





PETF Aquatic Plastic Pollution Prevention Infographics and Toolkit

March – Cigarette Butts and Stream Intake

The following are guides to social media posts for the Aquatic Plastic Pollution Prevention. In the tables, are the images and captions that are meant to be posted with one another. Each month there will be a focus on one item of litter that is commonly found. There will be four posts a month that follow this pattern: an Adobe stock photo announcing what the topic of the month is, a simple graphic with a fact about the item, an organization that targets this item of litter and an infographic about this month's topic. In each graphic, there is room for a logo. While it is not mandatory to put logos on every post, it is mandatory for the first post (the adobe stock image).

Image	Caption
	<p>Cigarette butts are one of the most common pieces of litter found on beaches and roadways. The Ocean Conservancy has sponsored a beach clean-up every year since 1986, and for 32 consecutive years, cigarette butts are the most collected item on beaches around the world. Don't let your cigarette butts end up on the beach downstream!</p>
	<p>Cigarette butts are non-biodegradable. They travel from streets to storm drains, lakes, rivers, and eventually the ocean and beach through stormwater run off. Always properly dispose of cigarette butts.</p>
	<p>Don't Mess with Texas is a TXDOT sponsored campaign focused on cleaning up litter on transportation routes (such as along highways). Due to the dangerous pollutants they contain, cigarette butts need to be properly disposed of. Do not throw cigarette butts out the window of a vehicle. Learn more at http://www.dontmesswithtexas.org/!</p>
	<p>Litter from your car or street can easily end up on a Texas beach. 80% of marine trash comes from urban runoff, litter, and landfills. Always put your trash in the trash can and pick up litter whenever you see it!</p>