

Press release

For Immediate Release



Waste in humanitarian Operations:
Reduction and Minimisation

Kisumu, Kenya – February 13, 2025

Pamela Steele Associates (PSA) Launches Comprehensive Waste Management Campaign in Kisumu, Kenya on February 13, 2025

In a bold step to address the pressing challenges of medical and environmental waste, Pamela Steele Associates (PSA) under the Waste in Humanitarian Operations Reduction and Minimisation (WORM) project is proud to launch an innovative waste management campaign in Kisumu, Kenya, in collaboration with the Kisumu County Ministry of Health, National Environment and Management Authority (NEMA) and the Misango Arts Ensemble. This initiative, funded by the European Union, aims to transform how waste is handled in healthcare facilities and communities, promoting safer practices and sustainable solutions.

Why Waste Management Matters

Every year, **healthcare facilities generate hazardous waste** that, if not handled correctly, poses serious risks to public health and the environment. Improper disposal methods, such as incinerating mixed waste or unsafe dumping and disposal practices, release pollutants into the air, water, and soil, threatening the well-being of Kisumu residents. **PSA's campaign addresses these challenges head-on by promoting education, community engagement, and the adoption of environmentally friendly waste treatment methods.**

Innovative Campaign Highlights

PSA's campaign is powered by creative and community-centered approaches designed to resonate with Kisumu's diverse population:

1. Community Engagement through the Arts:

- **Theatre Performances:** Local actors bring relatable stories to life, highlighting the dangers of poor medical waste management and showcasing alternative solutions.
- **Murals and Visual Displays:** Youth artists will create impactful public art to inspire and educate on the importance of proper medical waste disposal.
- **Poetry Slams and Creative Events:** Interactive gatherings will explore themes of environmental safety and sustainable practices.

2. Educational Outreach:

- Distribute brochures and posters in high-traffic areas like marketplaces and schools.
- Workshops tailored for healthcare professionals and waste handlers, emphasizing safe medical waste management practices.

3. Youth Empowerment:

- Unemployed youth will be trained as campaign ambassadors, distributing educational materials and sharing key messages about waste hazards.
- Art jams and creative opportunities will allow young artists to contribute meaningfully to the campaign's visual impact.

4. Digital Advocacy:

- Use of platforms like TikTok and SMS alerts to engage tech-savvy audiences with quick, compelling content.
- Online awareness campaigns highlighting practical solutions for safe waste disposal.

Expected Outcomes

The campaign is designed to:

- Increase public awareness of the health and environmental risks associated with improper medical waste management.
- Drive the adoption of safer, eco-friendly medical waste treatment methods such as chemical disinfection, steam sterilization, and proper disposal practices.
- Foster active participation from local youth and community members in Kisumu's medical waste management initiatives.

A Collective Responsibility

Pamela Steele, Founder and CEO of PSA, emphasized the importance of collective action: *“Waste management is not just a technical issue—it’s a community responsibility. By educating and empowering Kisumu residents, we can build a healthier, cleaner future for all.*

Join Us!

PSA invites all stakeholders—local governments, healthcare facilities, businesses, and residents—to join this transformative effort.

Together, we can turn Kisumu into a model city for sustainable waste management.

About the WORM project

This comprehensive waste management campaign is part of the larger WORM project, funded under the Horizon Europe Programme. WORM (Waste in Humanitarian Operations: Reduction and Minimization) tackles the pressing issue of waste management in humanitarian operations. By addressing waste challenges in field hospitals and livelihood programmes, the project aims to deliver circular economic solutions that reduce environmental impact while maximizing socio-economic benefits.

About Pamela Steele Associates

PSA is a global leader in supply chain transformation and capacity development. With a strong focus on public health and sustainability, PSA delivers innovative solutions that empower communities and foster long-term impact.

Media Contact:

Hellen Wanza

Environmental Waste Management Specialist

Pamela Steele Associates

WhatsApp: +254718890465

Email: hellen.wanza@pamsteele.org



**Funded by
the European**

Note: Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them.

worm