

HVSSSC

Hudson Valley Student Support Services Center

175 Route 32 North | New Paltz, NY 12561 | Phone: 845-255-4874 | Fax: 845-255-3836

FACT SHEET

June 2009

Mary Grenz Jalloh, M.S., M.P.H., CHES, B.C.S.C.R.
Executive Director

Tammy Rhein, L.M.S.W., C.A.S.A.C., CPP
Program Coordinator

EARTH DAY: Clean Sweep, Clean Air, Clean School

Objective: to create a collaborative team effort in order to achieve benefits of having litter-free school grounds while determining any areas of tobacco use (evidenced by butts).

Team members: students, staff, parents, environmental groups, or other interested persons. Team members could decide to work in separate areas or work together in one area at a time/day.

Focus area: the entire campus including athletic field, bleachers, and parking lots. Doorways are often where most butt litter is found.*

Materials: for tools, large and medium sized garbage bags, latex gloves, rakes, brooms. For treats, refreshments, snacks, or pizza for party after clean up completed.

Although tobacco litter is the main target, removing any type of litter makes for a complete Earth Day event, a clean sweep. If you photograph/document or make an "art display" of what is collected you can use it as a way to promote your tobacco-free school policy and to congratulate the efforts of the *Clean Sweep* team.

You could also use the activity as a press event for the local media to cover. Informing adults in the community that tobacco use on the school grounds is illegal and leaves litter is important and should also help reduce butt litter on

campus. Recording the results also will provide a comparison with future clean ups.

Team members can discuss strategies on how to reduce tobacco use on campus. Art students could create projects to communicate the benefits of a tobacco-free school and life style. Pamphlets from the NYS Quitline could be made available. See the Fact Sheet: *Activities With Students and Staff*.

In addition to clean school grounds, this activity provides:

- Notice to smokers that butts are being accounted for when left as "evidence"
- Pretest measuring conditions before further interventions
- Clean "slate" to note when or at which events any significant changes occur (team members could assist in making regular observations of campus)
- Less visual cues to students about tobacco use
- Message to decrease social acceptability for smoking and littering
- Positive group experience and networking opportunity
- Publicity to promote school policy to community

