of East Africa Support Team
- Sierra Club San Diego
- Por La Vida
- Crawford Community Connection
- CASA (Community Action Service Advocacy)
- Comité Civico del Valle
- Back Fence Society/Only Losers Litter Program
- Healthy Escondido
- Asian Pacific Islander Initiative San Diego
- San Diego Housing Commission
- Cigarette Butt Pollution Project





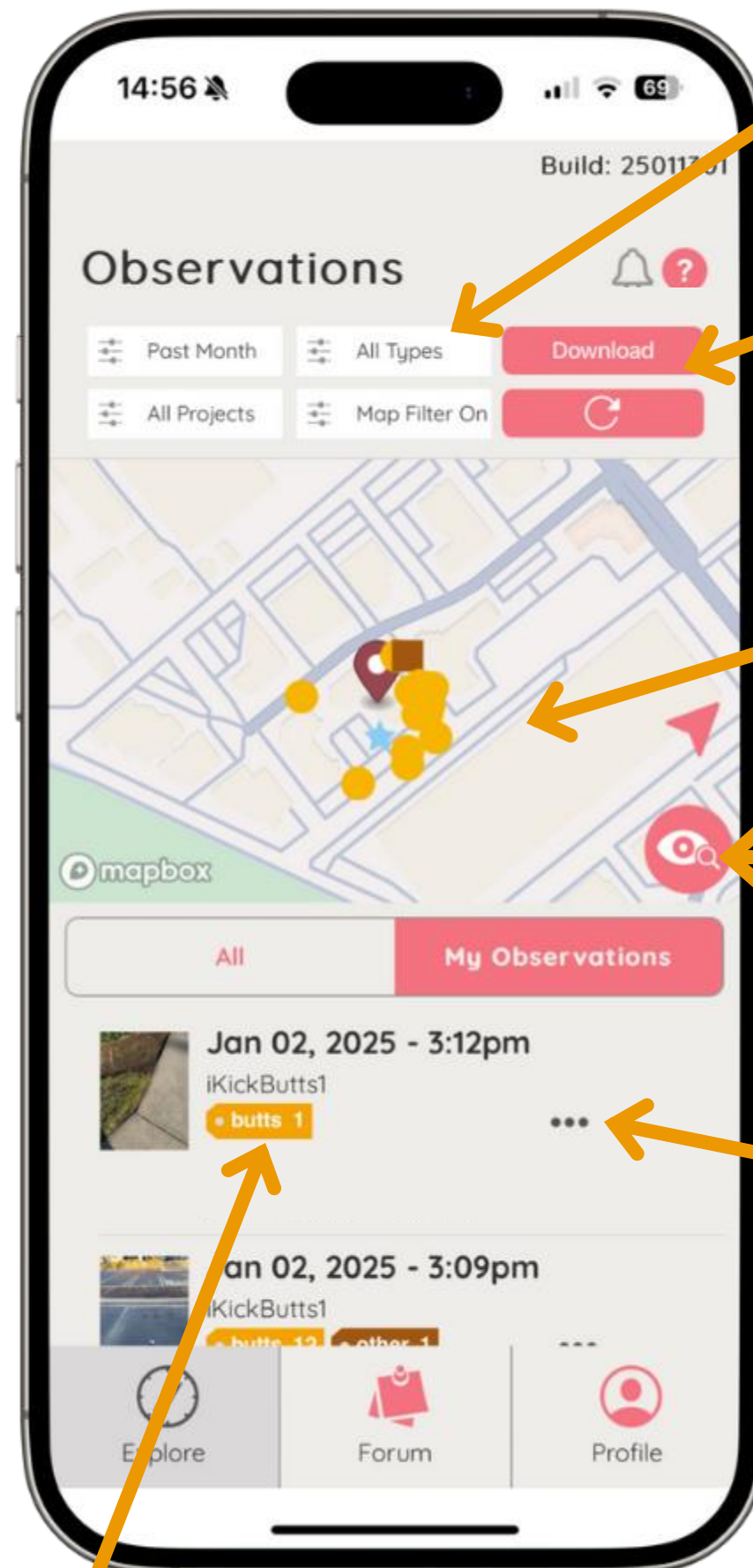
# A Tour of iKickButts





## Explore: Map Observations of Tobacco Product Waste

Take photos, count, and map commercial tobacco product waste in your community, share findings with key stakeholders, and generate custom reports with maps and data.



**Filter** and list observations

**Download** data and reports of observations

**Map** where you find tobacco product waste

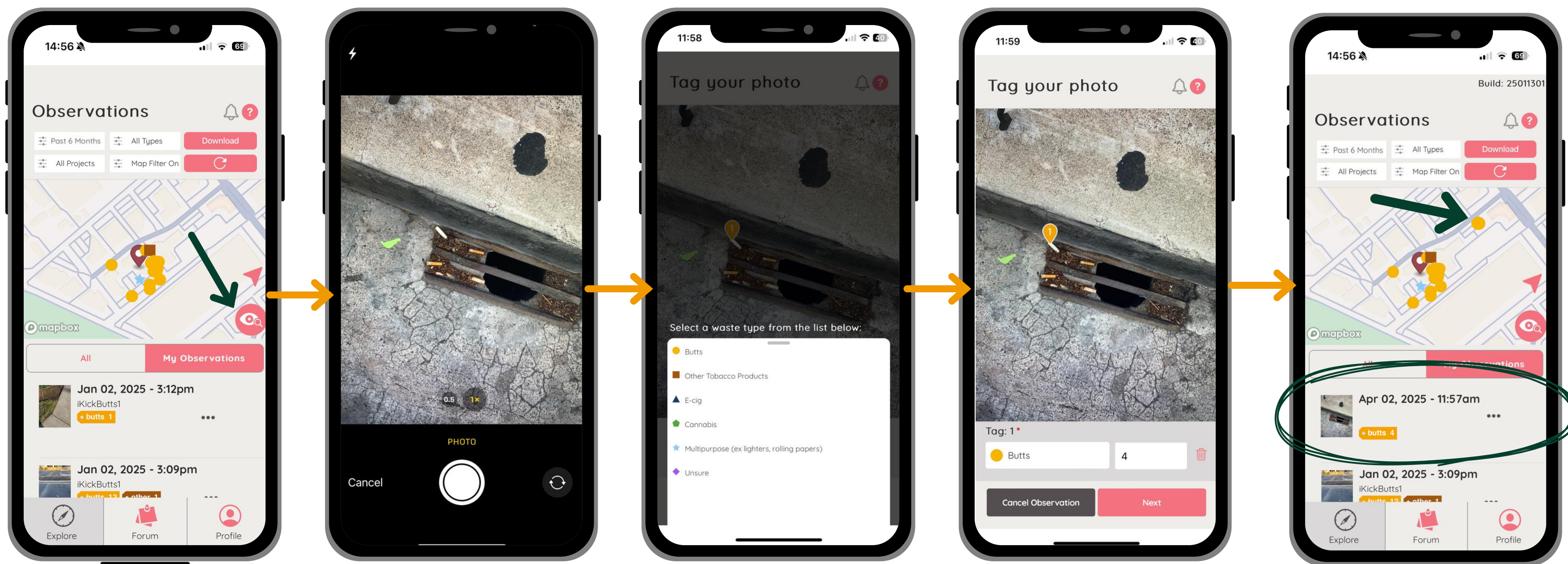
**Photograph** tobacco product waste

**Share** images of commercial tobacco product waste with your community on social media to raise awareness

**Classify** and **count** tobacco product waste



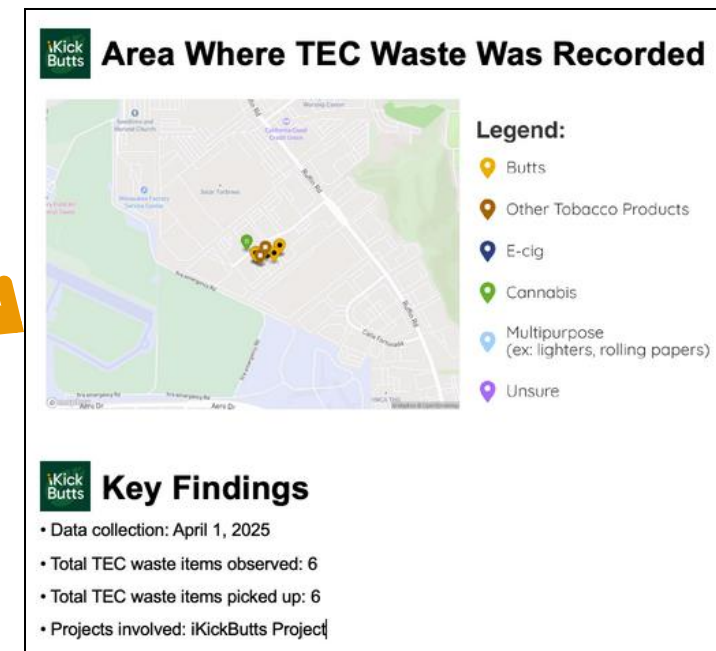
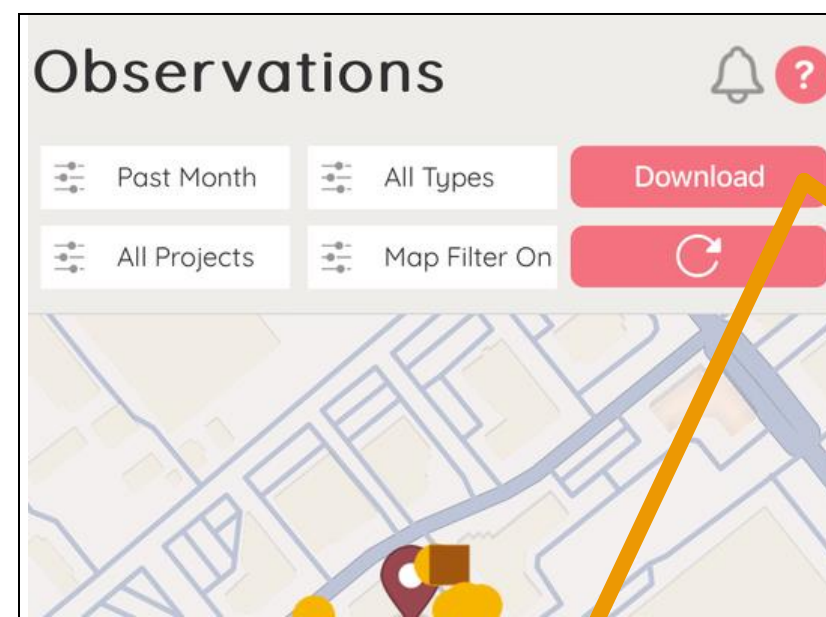
## Explore: Map Observations of Tobacco Product Waste





# Explore: Map Observations of Tobacco Product Waste

## Create Customized Reports and Download Data



*Report in PDF format*

**TEC Waste Observed and Picked Up**

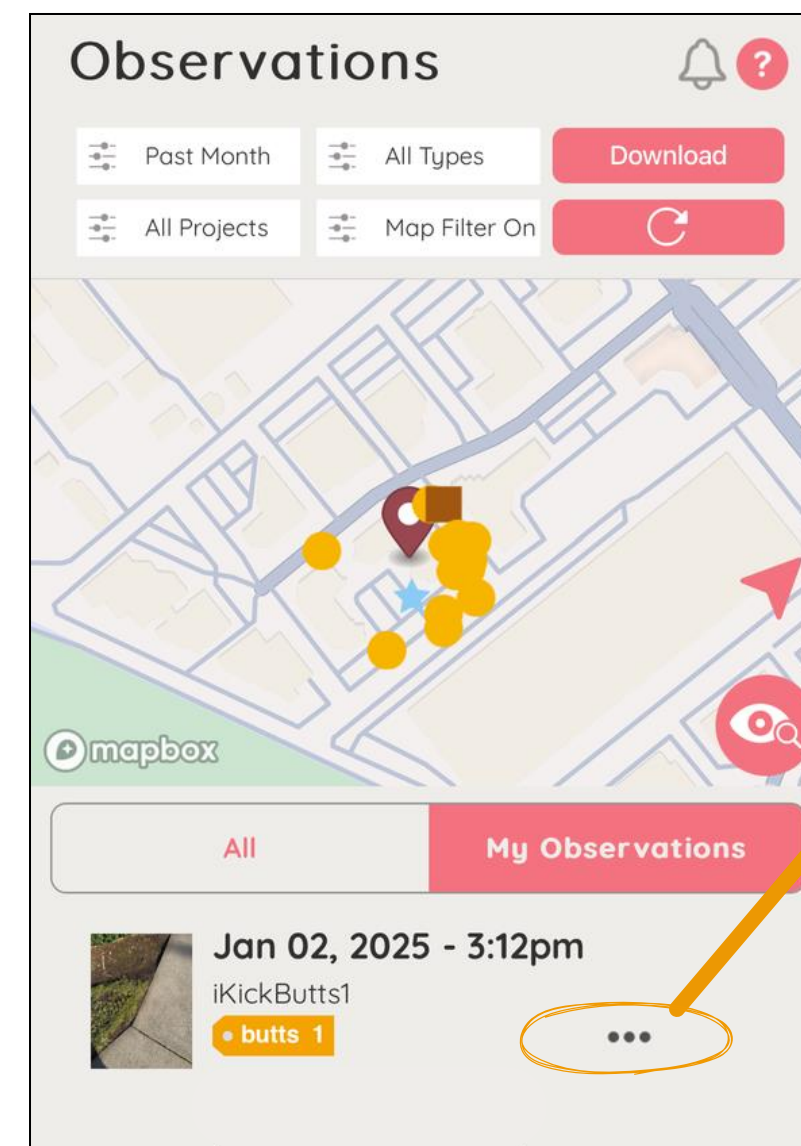
Type of TEC Waste	Observed	Picked Up
Cigarette Butts	57	28
Other Tobacco Products	7	2
E-cigarettes/Vapes	5	2
Cannabis	2	2
Multi-purpose Items	5	5
Unsure	5	5

Date	User	Butts	Other	E-Cigs	Cannabis	Multi	Unsure	Picked up
2024-09-30	sarahL	0	1	0	0	0	0	yes
2024-09-30	sarahL	0	1	0	0	0	0	yes
2024-07-19	sarahL	1	0	0	0	0	0	no
2024-06-28	sarahL	1	0	0	0	0	0	no
2024-06-12	sarahL	1	0	0	0	0	0	no
2024-06-12	sarahL	1	0	0	0	0	0	no
2024-06-12	sarahL	0	0	0	2	0	0	no

*Report in CSV format*

## Share Findings





## Forum: Explore the Impact of Tobacco Product Waste!

Learn about commercial tobacco product waste's impact on public health and the environment, organize or join community science projects, and learn how to use data-driven strategies to drive change.



**Learn** about the impact of tobacco product waste on public health and the environment

**Explore** how to use the app and use data to drive change

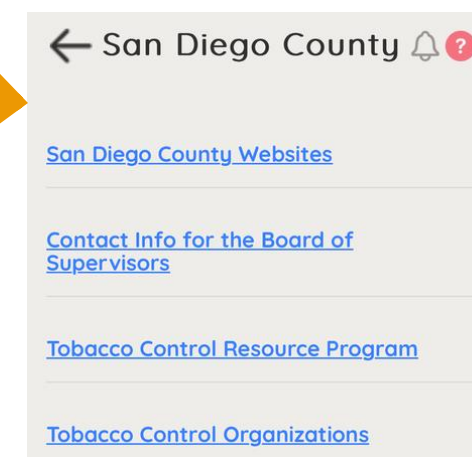
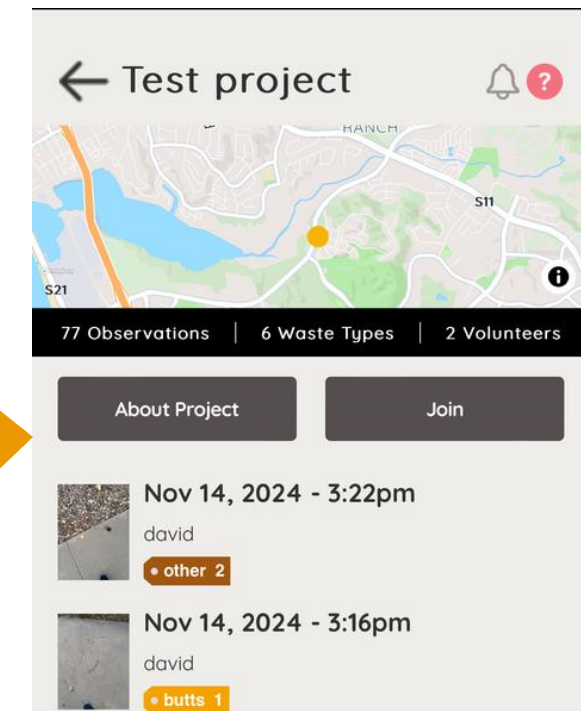
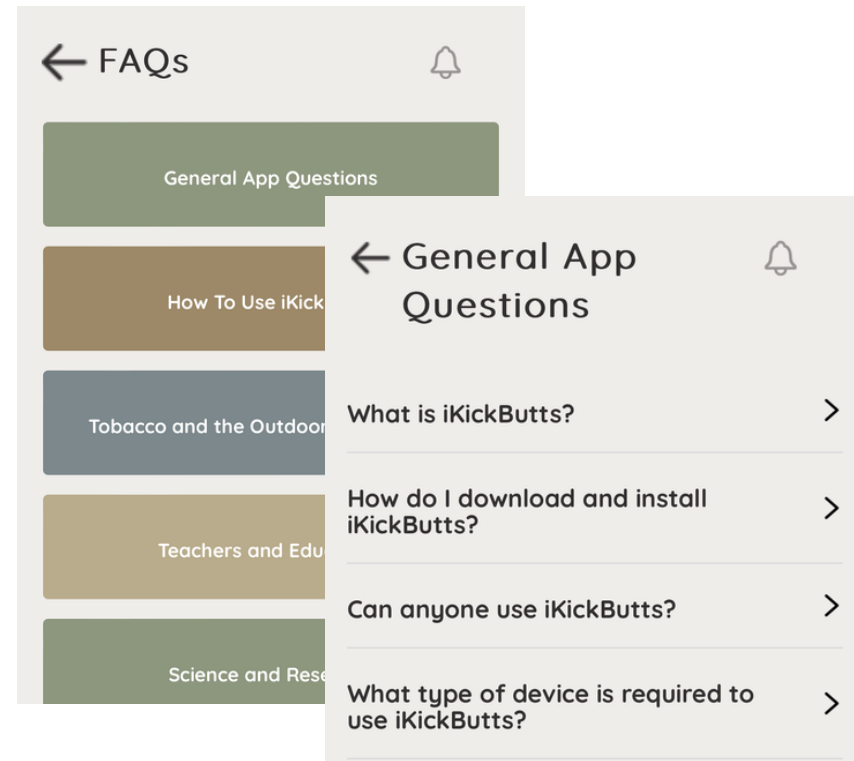
**Promote** community events

**Organize** new or **join** existing community science projects in your neighborhood

**Use** our guide to identify tobacco product waste

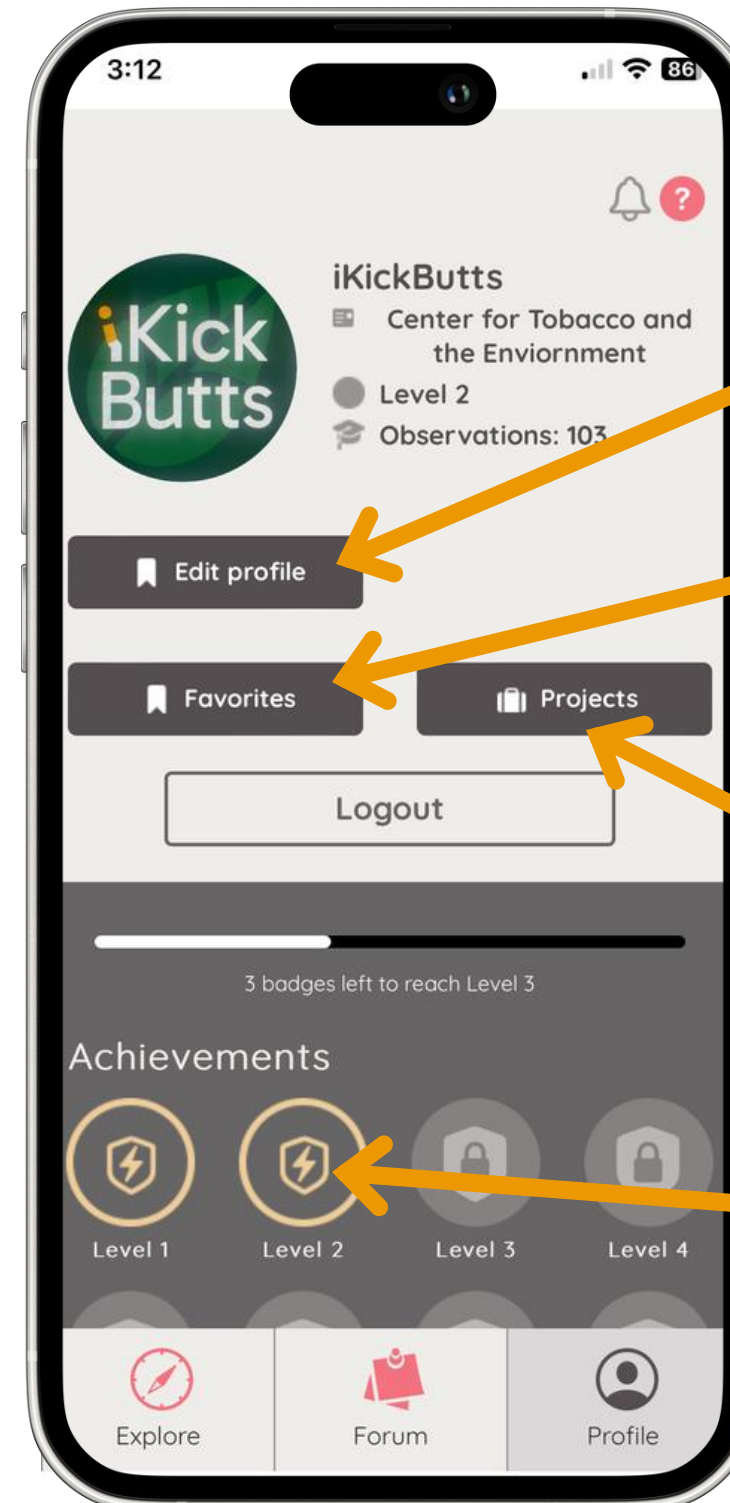
**Find** elected officials and local resources

# Forum: Explore the Impact of Tobacco Product Waste!



## Profile: Track your progress!

Update your details, keep track of your submitted observations, and review your activity and progress in one place.



**Edit** your profile and update your information

**Review** your favorite observations you and others have submitted

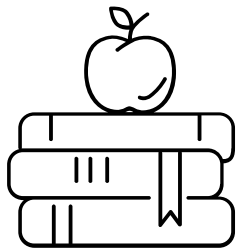
**Access** the **community projects** you've joined and add to your group's observations

**Track** your achievements and levels as you work towards new goals



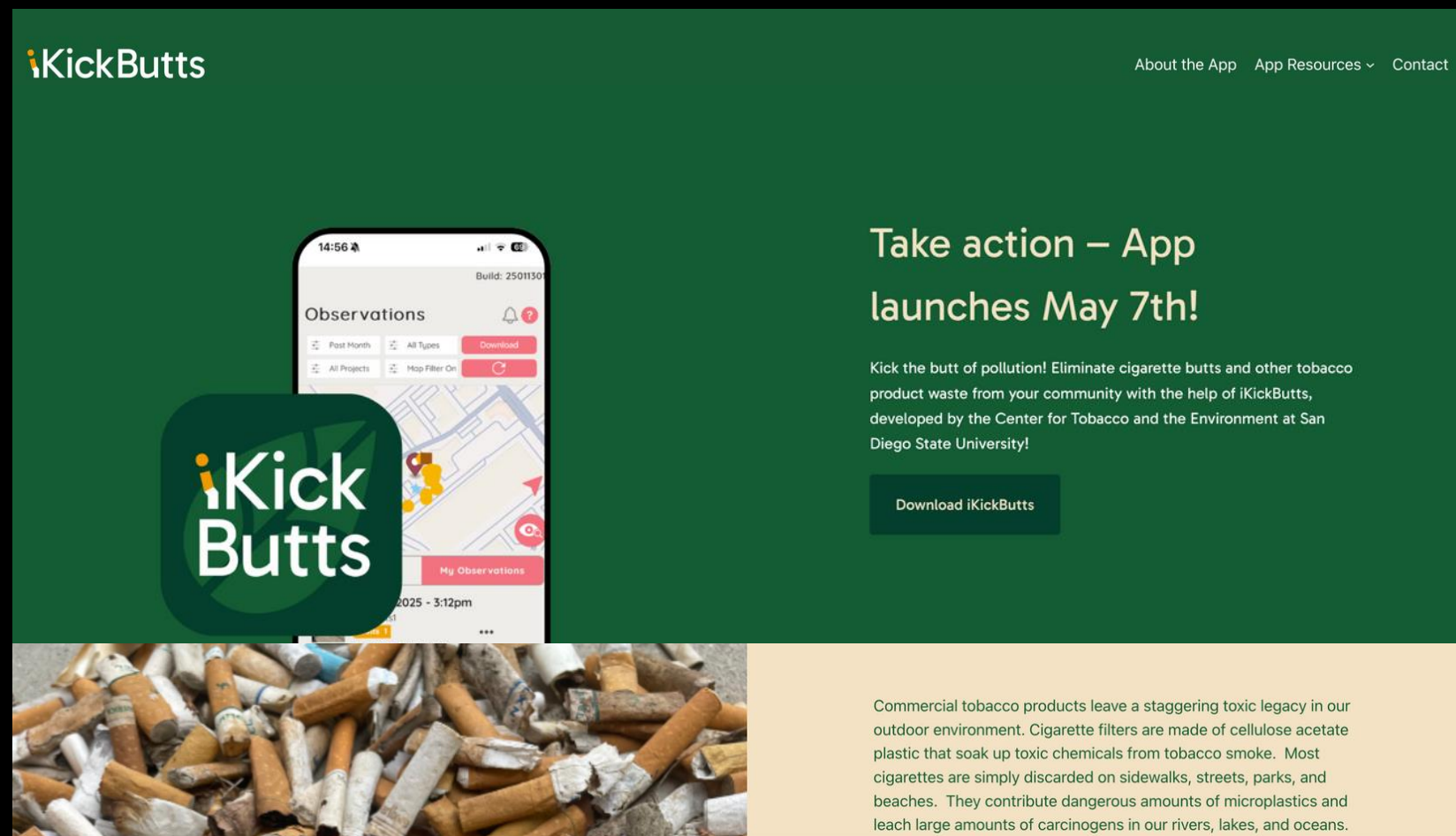
# Check out the iKickButts Website!

## Additional Resources



Includes a wide range of **educational resources**.

**Detailed tutorials, a user manual, and the tobacco product waste ID guide** are available to help users learn how to confidently navigate the app.



Offers **local resources** to support advocacy efforts, including contact details for San Diego County elected officials and government agencies.

Features a **searchable database** of elected officials across the United States.

iKickButts.org



# Future Plans\*

## ➡ Global Reach

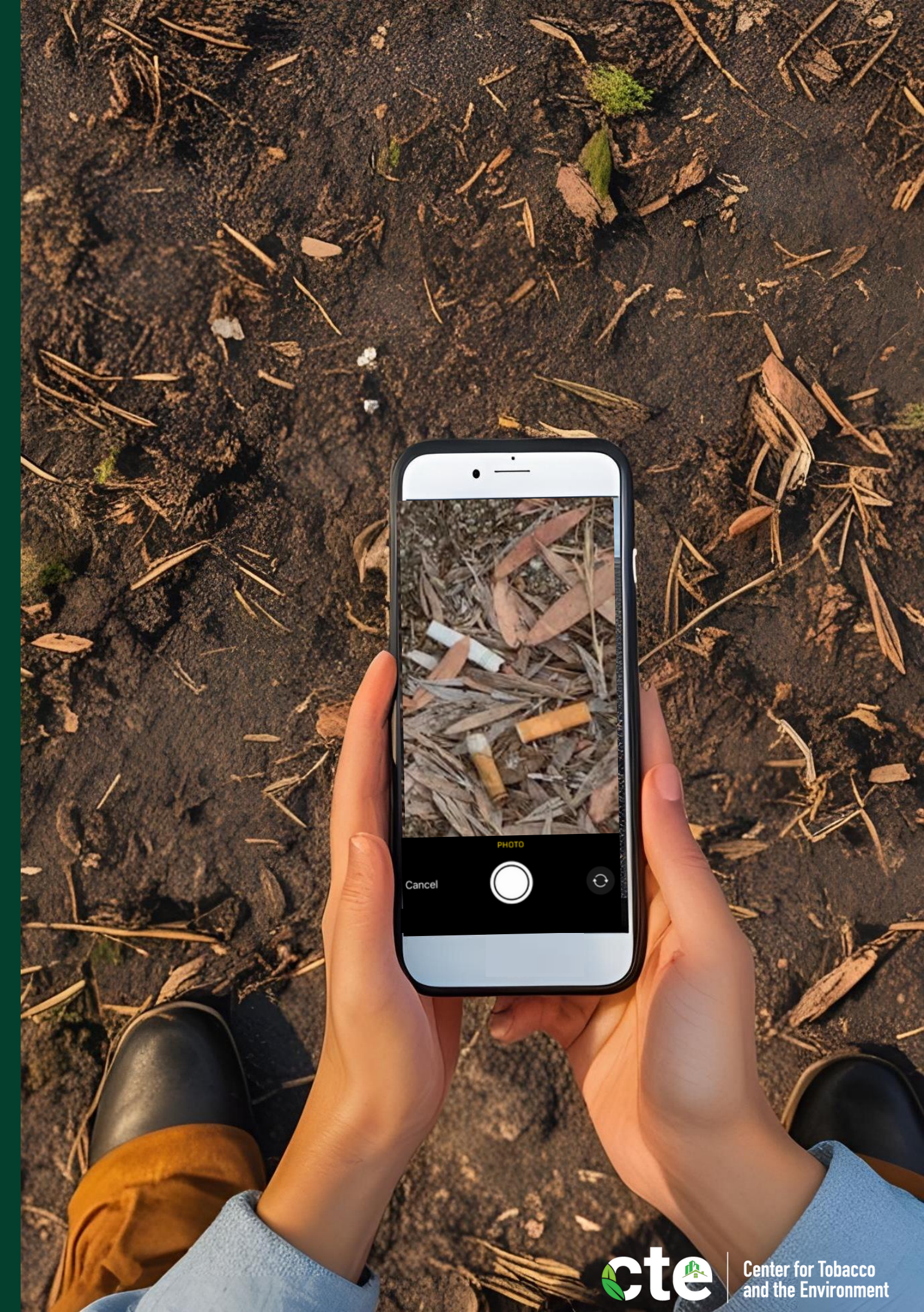
Commercial tobacco product waste is a global issue. Make iKickButts available in Africa, Asia, Australia, and Europe.

## ➡ New Features & Functionality

New mapping, tagging, and collaboration features, with localization and ongoing improvements based on user feedback.

## ➡ Longterm Sustainability

Funding through sponsors and optional in-app purchases will support advanced features like project management, training, and reporting, while ensuring continued access to a free version.



\* Dependent on interest and funding.