

Dear fellow Marylander:

In addition to numerous health effects, tobacco use takes a toll on our environment. Environmental cleanups consistently report cigarette butts as the No. 1 picked-up item. With more than 12,000 cigarette butts collected along Maryland beaches during the 2013 International Coastal Cleanup, the tobacco litter problem needs to be addressed. However, many people still don't see cigarette butts or other tobacco waste (cigar tips, cellophane wrappers, packaging) as litter and don't realize the hazards of tobacco litter.

The Maryland Department of Health and Mental Hygiene (DHMH) is committed to protecting all Marylanders from the toxicity of tobacco use and litter.

The truth is – cigarette toxins get into more than just our lungs.

Cigarette filters are slow to degrade, if they degrade at all. Tobacco litter is more than just an eyesore; it's toxic waste leaching heavy metals and chemicals such as lead and cyanide into our environment, poisoning our water and our communities where we live, work, and play. Tobacco litter is an issue that deserves increased awareness to promote healthy and safe communities.

Included in this toolkit are:

- A brochure that illustrates the toxicity of tobacco litter and provides ways you can help
- Fact Sheet and Frequently Asked Questions
- Informational sheets
 - How to Plan an Outreach Initiative
 - How to Organize a Tobacco Litter Cleanup
- Customizable templates
 - Flier to recruit volunteers for your tobacco litter cleanup
 - An invitation for volunteers to assist in a tobacco litter cleanup
 - Pre-event press release to highlight the toxicity of tobacco litter
 - Post-event press release to highlight the impact of your cleanup
 - Newsletter/Website Article to build awareness of the tobacco litter problem
- Posters to increase awareness about the tobacco litter problem
- Resource List

We encourage you to utilize the enclosed information to shape your own Tobacco Litter Awareness campaign.

DHMH appreciates your efforts on this important environmental and public health education project to reduce toxic tobacco litter. Thank you for your support.

You can find additional information and resources about tobacco litter at www.NoTobaccoLitter.com.

Tobacco litter hurts our planet. No butts about it.
NoTobaccoLitter.com

