

## **I.2 Student's Participation in "Public Awareness Promotion Campaign"**

### **Views of Children and Youths of AMSS**

#### **a. Foreword**

One school (primary and junior-high school) from each municipality of San Salvador Metropolitan Area (AMSS) was invited to participate in the essay and illustration design program on **"sanitary and environmental issues of AMSS related with waste"**.

This student participation was a proposal suggested within the program of Sanitary/Environmental Education and of Public Awareness Promotion Campaign by the Planning Office for San Salvador Metropolitan Area (OPAMSS) and the fourteen municipalities of AMSS, with the support of the Japan International Cooperation Agency (JICA).

This program is one of the components of pilot project called "Public Awareness Promotion Campaign" for the "Study on the Regional Solid Waste Management for San Salvador Metropolitan Area" which is being carried out by JICA. The main objective of the pilot project is to raise awareness of residents in AMSS regarding the waste problems and promote activities of waste minimization by means of the appropriate management of waste, reuse, reduction and recycling of waste.

The goal of the campaign is to raise awareness and to change attitudes of residents in a good way so that they can make responsible decisions in relation to its environment. These changes require time and their results can not be expected in the short term, therefore, it is recommended that residents start learning about proper handling of waste at their early age. It is also necessary to take action now to impede metropolitan environmental degradation, beginning at home, in the school, on the streets, in the neighborhoods, in barrios, in communities, in municipalities, and in the entire AMSS.

In essay and illustration design program, students from all the municipalities of AMSS participated. Setting the proposal in the first stage, selection of school establishments was carried out by the Counterpart of the fourteen municipalities. In the second stage, the participant school establishments carried out an internal competition between several students of different grades to select five works (essays and illustrations), which works were sent to OPAMSS aiming the promotion of the waste problems in AMSS.

All works selected (70 in total) were published to encourage and serve as an example to other students and children as well as adults in AMSS.

The development of the conscience about the necessity of environmental protection from all sectors of the society is observed in the diversity of views presented by the students in their works.

The opportunity of the manifestation of a public conscience will contribute toward a clean and sound metropolitan environment, and ensure the quality of life of the future generations.

**b. View of children and the youth of AMSS related to waste problems**

The view of the children and the youth expressed in essays and illustrations shows the great concern about the degradation of the environment in AMSS in the future.

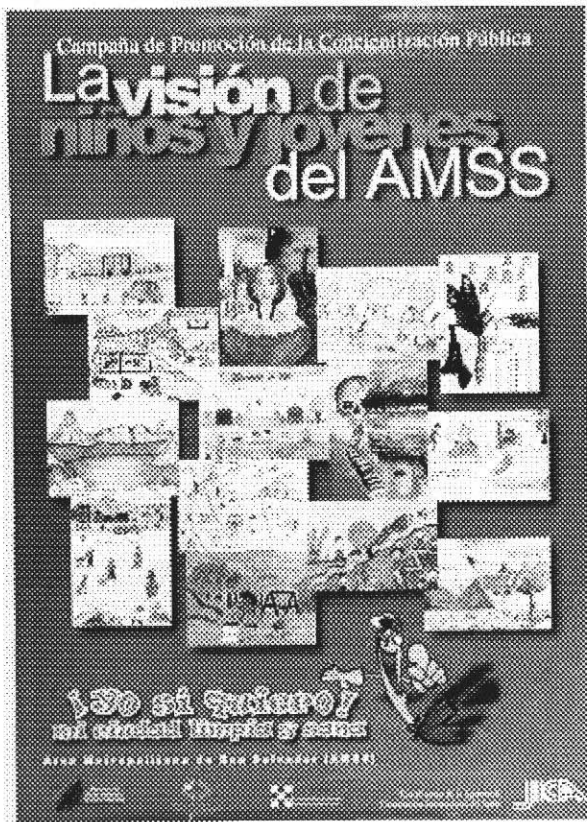
Essays contain both proposals and opinions (what we can do with the waste problem?) to create an environmentally sound AMSS. The messages outlines the personal contribution of the students for the protection of the health and environment of the metropolitan area.

The illustrations reflect activities towards the environmental preservation, protection of the health through waste reduction, reuse, recycling, and preservation of the urban landscape.

Thousands of children and the youth concerned about the future of AMSS and its environment request effective and concrete actions from the competent authorities and the whole community. It is because only their own inhabitants can stop the environmental degradation and the damages to the health that is caused by inappropriate waste management.

It is comprehensible that these children and the youth are giving an alert, and at the same time, asking for help, expressed through their essay messages and illustrations. It is perceived that a long way exists towards the recovery or minimization of the existing damage in AMSS. However, the essays and illustrations also showed us a hope of their authors that young people and grown ups can contribute to the reconstruction and recovery of an environment by taking a balance between development and conservation of the environment, which ensures the quality of life of future generations.

b. **Poster and booklet published using student essays and illustrations**



Poster with the best illustrations selected from schools in AMSS.



Publication of booklet with essays and illustrations made by students of 14 selected schools in AMSS.

### **I.3 Educational Panels**

The themes of the educational panels were as follows:

- San Salvador Metropolitan Area (AMSS) and its natural environment (1)
- Protection and conservation of natural resources (2)
- Generation of waste in AMSS (3)
- Problems, causes and effects originated by waste (4 and 5)
- Methods to reduce the waste amount (6 and 7)
- What we can do? (8 and 9)
- I want it! a clean and sound city (10)

The panels were prepared with presentation of pictures and illustrations to attract the attention of children and adults and to facilitate the understanding of the texts.

These panels (10 in total) were prepared to develop training activities in workshops, trial lessons in schools and for other purposes in conferences and seminars. Original panels were made in Spanish version. English version is presented in the following pages (for pictures and illustrations see Spanish version).

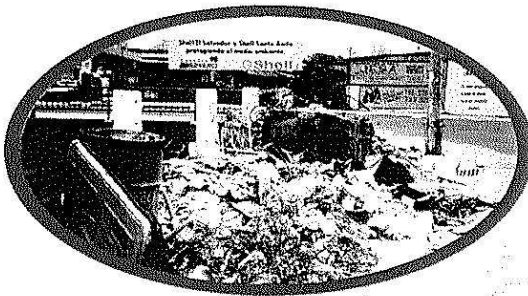
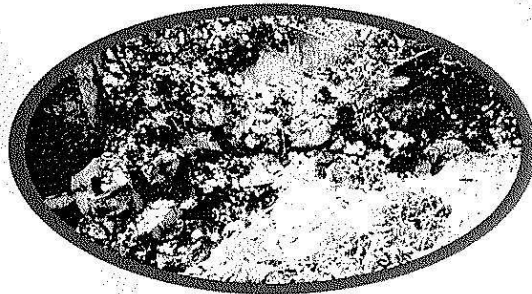
# Our city San Salvador Metropolitan Area (AMSS) and its natural environment

Metropolitan population: Approx.  
1,950,000 (projected population, 1999).

The San Salvador Metropolitan Area  
(AMSS) covers 14 municipalities.

Population increase is accompanied by  
deterioration of the natural environment.

We generate a large amount of waste in our daily lives, and cleansing is a priority. When we do not help to keep the houses, plazas, "quebradas", ravines and rivers of our city clean, our metropolitan environment deteriorates, affecting the health and welfare of all its inhabitants



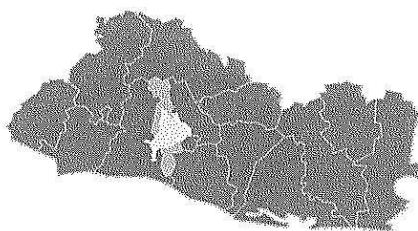
In the last years, many people have begun  
to understand the importance of conserving  
our beautiful environment and to worry  
about the environmental problems.

Let us know more about our environment,  
especially the waste problems that we are  
facing, and let us think what we can do  
to conserve our city clean and sound. These  
educational panels will help you to better  
understand many aspects of our reality.

## Municipalities of AMSS

- |                      |                     |
|----------------------|---------------------|
| 1 San Salvador       | 8 Antiguo Cuscatlán |
| 2 Mejicanos          | 9 Soyapango         |
| 3 Delgado            | 10 Ilopango         |
| 4 Cuscatancingo      | 11 San Martín       |
| 5 Ayutuxtepeque      | 12 Apopa            |
| 6 San Marcos         | 13 Nejapa           |
| 7 Nueva San Salvador | 14 Tonacatepeque    |

San Salvador Metropolitan Area (AMSS)



El Salvador

