

OVERVIEW

Education and public awareness continued to be a core component of the mandate of the Saint Lucia Solid Waste Management Authority all in an effort to promote the need for a clean and healthy environment. Messages and information were disseminated through the print and electronic media with radio, television, brochures, posters, flyers and the internet being the most widely utilized. School and community outreach initiatives were also substantive components of the education programme.

School Outreach Programme

During the period under review, the Authority facilitated seventy-nine (79) presentations all in an effort to promote positive waste management practices among the school population and various publics (Appendix A, Table 1). With respect to schools, presentations were undertaken upon request. Most presentations sought to address waste management issues faced by the individual school and were either conducted at school assemblies or at the level of the individual classroom. Students, staff and in rare cases ancillary staff were engaged in discussions pertaining to issues such as littering, waste minimization, composting and the impacts of poor waste management.

A notable component of the school outreach programme was undertaken in collaboration with PCI Media Impact and other agencies with an environmental mandate namely Sustainable Development Division, Biodiversity Unit, Forestry Department, Saint Lucia National Trust and the Department of Fisheries. The initiative sensitized students about the value of the island's biodiversity with special emphasis on mangroves, specifically the *Mankòtè Mangrove*, and its role in climate change. Through oral presentations, mascots and song, linkages among the various components of the environment and the work of the various agencies was highlighted. The Authority facilitated appearances by Tin Tin, the mascot of the Authority and educational presentations highlighting the importance of proper solid waste management and the negative impacts of poor waste management on our natural resources. Twenty-two

(22) schools (Appendix A, Table 2) spanning the communities of Mon Repos to Saltibus benefitted from the initiative.

Presentations were also conducted to communities and participants of various community workshops. Presentations focused on the various waste streams produced, littering, proper waste management practices and the impacts of poor waste management.

In the absence of an awards ceremony in recognition of participating schools during the 2011 Antilitter Schools' Marches the Authority during the period under review recognized all schools for their participation during the activity (Appendix A, Table 3). Each participating school received a surprised visit from staff of the Education Department and was presented with awards and or certificates as well as a token of appreciation. Much to the surprise of the staff of the Education Department, the exercise was well received by all twenty-two schools as principals/teachers hastily called impromptu school and/or class assemblies to facilitate formal receipt of the award and documentation of the activity.

Community Outreach Programme

The Department in collaboration with Zonal Supervisors of the Operations Department continued efforts at the abatement of community hotspots and nuisances associated with communal bins. In an effort to garner support, promote ownership/buy in and success with respect to the proposed changes to the collection methodology residents of the affected communities were consulted through house to house visits, formal and informal meetings and the electronic media to a lesser extent. Successful interventions were recorded in the communities of Marchand Road (near the post office), Balata (after numerous complaints from the school principal given the health hazard associated with the communal bins located near the school) and Barre St. Joseph (complete bin

removal exercise in lieu of a proposal from the community to house all bins in concrete structures at the various points along the community road).

One notable success was the total transformation of the Bisee collection point a once prominent eyesore and health hazard which plagued the community for years. The initiative undertaken in collaboration with residents of the community, the Sandals Foundation and the staff of the Sandals Resorts resulted in a major cleanup activity and transformation of the space into a green area adorned with flowers and food crops presently maintained under the short term employment programme.

Dumping in the Marchand River continues to be a challenge despite house to house visits and letter/flyer drop-offs and numerous interventions over the years.

Community Cleanup Activities

The Authority continued to encourage communities to undertake voluntary cleanup activities whenever necessary, as not all communities were regularly serviced by the various City/Town and Village Councils or government sponsored cleanup programmes. The number of cleanup activities however continues to decrease due to the cleanup programmes undertaken by the Short Term Employment Programme (STEP), National Initiative to Create Employment (NICE) and the Caretakers programme. During the period under review, the Authority provided support to twenty-two cleanup activities through the provision of garbage bags and gloves (Appendix A, Table 3). Waste collection contractors for the area assisted with the transportation of waste to the landfill sites.

Tours of Deglos Sanitary Landfill and Vieux-Fort Solid Waste Management Facility

The Department facilitated school visits to the Deglos Sanitary Landfill and the Vieux-Fort Solid Waste Management Facility. Site visits usually served as culmination activities for studies in waste management and pollution as waste management is an

integral component of the physical and social science curriculum of the Ministry of Education. Approximately eight hundred and fifty-four (854) students accompanied by their teachers were accommodated at the sites during the period under review (Appendix A, Table 4 A & B). Site visits also afforded staff of the Authority the opportunity to stress the need/importance for proper management of waste at the household and community level in order that all be transported and disposed of at the two authorized sites for sanitary management.

Public Complaints

The department continued to manage complaints received from the public. During the reporting period three hundred and sixty-one (361) public complaints were received and recorded into the complaints database. All complaints received were forwarded to the operations department for investigation and closure. Assistance was provided with complaints which did not require field investigations e.g. complaints with respect to dead animals and missed collections.

Print Media

The use of the print media such as newspapers, brochures, flyers and letters was generally limited to specific issues and target audiences in an effort to ensure that the target audience remained the focus and wastage and possible littering were minimized.

Letter/flyers were produced and distributed to target communities with specific solid waste management issues such as noncompliance with respect to collection days, use of communal bins, change in methodology for solid waste collection etc. Letters/flyers highlighted the waste management issues and the corrective actions to be undertaken by the targeted community. Six hundred and forty one (641) letters/flyers were distributed to households in twenty – one (21) communities during various interventions (Appendix A, Table 5).

The Authority through the hurricane supplements of the voice and star newspapers highlighted the proper management of solid waste during the hurricane season and in the event of disaster all in an effort to ensure awareness of the requirements for waste management.

The production and electronic distribution of the quarterly newsletter 'SLUSWMA News' continued during the period under review. The Department continued to update the email list in order to ensure that the newsletter was circulated among as many persons as possible.

Sensitization of the public was undertaken during a number of exhibitions/expos in conjunction with organizers of these events. Four of these activities were utilized to promote good waste management practices (Appendix A, Table 6). Exhibits/displays highlighted issues and information about solid waste management in keeping with the theme of the event.

Electronic Media

Press Releases

During the period under review nine (9) press releases were issued (Appendix A, Table 8) to all media houses and followed by impromptu radio and television interviews highlighting the various waste management concerns and the corrective action. Impromptu radio and television interviews were also facilitated when initiated by news reporters. Press releases were also disseminated through the Authority's Yahoo Groups.

Public Service Announcements (PSAs)

Radio and television public service announcements (English & Creole) addressing various waste management issues were aired on radio stations and television stations. Two (2) PSAs were aired over the period under review (Appendix A, Table 9). Public Service Announcements encouraged the practice of proper waste management among the public.

Appendix A

Table 1: School/Private/Public Presentations

Public/Private Sector Name	No. of Presentations	No. of Participants
Vieux-Fort Primary School	1	100
Vieux-Fort Comprehensive Secondary School Campus B	15	460
Staff Vieux-Fort Comprehensive Secondary School Campus B	1	40
Environmental Committee Vieux-Fort Comprehensive Secondary School Campus B	1	15
Janitors, caretakers Vieux-Fort Comprehensive Secondary School Campus B	1	8
Laborie Development Foundation Summer Camp	1	60
Cultural Development Foundation Laborie Summer Camp	1	40
Lamaze Summer Camp	1	25
Roblot Library Summer Programme	1	35
Mongouge Library Summer Programme	1	40
Choiseul Village Library Summer Camp	1	50
Choiseul Scouts	1	60
Royal Saint Lucia Police Community relations Branch Summer Camp, Laborie	1	60
Royal Saint Lucia Police Community Relations Branch Summer Camp in Banse	1	40
Social Development Fund summer programme, Soufriere	1	75
Coconut Bay (composting)	1	10
Micoud Library summer workshop	1	35
Ti Rocher Library summer workshop	1	40
Harvest pentecostal church summer workshop	1	56

Belle Vue summer workshop	2	50
AnseGer summer workshop	1	24
Vieux-Fort Library Workshop	1	35
Solid Rock Pentecostal Church Daily vocational bible school	1	85
Micoud Secondary School	1	18
Vieux-Fort Technical Secondary School	1	50
Student Nurses SALCC	1	12
Teenagers in-service education programme - Cul de Sac Mothers' & Fathers' Group	1	35
Ministry of Health/Ministry of Sustainable Development wokshop	1	150
Ti Colon/Barre St. Joseph Development Committee summer workshop	1	45
Montesorri Centre, Rodney Height	1	30
New Discoveries Learning Centre	1	35
La Guerre Primary School	1	30
Vendors, Jounen Creole Activities	2	40
Lucelec staff	1	19
Parents, Belle Vue Combined School	1	16
PCI Media Impact Collaboration (schools from Mon Repos to Saltibus)	22	4820
Vendors, Desruisseaux	1	5
Vendors, Ti Rocher	1	2
Vendors, fish market	1	20
Vendors, food court	1	25
Barre St. Joesph	1	30
Bexon Community	1	40
TOTAL	79	6865

Table 2: Participating Schools, PCI Media Impact Collaboration

School Name	School Population
Mon Repos Combined School	160
Emmanuel SDA Combined School	109
Patience Combined School	131
Micoud Infant School	187
Micoud Primary School	248
Blanchard Combined School	194
Ti Rocher (Micoud) Combined School	189
Augier Combined School	325
Belle Vue Combined School	166
Grace Combined School	144
Pierrot Combined School	270
Plain View Combined School	620
Vieux-Fort Infant	235
Vieux-Fort Primary	347
Vigier Combined School	52
Banse La Grace Combined School	100
Laborie Boys' Primary	125
Laborie Girls' Primary	123
Piaye Combined School	101
Saltibus Combined School	170
Vieux-Fort Secondary School – Campus A	522
Vieux-Fort Technical Secondary School	302
TOTAL	4820

Table 3:Community Cleanup Activities

Group	Area Cleaned
Lamaze Development Committee and students of the summer programme	Lamaze community
Lamaze Development Committee and students of the summer programme	Lamaze bus shelter to Roblot Community
Boy scouts of the Reunion summer camp	La Fargue playing field, reunion, around the church and fisheries complex
Participants community relations branch summer camp - Laborie	La Mar, Citrus grove, Labatwi, La Croix Road
Participants community relations branch summer camp - Banse	Banse la Grace, Banse community
Grande Anse Sea Turtle Conservation network	Grande Anse Marine Reserve
Universal Church of God	Trois Piton/Deglos
Monchy youth empowered	Mongiraud Junction to Monchy village
Staff of Smugglers Cove	Main road and general community in the vicinity of the hotel
Lucian Aid	Barre D'lisle
Caritas	Marchand and Environs
Caritas	Forestierre
Lombard Committee	Lombard community
Lucian Aid	Praslin beach
Lucian Aid	Patience near the court and school
Blanchard Community group	Titoo community
Special Education Center	Area surrounding the school
Dennerly South District Council	Beach area
Micoud North District Council	Micoud beach area and cemetery
Vieux Fort South District Council and Residents of Bellevedere	Community of Bellevedere
Praslin Group	Praslin
Dennerly South District council	Dennerly Village
Total	22

Table 4 A: Tours Deglos Sanitary Landfill

Group Name	No. of Tours	No. of Participants
Tiny Hands pree School	1	22
A-Level Southern Division	2	37
Monchy Combined School	1	51
Carmen Rene Memorial	2	283
Ti Rocher Combined School	1	32
New Discoveries Early Childhood Development Centre	1	27
Fond St. Jacques Primary School	1	37
Adventure of the Seas Cruise line	1	2
Representatives of JICA/Embassy of Japan	1	3
Soufriere Library summer programme	1	50
Ti Colon/Barre St. Joseph Development Committee summer workshop	1	32
Gros-Islet Infant School	1	47
Nursing Students	1	35
Bocage Secondary School	1	2
Corinth Secondary School	1	25
Odsan Combined School	1	36
Sir Arthur Lewis Community College	1	33
TOTAL	19	754

Table 4 B: Vieux-Fort Solid Waste Management Facility

Group Name	No. of Tours	No. of Participants
Ti Rocher/Micoud Library summer camp	1	60
Vieux-Fort Library summer camp	1	40
TOTAL	2	100

Table 5: Letter/Flyer Drop-offs

Brief Description	Community Name	No. Distributed
Proper use of communal bins	Labatwi	25
Illegal dumping	Laborie Vieux-Fort Highway	10
Use of communal bin	Jetrine	10
Bin Removal	Barons Drive	26
Illegal dumping	Palmiste	25
Proper disposal of green waste	Black Bay	90
Change in collection service	Monkey Town	60
Non placement of waste near Marchand Post Office	Marchand Road	20
Proper use of community chute	Arundel Hill	50
Change in collection service	Independence City	15
Placement of waste at collection point only on collection days	Independence City	15
Dumping in Marchand river	Marchand	40
Illegal dumping in ravine	Bexon	15
Change in collection service	Barre St. Joseph	60
Bin removal	Marisule	20
Change in collection point	Bisee	25
Proper use of communal bins/observance of collection days	Balata	60
Transportation of waste/observance of collection days	Bocage	22
Change in collection service	Union Hilltop	8
Change in collection service to kerbside collection	Flambouyant, Drive Corinth	35
Change in collection service	Glasgow Hill	10
TOTAL	21	641

Table 6: Exhibitions Utilized for Promotion of Good Solid Waste Management Practices

Organizer	Event
Caribbean Youth Environment Network	Earth Day Expo
Ministry of Health	Health & Wellness Expo
Sacred Heart Parish, Marchand	Health Expo
Ministry of Commerce	World Consumer Rights Day

Table 7: Press Releases

Month	Brief Description
April	Illegal dumping in Bisee
April	Bisee Illegal Dump Cleanup Activity
April	Green Waste Training for Hotel Properties
August	Transportation of Waste to Yorke Hill
August	Illegal Dumping at La Tourney
August	Suspension of Garbage Collection Service due to Tropical Storm Ernesto
September	Suspension of Collection Service in Cas en bas due to road works
December	Management of Solid Waste during the Christmas Season
December	Waste Management Services during the Holiday Season
Total	9

Table 8: Public Service Announcements

Title	No. of PSAs
Eradicate Rats	1
Christmas Jingle	1
Total	2

APPENDIX B

List of Participating Schools Visited

Participating Schools Southern Antilitter Schools' March 2011

1. Vieux-Fort Special Education Centre
2. Aux Lyons Combined School
3. River Doree Anglican Combined School
4. Vieux-Fort Primary School
5. Pierrot Combined School
6. Augier Combined School
7. Technical Vocational School
8. Micoud Secondary School
9. VFCSS Campus A
10. Lions Pre School

Participating Schools Northern Antilitter Schools' March 2011

1. Ave Maria Infant School
2. Ave Maria Primary School
3. Gros-Islet Infant School
4. Vide Boutielle Primary School
5. Anglican Infant School
6. Anse La Raye R.C. Infant School
7. Leon Hess Comprehensive Secondary School
8. Bexon Infant School
9. R.C. Boys Infant School
10. Seventh Day Academy
11. Ciceron Secondary School
12. Millet Primary School

Appendix C

Anti-litter Schools' March 2011 Results

Castries March

Most creative Slogan/Placard

1st Place Infant/Primary:	Ave Maria Girls' Infant School
1st Place Secondary:	Ciceron Secondary School
2nd Place Infant/Primary:	Vide Boutielle Primary School
2nd Place Secondary:	Leon Hess Comprehensive Secondary School
3rd Place Infant/Primary:	Anglican Infant School
3rd Place Secondary:	Seventh Day Academy

Best Organized/Energetic Group

1st Place Infant/Primary:	Ave Maria Girls' Primary School
1st Place Secondary:	Ciceron Secondary School
2nd Place Infant/Primary:	Vide Boutielle Primary School
2nd Place Secondary:	Leon Hess Comprehensive Secondary School
3rd Place Infant/Primary:	Anglican Infant School
3rd Place Secondary:	Seventh Day Academy

Vieux-Fort March

Most Creative Slogan/Placard

1st Place Infant/Primary:	Augier Primary School
1st Place Secondary:	Vieux-Fort Comprehensive Secondary School Campus A
2nd Place Infant/Primary:	<i>Aux Lyons Combined School</i>
2nd Place Secondary:	<i>Micoud Secondary School</i>
3rd Place Infant/Primary:	<i>Vieux-Fort Primary School</i>

Best Organized/Energetic Group

1st Place Infant/Primary:

Augier Primary School

1st Place Secondary:

Vieux-Fort Comprehensive Secondary

School Campus A

2nd Place Infant/Primary:

Vieux-Fort Primary School

2nd Place Secondary:

Micoud Secondary School

3rd Place Infant/Primary:

Pierrot Combined School

