

Education & Public Information Department



Overview

An educational programme is fundamental to the mandate of the St. Lucia Solid Waste Management Authority as it serves to increase public awareness and knowledge about waste management issues and problems thus empowering the public with the necessary skills to make informed decisions and take responsible action. In keeping with the mandate then, environmental education continued to be an integral part of the journey towards improved waste management practices on the island. In an effort to attain the educational component of its mandate the St. Lucia Solid Waste Management Authority in collaboration with its partners facilitated the following efforts to promote proper waste management practices.

- Annual National Cleanup Activity
- Facilitation of community cleanup activities
- Production of quarterly newsletter entitled 'SLSWMA NEWS'
- Production of public service announcements
- Production of brochures/posters, etc.
- Participation during national radio programmes
- Provision of lectures to various publics
- Facilitation of community meetings
- Tours of disposal sites
- 24 hour hotline for public complaints
- Letter/flyer drop-offs to individual households
- Use of community crier

Efforts undertaken in fostering public awareness during the financial year April 2009 – March 2010 included:

School Presentations

School presentations were conducted upon request. Seventy-nine (79) presentations were conducted at twenty one (21) schools with a total of four thousand, five hundred and thirty five (4535) participants (Table 1). Issues discussed included basic waste management practices, the three Rs, waste minimization, impacts of poor waste management, composting etc.

Table 1: School Presentations

School Name	No. of Presentations	No. of Participants
Gros-Islet Primary School	3	80
Entrepot Secondary School	1	500
Sir Ira Simmons Secondary School	16	640
George Charles Secondary School	1	700
Ave Maria Primary School	22	740
Odsan Primary School	1	30
Tapion School	1	15
Anse La Raye Infant School	1	50
Camille Henry Memorial School	1	30
Carmen Rene Memorial School	4	120
Plain View Combined	2	76
Richfond Combined School	1	45
Aux Lyons Combined School	1	80
Ti Rocher Combined School	7	245
VFSS Campus A	7	280
Banse Pre-school	1	16
Roblot Combined School	1	58
Fond St. Jacques Combined School	1	41
Riviere Doree Anglican Combined School	1	63
Soufriere Special Education Centre	1	26
Soufriere Comprehensive Secondary School	5	700
TOTAL	79	4535

Public/Private Sector Presentations

Eighteen (18) presentations were conducted to private/public sector interests resulting in contact with five hundred and forty-four (544) persons (Table 2). Presentations focused on proper waste management practices, impacts of poor waste management, waste minimization, Tin Tin the mascot of the Authority, waste management at public events etc.

Table 2: Public/Private Sector Presentations

Public/Private Sector Name	No. of Presentations	No. of Participants
St. Lucia National Trust (Youth Environment Forum)	3	90
Proud Learners Summer Camp (Central Castries Community)	2	46
Ciceron Children's Home	1	50
Tapion Residents and Business Association	1	15
LUCELEC	1	30
Department of Youth & Sports National Summer Day Camp (Vide Boutielle, Castries)	2	40
Department of Youth & Sports National Summer Day Camp (Dennerly, La Resource, Dennerly)	2	150
LUCELEC	1	
Events Management Training (Ministry of Social Transformation – Choiseul)	1	23
Roblot Library	1	20
Choiseul Library	1	34
Mongouge Library	1	28
Solid Rock Pentecostal Church Youth Group	1	18
TOTAL	18	544

Community Meetings

Forty three (43) persons attended the four (4) community meeting organized during the period under review (Table 3). While community meetings are critical in the exchange of information among stakeholders and arriving at amicable solutions to waste management issues they are usually poorly attended.

Table 3: Community Meetings

Community Name	No. of Meetings	No. of Participants
Rock Hall	1	6
Maynard Hill	1	8
Trois Piton	1	9
Contonement	1	20
TOTAL	4	43

Workshops

Four (4) workshops targeted at children of La Croix Maingot, Ciceron, Babonneau and Ti Rocher-Castries were organized and attended by two hundred and six (206) persons (Table 4). The workshops sought to sensitize and develop awareness among the children with respect to solid waste management at the individual, household, community and national level. Issues of solid waste management were highlighted in the form of expressive writing, song, drama, art & craft, dance, tours of communities as well as a tour of the Deglos Sanitary Landfill. Participants also engaged in community cleanup activities.

Table 4: Workshops Held

Workshop Name	Group Name	No. of Workshops	No. of Participants
Waste Management Workshop	Children of La Croix Maingot & Environs	1	60
Waste Management Workshop	Children of Ciceron	1	50
Waste Management Workshop	Children of Babonneau	1	41
Waste Management Workshop	Children of Ti Rocher, Castries	1	55
	Total	4	206

Letter/Flyer Drop-offs

In an attempt to reach individual households, letters/flyers were delivered to individual homes informing households of the issues and the corrective action. During the period under review one thousand one hundred and twenty (1120) households in thirty-nine (39) communities were targeted (Table 5).

Table 5: Letter/Flyer Drop-offs

Brief Description	Community Name	No. Distributed
Burning of Waste	Marigot	10
Waste Management Practices	La Pansee	25
Bin Removal/Proper Waste Management Practices		15
Waste management practices	Ravine Toutrelle	25
New Village	Good waste management practices	30
Good waste management practices & bin removal	Rockhall	20
Bin removal & implementation of kerbside collection	Trois Piton	50
Good waste management practices	Hospital Road	20
Bin removal (Bin belonging to CCC)	Business community near Dennery Bus stand	15
Bin Removal	Quarte Chemin	25
Proper waste disposal practices	Vendors Vieux-Fort Bus stand	5
Proper Waste Management Practices	Bexon	25
Proper management of green waste	Sans Souci	15
Bin Removal	Active Hill	25
Change in collection service	Vide Boutielle	30
Proper use of bin	George Mallet Avenue	15
Proper waste management practices	Barre du Chaussee	25
Bin Removal	Marchand	50
Bulky waste collection/proper waste management practices	Tet Chemin	20
Proper waste management practices	Ravine Poisson, Bexon	20
Illegal dumping	Millennium Highway	25
Bin relocation	Souci, Cul de Sac	25
Bin Removal		25
Kerbside collection service	Capital Hill	25
Replacement of bins	Bexon	25
Bin Removal	La Clery	25

Change in collection service	Monchy	10
New collection service	La Riviere Mitant	20
Change in collection service	Balata	10
Management of Green Waste	Edgewater	30
New Collection Service	Cabiche	50
New Collection System	Cocoa	10
Reminder of collection days	Fond Benier	30
Reminder of Collection days	Carellie	70
Implementation of Kerbside collection service	Corinth	30
Bin removal	Garden Grove, Entrepot	5
Implementation of Kerbside collection service		50
Proper Waste Management Practices	Assou Canal	40
Waste Collection Days	Rodney Bay	50
Change in collection service	Bois D'Orange	20
Interruption in service due to construction project	Morne du don	50
Bulky Waste Collection	Barons Drive	25
Bulky Waste Collection	Market Road	25
TOTAL	39	1140

Tours: Deglos Sanitary Landfill & Vieux-Fort Solid Waste Management Facility

The Deglos Sanitary Landfill and the Vieux-Fort Solid Waste Management Facility continued to serve as educational landmarks for schools and private and public sector entities. Approximately seven hundred and thirty three (733) persons were hosted during seventeen (17) tours conducted at the Deglos Sanitary Landfill while one hundred and thirty three (133) persons were hosted at the Vieux-Fort Solid Waste Management Facility during five (5) tours (Table 6). Tours of the facility provided participants with first-hand knowledge of the management of the various waste streams received at the site.

Table 6: Tours: Deglos Sanitary Landfill & Vieux-Fort Solid Waste Management Facility

Deglos Sanitary Landfill

Group Name	No. of Tours	No. of Participants
Participants waste management workshops	1,1,1,1	50,55, 60,41
Vieux-Fort Primary School	1	29
St. Lucia National Trust Youth Environmental Forum 2009	1	37
Participants Proud Learners Summer Camp	1	46
JOCV Volunteers	1	7
Playe Secondary School	1	17
Sir Arthur Lewis Community College	2	20
Richfond Combined School	1	42
Marchand Combined School	1	47
Babonneau Secondary School	1	104
Corinth Secondary School	1	20
Anglican Primary School	1	65
Dame Pearlette Louisy Primary School	1	93
TOTAL	17	733

Vieux-Fort Solid Waste Management Facility

Group Name	No. of Tours	No. of Participants
SDA Academy	2	56
Fond St. Jacques	1	35
Soufriere Comprehensive Secondary School, Building Construction Class	1	42
TOTAL	4	133

Newsletter

The Authority continued the production of its quarterly newsletter, SLSWMA News (Table 7). The newsletter featured various activities undertaken by the Authority as well as articles on proper waste management practices. Newsletters were distributed locally, regionally and internationally.

Table 7: SLSWMA News

Newsletters	No. Printed	No. Distributed
SLSWMA News (April – June)	500	500
SLSWMA News (July – Sept)	500	500
SLSWMA News (Oct – Dec)	500	500
SLSWMA News (Jan – Mar)	500	500
TOTAL	2000	2000

Press Releases

Eleven (11) press releases highlighting various waste management issues or activities of the Authority were issued during the period under review (table 8). Press releases were prepared as the need arose and issued to all media houses.

Table 8: Press Releases

Month	Brief Description
April 09	Waste Management Workshops – Babonneau and La Croix Maingot
May 09	Vandalism of Communal Bins
May 09	Stray Dogs at Deglos Sanitary Landfill
July 09	Management of Waste near VFort Bus Stand
August 09	Management of Waste in Leslie Land
August 09	Waste Management Workshops – Ciceron and Ti Rocher, Castries
November 09	NCUA
November 09	NCUA Aftermath
December 09	Management of Waste During Christmas Season
February 10	Illegal Dumping in Bois Jolie and Grande Ravine, Dennery
March 10	NCUA Awards
Total	11

Radio and Television Interviews

Twenty six (26) radio and television interviews were conducted highlighting various waste management issues or activities of the Authority (Table 9). These were conducted by radio and television news reporters after receipt of press releases or through their own initiative.

Table 9: Radio & Television Interviews

Medium	Number
Television	16
Radio	10
Total	26

Public Service Announcements (radio)

Ten (10) radio public service announcements (English & Creole) were aired on two (2) radio stations during the period under review (Table 10). PSAs good waste management practices.

Table 10: Public Service Announcements (radio)

Title	
Waste Management at Public Events	2
Eradication of Rats	2
General Waste Management	2
Complaints	1
Christmas Jingle	1
Bulky Waste	1
Monkey Business	1
Total	10

Public Service Announcements (television)

Fourteen (12) television public service announcements were aired on three (3) television stations (Table 11). Two PSAs informed the public of the requirements for hosting public events while the others encouraged good waste management practices.

Table 11: Public Service Announcements (television)

Title	
Eradicate Rats	2
Waste Management at Public Events	2
General Waste Management	2
Used Lead Acid Batteries	2
Complaints	1
Christmas Jingle	1
Bulky Waste	1
Monkey Business	1
Total	12

Community Crier

Having recognized that communication methods which allow direct contact with the community resulted in a greater number of persons receiving the information, the Authority continued to engage the services of a community crier to assist with the dissemination of information to the public. The community crier was utilized in two communities during the period under review (Table 12).

Table 12: Community Crier

Brief Description	Community
Bin Removal and New kerbside collection service	Norber
Dumping of waste on vacant lot	Bois D'Orange
Total	2

Talk Shows

Officers of the Authority were featured on various talk shows along with representatives of other agencies (Table 13). They were interviewed about various environmental and waste management issues.

Table 13: Talk Shows

Talk Show	Brief Description
The Agenda	Earth Day
The Agenda	Why keep St. Lucia Beautiful
Conceit Creole	About the St. Lucia Solid Waste Management Authority
Total	3

Community Cleanup Activities

Twenty-one (21) communities engaged in community cleanup activities (Table 14). Cleanup activities undertaken were geared towards clearing of drains, collection of litter and debushing of roadsides.

Table 14: Community Cleanup Activities

Group	Area Cleaned
Marchand SDA Church	Marchand
Trois Piton SDA Church	Trois Piton to Ti Rocher
Odsan SDA Church	Odsan
L'Abbayee SDA Church	L'Abbayee
Residents Trou Rouge/Maynard Hill	Area between Trou Rouge and Maynard Hill
Belaire Youth & Sports Group	Belaire
La Croix Vendors	Vicinity of Main La Croix Junction
Gros-Islet	Marie Therese Street
Ti Rocher	community
Micoud Youth & Sports Council	Micoud Village
Grande Ravine Youth Group	Grande Ravine
Vieux-Fort North Community Group	Pierrot
Aux Lyon Group	Aux Lyon
Belmont Pathfinders	Gadette
Vieux-Fort North Community Group	Belle-Vue
VFCSS Campus	VFort/Laborie Highway
Praslin Community Group	Praslin
Ti Rocher SDA Church	Ti Rocher
Soufriere Comprehensive Unesco Club	Along the Crestland Roadside

Soufriere SDA Church	Soufriere Community
River Roots Football Club	River running through the town of Soufriere
Total	21

Posters distributed at Schools

As part of ongoing efforts to promote a clean and healthy school environment, the Authority has taken one step further in expanding its educational initiatives by designing posters addressing specific issues at the various schools. Four (4) posters were designed and a total of eleven (11) posters have been distributed to two (2) schools (Table 15).

School Name	Name of Poster	Number of Posters Distributed
Odsan Combined School	Help your school fight the war against litter	2
Odsan Combined School	Why Trash Beautiful St. Lucia	2
Ave Maria School	Don't Be a Litter Bug	5
Ave Maria Primary School	Composting Step by Step	2
Total	4	11

Clean Schools Healthy Schools Project

The Bank of St. Lucia collaborated with the St. Lucia Solid Waste Management Authority in implementing what is deemed the 'Clean Schools, Healthy Schools Project'.

The objectives of the project are to:

1. Develop positive waste management practices among students in schools
2. Improve the physical environment of schools
3. develop in students a sense of responsibility for the environment
4. Impact a sense of ownership and pride among students in the school environment
5. Change attitudes and behaviours towards waste management at schools

Bank of St. Lucia has given a three year commitment to the sponsorship of the project and donated eight thousand dollars (\$8000.00) towards the first year. The first phase of project implementation commenced in October 2009 with the official launch of the project and continues until the end of the school year.

The schools identified to benefit during the first phase include the following:

1. Ave Maria Girls' Infant School
2. Ave Maria Girls' Primary School
3. Carmen Rene Memorial Primary School
4. Sir Ira Simmons Secondary School
5. Bocage Secondary School
6. Ti Rocher Combined School (Micoud)
7. Vieux-Fort Comprehensive Secondary School - Campus A
8. Clendon Mason Memorial Secondary School
9. Soufriere Comprehensive Secondary School

Schools were selected based on need as per findings of the annual school audits undertaken by the Authority. Critical to the selection process though was the location of some schools in close proximity to the various branches of Bank of St. Lucia. This was to facilitate the participation of bank staff in the various activities under the project. In addition other schools gained selection by virtue of their remote location.

To date activities undertaken by selected schools in collaboration with the SLSWMA include the following:

1. Presentations to parents
2. Presentations to staff of schools including ancillary staff
3. Presentations to students
4. Clean up activities
5. Deployment of garbage bins
6. Antilitter march
7. Beautification activities etc.

Project activities will continue until the end of the school year.

The SLSWMA is pleased to partner with the Bank of St. Lucia in this activity as the project offers schools a great opportunity to improve their institutions of learning as students need clean and healthy places in which to learn. Additionally the project also serves to reassure parents/guardians that the environment where their children spend most of their time is clean and healthy, and promotes learning.

Public buses utilized to air PSAs

The SLSWMA, through TRANSCOM – Transit Entertainment Service utilized LCD screens in public buses as a medium for airing public service announcements. This

was made possible as Transcom has installed 15 inch LCD screens in thirty-five (35) public transit buses covering fifteen (15) major routes on the island. The screens facilitate entertainment and advertising on minibuses similarly to a television set. Additionally, TRANCOM guarantees its clients the airing of a PSA every twenty (20) minutes.

National Cleanup Activity 2009

The St. Lucia Solid Waste Management Authority hosted the tenth annual National Clean up Activity (NCUA) from November 6 – 8, 2009 under the theme “***Nurture Nature for a Better Future, Stop the Littering***”

The antilitter schools’ marches slated for Friday, October 16, 2009 in Laborie and Friday, November 13, 2009 in Castries had to be cancelled after the Ministry of Health, Wellness, Family Affairs, National Mobilization, Human Services and Gender Relations advised against the marches in order to reduce exposure to the infection Influenza A H1N1 virus as an increased number of school children at the time experienced flu-like symptoms.

With respect to NCUA, schools, community groups, private and public sector agencies were targeted through letters of invitation. A public service announcement was prepared in collaboration with Acid Creations for the activity. The public service announcement was aired on National Television Network (NTN), Daher Broadcasting Service (DBS) and Helen Television Systems (HTS), Radio St. Lucia and Helen 100 during the month of October, 2009 leading up to the activity. Press releases were issued and impromptu interviews conducted with radio and television stations as well as the Government Information Service.

Over three hundred (300) private sector entities were targeted for financial or in-kind contributions through letters of request. Financial donations received amounted to \$3000.00 a decrease of \$3,250.00 in comparison to financial donations received last year.

In-kind contributions were received from a wide cross section of the business community. These companies contributed a value of approximately \$30,400.00 in products and services. Noteworthy contributions were received from Daher Broadcasting Service, Consolidated Foods Limited, Bank of Nova Scotia and waste collection contractors employed by the Authority.

During the National Clean-Up Activity two hundred and twenty-four (224) groups throughout the island participated over the three-day cleanup period. Activities began on Friday, November 6, 2009, with cleanup activities undertaken by schools and some public sector agencies. Lower participation was recorded among schools particularly in the north of the island. This was due to the shortage of water as a result of industrial action by staff of WASCO.

Cleanup activities continued on Saturday and Sunday with community groups and private sector agencies undertaking cleanups of road sides, illegal dumps, recreational areas, beaches, and public spaces. Cleanup activities also continued during the following weekend as the National Cleanup Weekend was not convenient for some groups.

The Authority supported the activities through the provision of the necessary supplies while collection contractors employed by the Authority assisted with the removal and transportation of waste generated during the cleanup activities.

This year's NCUA was an overall success as tons of waste was hauled out of communities throughout. Come NCUA 2010 the Authority anticipates greater participation as the activity provides groups and focus on at other times of the year because of the unavailability of the required resources. We however lament the fact that a number of government ministries/agencies did not participate in the event.

National Cleanup Activity Awards

The St. Lucia Solid Waste Management Authority on Saturday, March 6, 2010 hosted its eighth annual national Cleanup Activity. The event which took place at the Civil Service Association (CSA) Centre sought to acknowledge individuals, groups, community persons and private and public sector entities who had contributed significantly to the success of National Cleanup Activity 2009.

In the corporate community category Bank of Nova Scotia, Daher Broadcasting Service, St. Lucia Air and Seaports Authority (SLASPA), Renwick & Company Ltd., Paradise Water, Consolidated Foods Ltd. and SOL Ec. Ltd. were awarded for outstanding contributions in cash or kind.

Awards were also presented for outstanding participation and support while all participating groups received a certificate.

The Authority during the awards ceremony launched the theme for National Cleanup Activity, 2010 – “On Litter Put a Ban, St. Lucia Yes We Can”. The audience was encouraged to commence plans for the activity to ensure an even greater success in 2010.