

## Appendix 1: Further detail about the KBT campaigns

### 1. Vehicle Litter - 'Don't be a Tosser'



Littering from vehicles has become a costly and problematic issue in both urban and rural areas. Litter also becomes a death-trap for creatures such as voles, shrews and hedgehogs who crawl into discarded cups and bottles and then can not get out and birds are at risk of becoming entangled in discarded plastics. In April 2018, local authorities gained new powers to fine the registered keeper of the vehicle from which litter has been thrown.

#### Intervention objectives

- Raise awareness that littering from vehicles is not acceptable
- Raise awareness that the registered keeper is responsible for litter from the vehicle regardless of who has thrown it
- Reduce the incidents of small mammal deaths
- Reduce litter in target areas

#### Audiences

This is a behaviour change intervention; it targets those who allow litter to be thrown from their vehicles.

#### Key messages

- Littering from vehicles is not acceptable
- Litter damages the environment and kills wildlife
- If litter comes from your vehicle, you are responsible

## 2. Left Behind Litter



### Background

KBT's research has shown that people often litter by carefully placing or leaving their rubbish behind, such as on a bench where they have been sitting or on a surface they are walking past, like an electricity box.

KBT believe that leaving litter behind is a behaviour that has not previously been effectively targeted with behaviour change interventions. They think that this is a less overt and more disguised way of littering and that people litter in this 'careful' way as it is seen as more acceptable to do so than throwing or blatantly dropping items.

The charity's new intervention addresses this behaviour directly, highlighting that 'leaving is littering' at the moments at which people are likely to carry out this behaviour. For example, using large floor stickers which can be used around seating areas, benches and bus stops; wall and window stickers to be used on ledges and window sills and; posters to be used on lampposts and fences in high street areas where people tend to eat on the go. These eye-catching materials feature those items which tend to get left behind including coffee cups, sandwich boxes and drinks cans.

### Intervention objectives

- Raise awareness that leaving litter behind is still 'littering'
- Reduce litter in target areas

### Audiences

This is a behaviour change intervention; it targets those who eat 'food on the go'. This is a wide range of audiences. However, our insights show this tends to be younger age groups. This was considered in the design of intervention materials.

### Key messages

- Leaving litter behind is still littering
- Litter should be put into a bin

### 3. Cigarette Litter - # Bin the Butt



#### Background

Research shows that 80% of the litter found in the sea was originally dropped on land. Following David Attenborough's Blue Planet 2, there has also been a surge of public and media interest in the issue. However, we felt that there was a disconnect between people's concerns about the environment and the impact of their own behaviour, particular in relation to how items littering inland, such as cigarette butts, can become marine litter.

This year KBT have developed a new national campaign to focus on the important issue of cigarette litter. In addition to being a priority litter issue for local authorities, there are wider impacts which make this a key issue we have chosen to focus on. These include the fact that cigarette butts can easily wash into the water system and seas through processes such as run-off and via the sewerage system, becoming marine litter and causing wider environmental damage. The extent of this damage is only now beginning to be understood, for example, with new studies demonstrating that metals such as arsenic and cadmium trapped in cigarette filters leach into the water causing acute harm to organisms.

To underpin the development of the new campaign, we carried out research with YouGov comprising a national survey with 2000 adults with further questions being asked of 500 smokers. This explored in particular, the perceived acceptability of littering cigarette butts on street and into drains and gutters and whether people understood that cigarette butts littered on street could make their way into waterways and seas.

The research was successful in uncovering new and relevant insights. The research confirmed that people don't like to see cigarette butts – 89% of people hate to see them on street and 93% hated to see them floating in the sea. However, public perceptions of cigarette littering is not consistent – 93% of respondents to the research think it is unacceptable to throw a butt from a car window but only 75% think it is unacceptable to put a butt down a drain. A significant 22% of the public actually classed putting a butt down a drain as acceptable, rising for those who smoke every day to 52%. Linked with this, there is inconsistency in what people

consider 'littering' with 90% of people classing dropping a cigarette butt on street or throwing it from a car as littering, but only 63% classing putting a cigarette butt down a drain as littering. Looking just at smokers responding to this question, only 38% of smokers classed putting a cigarette butt down a drain as littering.

Encouragingly, KBT found that 77% of smokers surveyed are concerned that cigarette butts dropped on the ground may end up in the sea and leach toxins into the water, killing or injuring marine life and 70% saying that knowing this would be more likely to take the time to find a bin or ashtray for their cigarette butt. This insight has therefore formed the basis of our new campaign.

All campaign creatives are being tested with smokers as part of the development process.

### **Campaign objectives**

- Raise awareness of the fact that smoking-related litter can enter waterways from drains and gutters
- Encourage smokers to dispose of the cigarette butts correctly
- Stimulate public debate about smoking-related litter

### **Audiences**

- Smokers
- Wider public

### **Key messages**

- Smoking-related litter contains toxins and microplastics that can enter the waterways and seas via gutters and drains having a devastating effect on marine life
- Cigarette butts constitute litter and should be correctly disposed of in a bin like other types of litter