

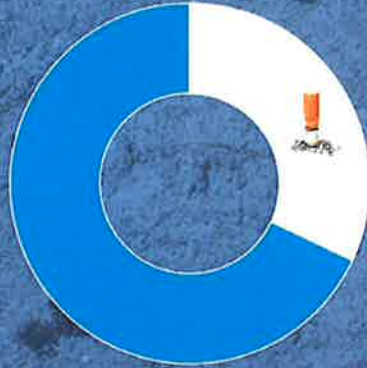
Cigarette Litter

In
AMERICA

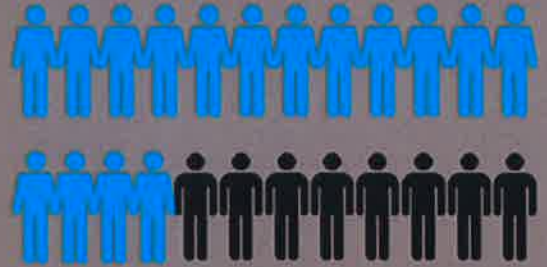
#1

Cigarette Butts are the most frequently littered item

Cigarette Butts are 32% of all Littered Items Collected



The overall littering rate for cigarette butts is **65%**



At the time of improper disposal litterers were an average of 31 feet from an ash receptacle



The Costs of Cigarette Litter



Residents & Businesses Pick Up the Tab



Community Quality of Life Suffers



Recreation Areas Become Less Attractive



Cigarette Butts Don't Disappear

About **95%** of cigarette filters are composed of cellulose acetate, a plastic which can persist in the environment for 10+ years

Reduction in cigarette butt litter tends to **help reduce overall litter**



For every additional ash receptacle, the littering rate decreases by **9%**



14% of smokers report owning a pocket ashtray



41% of smokers report that they do not have receptacles for cigarette butts at their work location

The five most addictive substances in the world

THE CONVERSATION

By Eric Bowman, The Conversation

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What are the most addictive drugs? This question seems simple, but the answer depends on whom you ask.

From the points of view of different researchers, the potential for a drug to be addictive can be judged in terms of the harm it causes, the street value of the drug, the extent to which the drug activates the brain's [dopamine system](#), how pleasurable people report the drug to be, the degree to which the drug causes withdrawal symptoms, and how easily a person trying the drug will become hooked.

There are other facets to measuring the addictive potential of a drug, too, and there are even [researchers](#) who argue that no drug is always addictive. Given the varied view of researchers, then, one way of ranking addictive drugs is to ask expert panels.

In 2007, [David Nutt and his colleagues](#) asked addiction experts to do exactly that -- with some interesting findings.

1. Heroin



Opioids and overdoses: 4 things to know

Nutt et al.'s experts ranked heroin as the most addictive drug, giving it a score of 3 out of a maximum score of 3. Heroin is an opiate that causes the level of dopamine in the brain's reward system to increase by [up to 200% in experimental animals](#). In addition to being arguably the most addictive drug, heroin is dangerous, too, because the dose that can cause death is only [five times](#) greater than the dose required for a high.

[Snorted, injected or smoked? It can affect a drug's addictiveness](#)

Heroin also has been rated as the **second most harmful drug** in terms of damage to both users and to society. The market for illegal opiates, including heroin, was estimated to be **\$68 billion worldwide** in 2009.

2. Cocaine



Cocaine's effects: Highs and harms

Cocaine directly interferes with the brain's use of dopamine to convey messages from one neuron to another. In essence, **cocaine prevents neurons** from turning the dopamine signal off, resulting in an abnormal activation of the brain's reward pathways. In experiments on animals, cocaine caused dopamine levels to rise more than **three times** the normal level. **It is estimated** that between 14 million and 20 million people worldwide use cocaine and that in 2009 the cocaine market was worth about \$75 billion.

Blocking rewards: How the immune system could help treat cocaine addiction

Crack cocaine has been ranked by experts as being the **third most damaging drug** and powdered cocaine, which causes a milder high, as the fifth most damaging. About **21% of people** who try cocaine will become dependent on it at sometime in their life. Cocaine is similar to other addictive stimulants, such as **methamphetamine** -- which is becoming more of a problem as it becomes more widely available -- and amphetamine.

3. Nicotine



Nicotine in e-cigs, tobacco linked to heart disease

Nicotine is the main addictive ingredient of tobacco. When somebody smokes a cigarette, nicotine is rapidly absorbed by the lungs and delivered to the brain. Nutt et al's expert panels rated nicotine (tobacco) as the third most addictive substance.

More than two-thirds of Americans who tried smoking reported becoming dependent during their life. In 2002 the WHO estimated there were more than 1 billion smokers and it has been estimated that tobacco will kill more than 8 million people annually by 2030. Laboratory animals have the good sense not to smoke. However, rats will press a button to receive nicotine directly into their bloodstream -- and this causes dopamine levels in the brain's reward system to rise by about 25% to 40%.

What is dopamine, and is it to blame for our addictions?

4. Barbiturates ("downers")

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Barbiturates -- also known as blue bullets, gorillas, nembies, barbs and pink ladies -- are a class of drugs that were initially used to treat anxiety and to induce sleep. They interfere with chemical signalling in the brain, the effect of which is to shut down various brain regions. At low doses, barbiturates cause euphoria, but at higher doses they can be lethal because they suppress breathing. Barbiturate dependence was common when the drugs were easily available by prescription, but this has declined dramatically as other drugs have replaced them. This highlights the role that the context plays in addiction: if an addictive drug is not widely available, it can do little harm. Nutt et al's expert panels rated barbiturates as the fourth most addictive substance.

5. Alcohol

Although legal in the US and UK, alcohol was scored by Nutt et al.'s experts 1.9 out of a maximum of 3. Alcohol has many effects on the brain, but in laboratory experiments on animals it increased dopamine levels in the brain's reward system by 40% to 360% -- and the more the animals drank the more dopamine levels increased.



No amount of alcohol is good for your overall health, global study says

Some 22% of people who have taken a drink will develop dependence on alcohol at some point during their life. The WHO has estimated that 2 billion people used alcohol in 2002 and more than 3 million people died in 2012 due to damage to the body caused by drinking. Alcohol has been ranked as the most damaging drug by other experts, too.

Eric Bowman is a lecturer in psychology and neuroscience at the University of St. Andrews and has received funding from the UK Medical Research Council.

Dodge and Jefferson Wisconsin Retail Assessment Project (WRAP) Data Report

Proximity and Density Data

	<u>Wisconsin¹</u>	<u>Dodge²</u>	<u>Jefferson²</u>
Total number of retailers	6896	107	98
Tobacco Retailers per 1,000	1.2	1.2	1.2
Retailers within 500 feet of school	5%	0.9%	6%
Retailers within 1000 feet of school	15%	12%	21%
Number of assessments completed	1477	19	41

Store Type

	<u>Wisconsin</u>	<u>Dodge</u>	<u>Jefferson</u>
Convenience Store with or without gas	63%	53%	56%
Drug store/pharmacy	5%	5%	5%
Beer, wine, or liquor store	9%	11%	2%
Grocery store	14%	16%	17%
Mass merchandiser	5%	11%	17%
Other	2%	5%	0
Tobacco shop	2%	0	2%

Cigarillos	Wisconsin	Dodge	Jefferson
Single cigarillos sold	72%	62%	91%
Cigarillos advertised for <\$1	63%	57%	47%

Average price	Wisconsin	Dodge	Jefferson
Cheapest cigarette pack	\$6.29	\$6.48	\$6.41
Newport menthol pack	\$7.84	\$8.22	\$7.74
Blu disposable e-cigarettes	\$9.08	\$8.66	\$8.94

Price promotions	Wisconsin	Dodge	Jefferson
Cigarettes	47%	17%	43%
Menthol cigarettes	38%	19%	29%
Cigarillos, little cigars, blunts	27%	21%	25%
Chew, moist/dry snuff, dip, snus	30%	7%	23%
E-cigarettes	27%	10%	17%

¹Wisconsin statewide data is aggregated from 2016-2018 WRAP data.

²Dodge and Jefferson County data is from 2018 WRAP data only.

Store Characteristics	Wisconsin	Dodge	Jefferson
Alcoholic beverage sold	76%	89%	95%

WIC/SNAP Accepted	Wisconsin	Dodge	Jefferson
WIC	35%	32%	46%
SNAP	56%	53%	49%

Advertising and Placement	Wisconsin	Dodge	Jefferson
Advertised outside store	41%	26%	44%
Advertisements within 3' of floor	26%	17%	37%
Self-service display	21%	14%	30%
Products within 12" of youth products	28%	21%	15%

Flavored products	Wisconsin	Dodge	Jefferson
Cigarillos, little cigars, blunts	97%	100%	97%
Chew, moist/dry snuff, dip, snus	85%	87%	89%
E-cigarettes	93%	100%	97%

The Surgeon General Says **Kids Use Flavored E-Cigarettes**

