

# Data I

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*Pilot Project for Sanitary Education  
and Public Awareness*

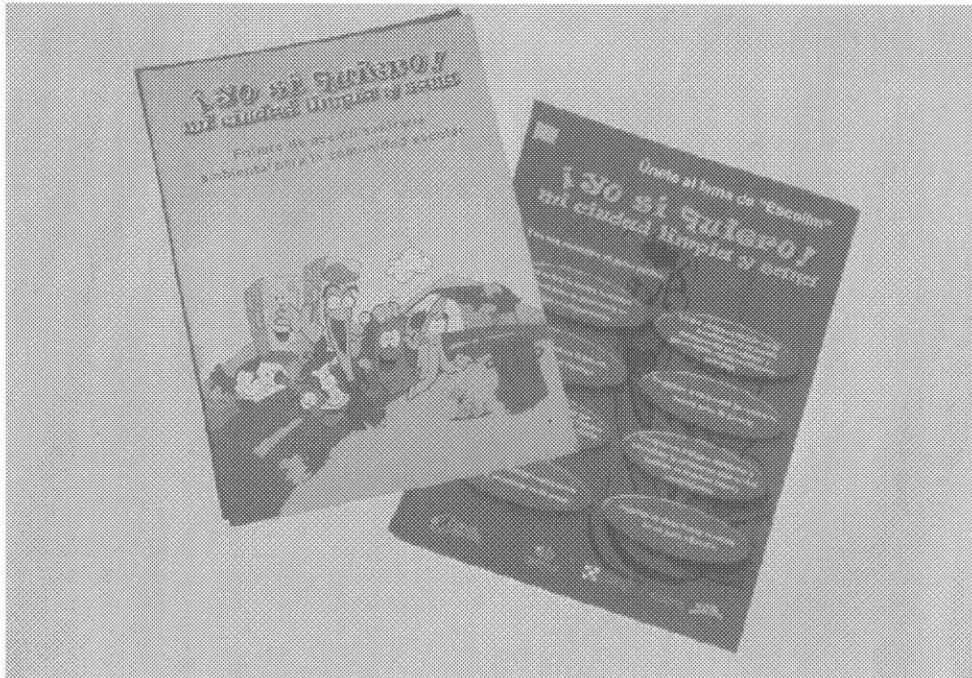
## I.1 Educational Booklet

The educational booklet is especially designed for the student in schools as an educational material for the sanitary education program in schools.

It contains texts and many colorful illustrations referring to the negative environmental impact of inadequate handling of garbage and showing children and adults alike preventive sanitary measures. It supplements the educational video and panels which are to be used jointly or independently. The booklet is more general than the video so that its use is not confined to formal education at school or community lectures. Based on these principles, the booklet was designed as follows:

- Small, short and simple to avoid initial rejection by children.
- Colorful and attractive to encourage the youth to keep it and study it.
- Layout with little text and many pictures and illustrations to avoid boredom.
- Impersonal text, with general vocabulary not restricted to any particular age, gender, income, social, religious or interest group.

The educational booklet is also identified by the slogan “*Yo sí quiero! mi ciudad limpia y sana*” (I want it! my city to be clean and sound) to create a homogeneous and global campaign by defining a unified message and it has 20 full colored pages.



Educational Booklet

# I want it! a clean and sound city

Educational Booklet on Sanitary/  
Environmental Action for School Community



## To Readers

### **I want it! ... a clean and sound city**

We all wish to be living in clean and healthy conditions. In this sense, Escolim and many state institutions, municipalities and organizations are working for this purpose.

**I want it!** is a booklet intended to promote children's interest in sanitary/environmental problems and encourage their participation in activities toward proper waste handling, considering the protection of the natural resources and the improvement of the quality of life for the population.

**I want it!** shows many illustrations and explanatory messages to children, who certainly will promote and take important steps in the near future, contributing to create a clean and sound metropolitan environment.

One of the objectives that JICA (Japan International Cooperation Agency) Study Team contemplates within the sanitary/environmental education program and public awareness promotion campaign is to diffuse and share knowledge on sanitary and environmental problems caused by waste.

This educational booklet has been published to draw attention to the close link between waste and the living environment, focusing on the following aspects:

Raising awareness about waste problems and environmental deterioration through the knowledge of appropriate methods of waste handling.

Importance of resource protection and harmful effects of mass production.

Methods to reduce waste generation and recycle.

It is expected that the acquired knowledge will fuel the core power in the change of attitudes regarding waste, so that we can maintain a clean and sound environment for our families, based on sustainable development for the benefit of future generations.

