

Annex H

*Sanitary Education and Public
Awareness Promotion Campaign*

Contents

Page :

H	Sanitary Education and Public Awareness Promotion Campaign H-1	
H.1	Profile of Pilot Project	H-1
H.2	Methodology	H-3
H.3	Activities of the Pilot Project.....	H-5
H.4	Results of the Pilot Project.....	H-14
H.5	Results of the Clean-up Activities	H-32
H.6	Results of Site Visits to Pilot Project Areas.....	H-37
H.7	Results of Students' Opinions on the Video.....	H-38
H.8	Evaluation of the Project.....	H-40

List of Tables

Page:

Table H-1: Profile of Sanitary Education and Public Awareness Promotion Campaign Programs.....	H-1
Table H-2: Applied Methodology	H-3
Table H-3: Program of Workshop (María Auxiliadora)	H-6
Table H-4: Program of Workshop (10 de Octubre)	H-7
Table H-5: Activities by Institutions Participated (MA).....	H-8
Table H-6: Activities of Institutions Participated (10 de Octubre)	H-10
Table H-7: Teacher's Training Program	H-11
Table H-8: Sanitary/Environmental Education Program on SWM, Liceo Cristiano School (Cuscatancingo)	H-12
Table H-9: Sanitary/Environmental Education Program on SWM, Jorge Larde School (San Martin)	H-12
Table H-10: Sanitary/Environmental Education Program on SWM, 10 de Octubre School (San Marcos).....	H-13
Table H-11: Schedule of the Second Site Visit to Pilot Project Areas.....	H-14
Table H-12: Form of Public Opinion Survey (POS).....	H-16
Table H-13: Present Situation of Collection Service in Maria Auxiliadora and 10 de Octubre (before Pilot Project).....	H-17
Table H-14: Waste Problems in Maria Auxiliadora (before and after the PP)	H-18
Table H-15: Sanitary Education in María Auxiliadora (before and after the PP).....	H-19
Table H-16: Public Awareness Promotion Campaign in Maria Auxiliadora(before and after the PP).....	H-22
Table H-17: Waste Problems in 10 de Octubre(before and after the PP)	H-25
Table H-18: Sanitary Education in 10 de Octubre(before and after the PP).....	H-26
Table H-19: Public Awareness Promotion Campaign in 10 de Octubre (before and after the PP).....	H-29

Table H-20: Results of the Clean-up Activities	H-33
Table H-21: Questionnaire (site visit to pilot project areas)	H-37
Table H-22: Evaluation of the Training Course (by Teachers).....	H-42
Table H-23: Evaluation of the Pilot Project	H-45

List of Figures

	Page:
Figure H-1: Implementation Flowchart of Pilot Project	H-4

H Sanitary Education and Public Awareness Promotion Campaign

H.1 Profile of Pilot Project

a. Goals

The pilot project of sanitary education and public awareness promotion campaign aims to:

- Raise awareness of the residents regarding SWM,
- Inform residents of the necessity of proper disposal and management of SW,
- Share the responsibilities between the municipalities and the citizens, and
- Promote public participation.

b. Objectives

In order to achieve the goals above, sanitary education and public awareness promotion campaign activities have been implemented throughout AMSS, concentrating in three municipalities: Cuscatancingo, San Marcos and San Martin (one community each in first two municipalities and one school each in all three municipalities). Profile is shown in the following table:

Table H-1: Profile of Sanitary Education and Public Awareness Promotion Campaign Programs

Programs in the Community		
1.	Period of implementation	May-June 2000, Maria Auxiliadora (Municipality of Cuscatancingo) June 2000, 10 de Octubre (Municipality of San Marcos)
2.	Target group	Leaders and residents of the two aforementioned communities
3.	Methods and campaign tools	Meetings, workshops and clean-up activities. Educational booklet, panels, video, banners, leaflets, signboards, canvassing
4.	Organization	Municipalities of Cuscatancingo and San Marcos, Community Associations, OPAMSS, with the support of JICA Study Team
5.	Cooperation	Health Center (MSPAS) Communal Clinic (ISSS)
Programs in Schools		
1.	Period of implementation	May 2000, Liceo Cristiano (Cuscatancingo) June 2000, 10 de Octubre School (San Marcos) and Jorge Larde School (San Martin)
2.	Target group	Teachers, students and parents of the three schools.
3.	Methods and educational tools	Teacher training course and trial lessons, educational booklet and panels, practical examples, video, etc.
4.	Organization	Municipality of Cuscatancingo, Municipality of San Marcos, Municipality of San Martin, OPAMSS, with the support of JICA Study Team
5.	Cooperation	Schools of Cuscatancingo, San Marcos and San Martin

Public Awareness Promotion Campaign		
1.	Period of implementation	May-June 2000 Maria Auxiliadora (Cuscatancingo) 10 de Octubre (San Marcos) In AMSS (during or after the implementation of the campaign: any time and in any other community by the Counterpart initiative)
2.	Target group	All AMSS citizens
3.	Methods	Public participation through public logo/mascot design contest. Campaign tools: stickers, educational booklet and panels, banners, leaflets, video, broadcast canvassing, etc.
4.	Organization	OPAMSS, All municipalities in AMSS, Other relevant organizations, with the support of JICA Study Team (during pilot project implementation period)

c. Pilot Project Areas

The communities selected for the implementation of pilot projects were as follows:

- Maria Auxiliadora Community:** this community comprises of approximately 750 people being located in the north of Cuscatancingo municipality. Maria Auxiliadora housing project was carried out between 1993 and 1997 by the Municipality of San Salvador to resettle 500 families that lived in high-risk areas of different communities in San Salvador municipality. This project was developed by mutual cooperation between the municipalities of San Salvador and Cuscatancingo with the support of Development and Minimum Housing Foundation (FDVM). 140 families of low-income strata were the beneficiaries of this project and their houses were built through this project with the help of FDVM. The project was named "La Esperanza II". To resettle these families, Luxembourg and two cooperation agencies of Spain (PROSUD and MPDL) provided financial support. At present, the Municipality of Cuscatancingo is helping them in different aspects (clothes, medicine and sound recreation activities for children).

It is, therefore, a newly developed community. However, due to the lack of an appropriate collection system and the residents' habits, waste are scattered already in "quebrada" (ravine) in front of their housing complex, and sanitary problems on waste are getting bigger.

- 10 de Octubre Community:** 10 de Octubre (Phase 2) is located south of the Comalapa expressway in San Marcos. It received its name because it was established for more than 600 families of limited economic resources, which were affected by the October 10, 1986 earthquake. Support for the construction of housings, community center and services was received from government institutions and international organizations. The community has a communal organization: Communal Development Association (ADESCO 10/86) constituted by a Directive Board of eight members that represents the community neighbors.

The community has a regular waste collection service through a container system. However, due to improper use of containers and collection areas, open dumping and waste scattered on the streets and its surroundings are observed.

H.2 Methodology

a. Applied Methodology

The pilot project of sanitary education and public awareness promotion campaign aims at raising awareness of the residents on SWM issues such as potential risks of the SW, the necessity of proper disposal and management of SW, responsibilities sharing among the municipalities, governmental institutions and residents. To achieve these goals, the methodologies applied by the Study Team consisted fundamentally of meetings and training's of the community through workshops, residents' participation in clean-up activities, teachers training course and other complementary activities by using stickers, posters, educational booklet, educational panels, video, banners and other campaign materials prepared by the Study Team.

The methods used in this pilot project are basically those proposed in the Progress Report (1), which are summarized in the following table:

Table H-2: Applied Methodology

Method	Activity	Remarks
1 Design of campaign tools	• Campaign logo (mascot)	Through public contest inviting all AMSS residents
	• Preparation of stickers, posters, educational booklet, educational panels, banners, leaflets, signboards, etc.	Planned by the Study Team with the cooperation of the Counterpart
	• Production of educational video	Planned by the Study Team
2 Activity-Based Learning	• Writings and drawings by students • Exhibition of works made by students	14 schools of AMSS
3 Meetings and Workshops	• Meetings with community residents and teachers • Training through workshops • Teachers training course • Target group: community residents, teachers and students	Counterpart/ other relevant organizations/ Study Team
4 Project with Participation Focus	• Promotion of the campaign and distribution of stickers (joint activity by school/community/ municipality and other relevant organizations) • Clean-up activity (as part of the collection service experiment)	Counterpart Municipality Community Schools Study Team
5 Health Care and Cultural Festival	• Vaccination for children • Vaccination against rabies • Women's health care • Family planning • Blood pressure check • Dental check-up, etc	By Health Units (MSPAS) and Communal Clinics (ISSS) personnels
	• Music festival • Exhibition of educational panels • Video related to SWM, hygiene, etc.	Municipalities, schools, relevant organizations, Study Team
6 Evaluation of Pilot Project	• Site visits to pilot project areas (before and after pilot projects implementation)	Counterpart Community leaders Study Team
7 Inspection of Pilot Project Areas	• Inspection of project sites and monitoring in schools and community areas where the pilot projects have been conducted.	Counterpart/ Study Team

b. Implementation Procedure

A public awareness promotion campaign was conducted in the whole AMSS by the Counterpart with the support of the Study Team from mid May until the end of June 2000. The campaign was intensified mainly in Maria Auxiliadora in Cuscantancingo and 10 de Octubre in San Marcos, located respectively at the north and southeast of the San Salvador City.

During the experiment, the following points were carefully observed to examine the viability of the proposed plan.

- To observe the changes of people's awareness before and after the campaign.
- To verify the convenience of the proposed campaign tools and the methodology proposed through the results of the pilot projects.

The following figure shows the implementation procedure of the pilot project. It is divided essentially into three stages: (1) planning and preparation stage, (2) implementation and verification stage, and (3) evaluation.

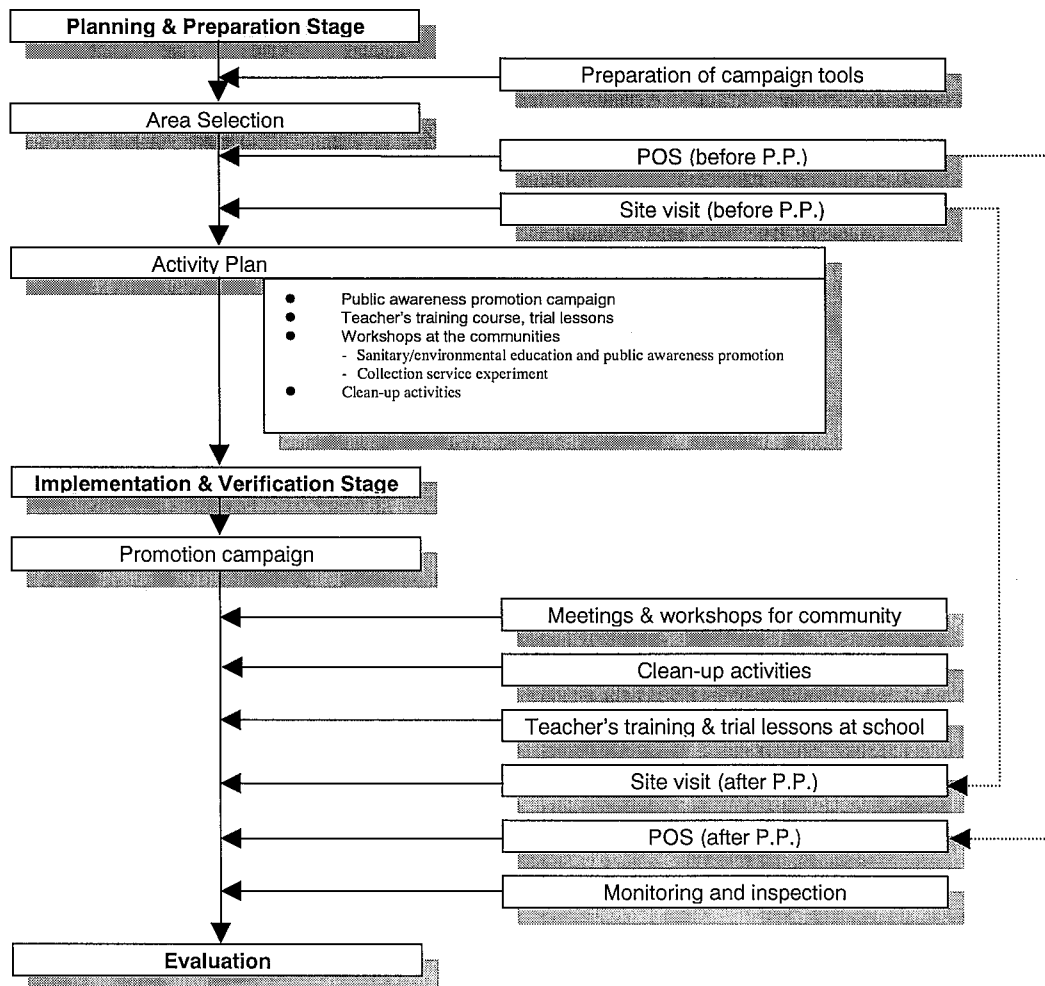


Figure H-1: Implementation Flowchart of Pilot Project

H.3 Activities of the Pilot Project

Sanitary/environmental education through community meetings was provided in María Auxiliadora (Municipality of Cuscatancingo) and 10 de Octubre (Municipality of San Marcos) by the Study Team as part of the collection service experiment as well as public education campaign in itself. Although both works are deeply interrelated, a differentiation must be made because of the slightly different goals. Contents of each activity are summarized as follows:

a. Meetings with the Community for the Collection Service Experiment

In the collection service experiment, the purpose of the sanitary/environmental education program is not only to increase public knowledge on SWM related issues, but also to promote the collection service experiment itself and gain support and participation from the community involved. Using the same approach utilized for the public education campaign, the main concern is to motivate two previously selected communities - one that has a collection service (promotion of the reduction of waste volume) and another that currently does not receive the collection service (improvement of the sanitary conditions) - to take initiatives and to begin an appropriate collection system.

The following issues were discussed at the meeting carried out in the communities of Maria Auxiliadora and 10 de Octubre:

- Benefits to health and environment through the collection service experiment.
- Relationship between diseases and solid waste.
- Common diseases in that community at present.
- Benefits of a regular waste collection.
- Disease prevention.
- Solid waste generated by each individual should be his/her responsibility, while the environment should be everybody's concern.
- Need for changes in inadequate habits and attitudes.
- Need for cooperation by the community.
- How to cooperate with the collection service experiment.

To ensure the effectiveness of the collection service experiment and consequently of sanitary education, the municipality officers, community leaders and residents of the selected areas agreed to:

- Attend and participate in meetings and prepare the activities to be implemented among all parties involved.
- Call the participation of the residents and other relevant persons in the workshops to be implemented in the community.
- Attend and cooperate in clean-up activities.
- Explain to all residents the benefits of the collection experiment and the advantages

of a proper SWM.

- Formation or consolidation of communal organizations for the appropriate use and maintenance of the containers and keeping the surrounding clean.
- Promote the implementation of the measures applied to the collection service experiment well beyond the finalization of the experiment.

Besides meetings related to the collection service experiment, workshops on sanitary education and a public awareness promotion campaign were implemented for leaders and residents in the pilot project areas.

b. Workshops for the Community

As part of the pilot project of sanitary education and public awareness promotion campaign, two workshops were held for leaders and residents of the selected communities (Maria Auxiliadora in Cuscatancingo and 10 de Octubre in San Marcos) to give guidance on the proper use of containers and promote among the residents the need for appropriate SWM, responsibility sharing and the benefits of public participation toward the improvement of sanitary conditions of the community.

b.1 Workshop in Maria Auxiliadora (Cuscatancingo)

A workshop for the community was held in Liceo Cristiano School on May 20, 2000 with approximately 130 participants, including a majority of women. The workshop was conducted using educational panels and showing a video produced by the Study Team. The audience was very interested in all aspects related to SWM. The program of the workshop is shown below:

Table H-3: Program of Workshop (Maria Auxiliadora)

Time	Program	Resource Person/Speaker
09:00-09:15	Introduction (Contents of the pilot project, objectives of the workshop, etc.)	Municipality of Cuscatancingo Mr. Mario Aguilar
09:15-09:30	Explanation of the clean-up activities	Municipality of Cuscatancingo Mr. Mario Aguilar
09:30-09:40	Environmental problems that affect the community	Salvadoran Institute of Social Insurance (ISSS)
09:40-09:50	Public health and health care	Health Unit (MSPAS)
09:50-10:20	Sanitary education and public participation	JICA Study Team Ms. Ayako Ido
10:20-10:30	Closing remarks	Municipality of Cuscatancingo Mayor OPAMSS Ms. Celina Cruz

b.2 Workshop in 10 de Octubre (San Marcos)

In the Community Center of 10 de Octubre, a workshop was held with an attendance of approximately 160 people (70% were women) on June 10, 2000. As in Maria Auxiliadora, issues related to SW problems were explained and discussed using the educational booklet and panels.

A video, which gives very descriptive images of the reality, was shown, to make the audience understand waste problems, which directly affect them. Most of the participants watched the video with a lot of interest. The residents showed interest in correlation between SWM and diseases and what measures could be taken to avoid them.

Table H-4: Program of Workshop (10 de Octubre)

Time	Program	Resource Person/Speaker
15.00-15.05	Presentation (introduction and content of the pilot project)	OPAMSS Ms. Celina Cruz
15.05-15.15	Introduction (objectives and development of the workshop)	Municipality of San Marcos Mr. Mauricio Balcaceres
15.15-15.25	Explanation of problems and appropriate use of containers	Leader of the community Mr. Jose Pedro Flores
15.25-15.45	Public health and health care	Communal Clinic (ISSS) Dr. Rolando Bustamante D.
15.45-15.55	Sanitary problems that affect the community	Health Unit (MSPAS) Mr. Pedro A. Carrillos
15.55-16.20	Sanitary education and public participation Necessity of community cooperation, change of habits and attitudes. Exhibition of panels.	JICA Mr. Masaharu Kina
16.20-16.25	Explanation of clean-up activities	Municipality of San Marcos Mr. Mauricio Balcaceres
16.25-16.40	Video "I want it! a clean and sound city"	JICA
16.40-16.55	Discussion	All
16.55-17.00	Closing remarks	Municipality of San Marcos

c. Clean-up Activities

Clean-up activities were carried out in joint cooperation by all the community residents, community leaders, governmental agencies and schools of the pilot project areas. The objective of these activities in the communities of Maria Auxiliadora in Cuscatancingo and 10 de Octubre in San Marcos was to improve the sanitary conditions of the community by its own inhabitants and to raise their awareness toward a clean and sound community.

Before the commencement of the pilot project, several meetings and workshops were held with leaders and residents of the two pilot project communities.

The purposes of these meetings and workshops are:

- To involve the community in the public awareness promotion campaign.
- To encourage residents' participation in clean-up activities (clean-up of open dumping areas, streets and public areas of both communities).

Clean-up activities were organized by and under the responsibility of the municipalities and leaders of the communities. During the cleaning day, the following activities were carried out:

- Spreading of the clean-up activities to the public through leaflet distribution.
- Organization of various working groups to clean.

- Clean-up of open dumping areas, ravines, streets, and collection point areas with the cooperation of residents and municipal collectors.
- Distribution of incentives (T-shirts, caps and stickers) to the residents who participated in the clean-up activities.
- Health fair: health care was provided by health institutions.
- Music festival

c.1 Clean-up Activities in Maria Auxiliadora

Approximately 250 to 300 residents participated in the clean-up activities. The municipal personnel organized 6 groups (5 to 6 people in each group) and were assigned to six sectors of previously designated areas in the community.

Sticker distribution by the schoolchildren and health care activities provided by the Health Unit of MSPAS and the Communal Clinic of ISSS were carried out together with these clean-up activities. 50 students of Liceo Cristiano School accompanied by teachers participated in the distribution of stickers on the streets near the pilot project site to promote the public awareness promotion campaign.

The Health Unit and the Communal Clinic of Cuscatancingo with a medical and supporting personnel (18 in total) provided the community residents with such care as general checkup, dental care, blood pressure control, vaccination, medications, fumigation, etc.

The Civil National Police (PNC) also participated in the activities by showing educational materials related to their campaign against AIDS and drugs. They also provided security to the students that participated in the distribution of stickers in public roads.

Table H-5: Activities by Institutions Participated (MA)

Institutions participated	Activities
<p>Health Unit (MSPAS) Coordinator: Ronald Merino Personnel participated:</p> <ul style="list-style-type: none"> • Sanitation (2) • Health promoters (2) • Dentist (1) • Dental care assistant (1) • Doctor (1) • Nurse (1) 	<ul style="list-style-type: none"> • Fumigation • Application of insectifuge • Vaccination • Dental care • Parasite check
<p>Communal Clinic of Cuscatancingo (ISSS) Coordinator: Dr. Roxana de Melara Personnel participated:</p> <ul style="list-style-type: none"> Doctors (5) Nurse (1) Pharmacist (1) Hygienist (1) Health education (1) Assistant (1) 	<ul style="list-style-type: none"> • Parasite check • Control of weight, height, blood pressure • Dental hygiene
<p>Liceo Cristiano School Participants:</p> <ul style="list-style-type: none"> Teachers (5) Students (50) 	<p>Distribution of stickers in public areas</p>

Institutions participated	Activities
<p>Civil National Police Personnel participated: 10</p>	<ul style="list-style-type: none"> • Presentation of material related to PNC's campaign against AIDS and drugs. • Support to students who participated in the distribution of stickers in Cuscatancingo streets

c.2 Clean-up Activities in 10 de Octubre

These clean-up activities, initially scheduled for June 18 (Sunday) and postponed due to rain to June 24 (Saturday), were carried out with the participation of the whole community.

Approximately 500 to 600 people participated in the clean-up activities. At the commencement, a hundred people were in stand by. However, once the activities were initiated, a large part of the community joined in. As in Cuscatancingo, the personnel of Municipality of San Marcos organized in 7 teams formed 7 resident groups to clean strategic working areas in the community. Two big groups were allocated to the area of "barranquita" in order to eliminate a big waste promontory. The other groups were distributed to clean previously planned strategic areas.

Students of 10 de Octubre School distributed stickers when clean-up activities are being carried out. Immediately after the clean-up activities, the Health Unit (MSPAS) and Communal Clinic of San Marcos (ISSS) provided a health check to all residents. Several agents of Civil National Police (PNC) all dressed as "Escolim" (campaign mascot) participated in the activities providing support to student groups in charge of sticker distribution and keeping work areas safe.

Approximately 50 students were divided into groups to distribute stickers to pedestrians and put stickers on vehicles in the center and barrios of San Marcos. They were accompanied by police personnel and supervised by a teacher and a student leader wearing a protective helmet, a safety traffic vest and a stop sign. This operation was carried out in a very orderly manner, with all the safety precautions taken and in accordance with traffic rules.

Later on, these students, jointly with the personnel of the Municipality of San Marcos planted trees in the existing concrete container area after the cleaning. It is also necessary to highlight the participation of the Health Unit and the Communal Clinic (17 people) in providing health care to the community as part of preventive and hygienic measures.

The activities carried out by the institutions participated are shown in the following table:

Table H-6: Activities of Institutions Participated (10 de Octubre)

Institutions Participated	Activities
<p>Health Unit (MSPAS) Coordinator: Dr. Maria Magdalena G. de Martinez, Mr. Pedro Antonio Carrillo Peña Personnel participated:</p> <ul style="list-style-type: none"> • Sanitation (2) • Nurses (3) • Dentist (1) • Dental care assistant (1) • Pediatrician (1) • Psychologist (1) • Medical student (3) • Nurse student (1) 	<ul style="list-style-type: none"> • Fumigation • Application of insectifuge • Vaccination • Prenatal control • Family planning • Weight control • Blood pressure control • Dental care • Vaccination of dogs and cats • Educational information • Information on dengue, cholera and leptospirosis
<p>Communal Clinic of San Marcos (ISSS) Personnel participated:</p> <ul style="list-style-type: none"> • Dental hygienist (1) • Auxiliary nurse (1) 	<ul style="list-style-type: none"> • Preventive dental care • Mouthwashes of fluorine • Topical application of fluorine • Prophylaxis • Information on oral hygiene • Video on dental care
<p>10 de Octubre School Coordinator: Mr. Fredy Balmore Ramirez Participants:</p> <ul style="list-style-type: none"> • Teachers (5) • Students (50) 	<ul style="list-style-type: none"> • Distribution of stickers in public areas • Plantation of trees
<p>Civil National Police Participating personnel: 10</p>	<ul style="list-style-type: none"> • Support of students who participated in the distribution of stickers

d. Teacher's Training and Trial Lesson at Schools

Teacher's training was provided taking into account "effective education method". In order for the sanitary/environmental education to be continuously provided to students in AMSS and its effect are to be disseminated, the roles teachers play are very important. If teachers are aware of the importance of raising awareness of students on waste issues and obtain knowledge on waste, their knowledge will be widely disseminated not only to students but also to the community members through students.

The selected schools were two centers located in the pilot project areas (Liceo Cristiano School in Cuscatancingo and 10 de Octubre School in San Marcos) and an educational center outside the pilot project area (Jorge Larde School in San Martin).

- Two teachers per school and the principals of two invited schools participated in the training course.
- The training was carried out using the educational materials such as booklet, 10 panels, video, which were especially made for this pilot project. These educational materials are also used in trial lessons for students at schools.
- The interest of the teachers and their enthusiasm in developing the educational campaign in their educational centers, were clearly expressed during preparation stages.
- The knowledge and the message conveyed during this training course were assimilated and fully understood.

The teacher's training was carried out according to the following program:

Table H-7: Teacher's Training Program

Training Program	
1	Presentation and Background Information
2	Objectives and Introduction to Training Subjects (Solid Waste)
3	Natural Resources <ul style="list-style-type: none"> • Concept • Renewable and non-renewable resources • Relationship between population and natural resources • Relationship between natural resources and waste generation • Difference between past and present generation of waste
4	Waste and Recycling <ul style="list-style-type: none"> • Concept • Classification of waste • Production of waste • Destination of waste in AMSS • Appropriate waste management (explanation of three "R")
5	Presentation of Video <ul style="list-style-type: none"> • Audio visual • Comments • Confirmation of knowledge
6	Application Exercises <ul style="list-style-type: none"> • Exchange of ideas on teaching plan
7	Evaluation of the training course
8	Closing remarks

After the teacher's training course for the mentioned schools, teachers of the respective schools held classes for the students, firstly in Liceo Cristiano School in Cuscatancingo, followed by Jorge Larde School in San Martin and 10 de Octubre School in San Marcos. Approximately 60 to 70 students of different grades attended the class in each school, who were previously selected by each school. In the last two schools, parents of the students were also invited to observe the lessons.

In Liceo Cristiano School, two teachers who received teachers training course held a session to share what they learned in the training with other teachers in their school. On the day of trial lesson, the school decided to teach only waste issues to all grades for a whole day. All teachers taught their own students using the textbooks which JICA Study Team provided. The school was really enthusiastic about introducing sanitary/environmental education and teachers were aware of the waste problems the community is facing. This experience was encouraging example to prove that teacher's training is effective to multiply the effect.

Sanitary/environmental education programs carried out in the three schools are shown in the following tables:

Table H-8: Sanitary/Environmental Education Program on SWM, Liceo Cristiano School (Cuscatancingo)

June 2, 2000

Moderator: Teacher of Liceo Cristiano School

Time	Program	Resource Person/Speaker
09.00-09.05	Introduction	School Principal
09.05-09.10	Our life and the environment	JICA Study Team Ms. Ayako Ido
09.10-09.15	Current waste problems in Cuscatancingo and appropriate use of containers	Municipality of Cuscatancingo Mr. Mario Aguilar
09.15-09.35	Video presentation on waste problems (including exchange of comments)	Teacher Ms. Juanita Beatriz de Palacios
09.35-09.45	Present conditions of waste management in AMSS (using educational booklet and panels)	Teacher Ms. Juanita Beatriz de Palacios
09.45-09.55	Problems, causes and effects of waste (using educational booklet and panels)	Teacher Ms. Juanita Beatriz de Palacios
09.55-10.10	What can we do? (using educational booklet and panels)	Teacher Mr. Manuel Ore
10.10-10.25	Q & A	Teacher Mr. Manuel Ore
10.25-10.30	Closing remarks	OPAMSS Ms. Celina Cruz

Table H-9: Sanitary/Environmental Education Program on SWM, Jorge Larde School (San Martin)

June 13, 2000

Moderator: Teacher of Jorge Larde School

Time	Program	Resource Person/Speaker
09.00-09.05	Introduction	School Principal Ms. Juana Fuentes de Cuadra
09.05-09.10	Background information on sanitary/environmental education program and public awareness promotion campaign	JICA Study Team Mr. Masaharu Kina
09.10-09.15	Current waste problems in San Martin	Municipality of San Martin Mr. Daniel Fernando Cruz
09.15-09.35	Panels 1-5 • Our city, San Salvador Metropolitan Area and its natural environment • Protection and conservation of natural resources • Waste generation in AMSS • Problems, causes and effects of waste	Teacher Ms. Carmen A. Mojica de Rivas
09.35-09.55	Panels 6-10 • Methods to reduce the waste amount • What we can do?	Teacher Ms. Zoila Carolina Hernandez Vines
09.55-10.05	Practical exercises	Teacher Ms. Carmen A. Mojica de Rivas
10.05-10.25	Presentation of educational video Questionnaire on the video	Teacher Ms. Carmen A. Mojica de Rivas
10.25-10.35	Q & A	All
10.35-10.40	Closing remarks	School Principal Ms. Juana Fuentes de Cuadra

Table H-10: Sanitary/Environmental Education Program on SWM, 10 de Octubre School (San Marcos)

June 15, 2000		Moderator: Teacher of 10 de Octubre School
Time	Program	Resource Person/Speaker
09.00-09.05	Introduction	School Principal Mr. Juan Francisco R. Ponce
09.05-09.10	Background information on sanitary/environmental education program and public awareness promotion campaign	JICA Study Team Mr. Masaharu Kina
09.10-09.15	Current waste problems in San Marcos	Municipality of San Marcos Mr. Mauricio Balcaceres
09.15-09.35	Panels 1-5 • Our city, San Salvador Metropolitan Area and its natural environment • Protection and conservation of natural resources • Waste generation in AMSS • Problems, causes and effects of waste	Teacher Mr. Ignacio Cruz Marmol
09.35-09.55	Panels 6-10 • Methods to reduce the waste amount • What can we do?	Teacher Mr. Fredy Balmore Ramirez
09.55-10.05	Practical exercises	Teacher Mr. Ignacio Cruz Marmol
10.05-10.25	Presentation of educational video Questionnaire on the video	Teacher Mr. Fredy Balmore Ramirez
10.25-10.35	Q & A	All
10.35-10.40	Closing remarks	School Principal Mr. Juan Francisco R. Ponce

e. Site Visits to Pilot Project Areas

e.1 Objectives of the Visits

At the end of May 2000, workshops on the appropriate use of containers before their installation in pilot project areas were carried out for community residents. Clean-up activities were carried out by community residents with the cooperation of municipal personnel, health institutions and schools of the respective municipalities on May 27 and June 24 (previously scheduled for June 18) in the communities of Maria Auxiliadora and 10 de Octubre respectively. Pilot projects aimed to raise people's awareness through meetings/workshops involving the communities (residents and schoolchildren), and clean-up activities were carried out through public participation.

Therefore, the purpose of the visits to pilot project sites before and after the implementation of pilot projects (especially clean-up activity areas) was to observe the changes in the areas as well as the evolution of people's awareness through the involvement of communities and experiences in schools.

Site visits showed the attendants the effectiveness of the campaign. It can be said that it was very important to see the effect of the campaign with their own eyes and hear residents' voice by themselves.

e.2 Locations of the Site Visits

Maria Auxiliadora in Cuscatancingo and 10 de Octubre in San Marcos.