

# worm

**Waste in humanitarian Operations:**  
Reduction and Minimisation

## WP7-8 Communication & Dissemination T8.3: Targeted Local Awareness Campaigns

PSA & Anaïs Loudières (EURONOVIA)



Funded by  
the European Union

*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*

# PSA'S CAMPAIGN APPROACH IN KISUMU, KENYA



**Engaging Unemployed Youth in Brochure Distribution**

**Utilizing Youth Artists for Mural Creation and Visual Displays**

**Creative Events and Community Engagement**

- Theatre Performances
- Poetry Slams and Creative Events
- Educational Content and Awareness Materials

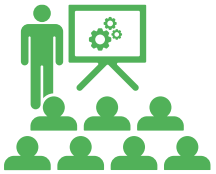


Funded by  
the European Union

# ENGAGING UNEMPLOYED YOUTH IN BROCHURE DISTRIBUTION



Partner with local organizations to identify and recruit unemployed youth in Kisumu County.



Provide training on effective brochure distribution techniques and key messaging about medical waste hazards.



Target high-traffic areas such as marketplaces, schools, and community Centers for maximum reach.



Liaise with the Ministry to gain support and access to youth networks.



Coordinate campaign timelines and activities to align with Ministry initiatives and events.

# UTILIZING YOUTH ARTISTS FOR MURAL CREATION AND VISUAL DISPLAYS



Collaborate with unemployed youth artists to design and create impactful murals and visual displays.



Use art to communicate the dangers of incinerating mixed waste and promote alternative waste treatment solutions.



Involve local communities in the creation process to foster ownership and awareness.

**worm**



Funded by  
the European Union





## THEATRE PERFORMANCES



Develop and perform plays that illustrate the hazards of incinerating mixed waste.



Engage audiences through relatable stories and scenarios that highlight alternative waste treatment methods.



Partner with local theatres and schools to host performances, ensuring accessibility and wide participation.

**worm**



Funded by  
the European Union



## POETRY SLAMS AND CREATIVE EVENTS



- Organize poetry slams focused on themes of environmental safety and waste management.
- Showcase artworks created by youth that convey messages about safe waste handling.
- Conduct interactive sessions where participants can learn and share ideas on improving waste management practices.

## EDUCATIONAL CONTENT AND AWARENESS MATERIALS



- Distribute informative materials that detail the hazards of incineration and promote alternative solutions.
- Utilize murals and posters to reinforce key messages in public spaces.
- Complement physical outreach with online content to reach a broader audience.

worm



Funded by  
the European Union



## EXPECTED OUTCOMES

Increased Awareness: Enhanced public understanding of the dangers of incinerating mixed waste.

Active participation from local youth and communities in waste management initiatives.

Adoption of safer and more environmentally friendly waste treatment methods.

Prominent visual displays and performances that continuously educate and remind the public.

worm



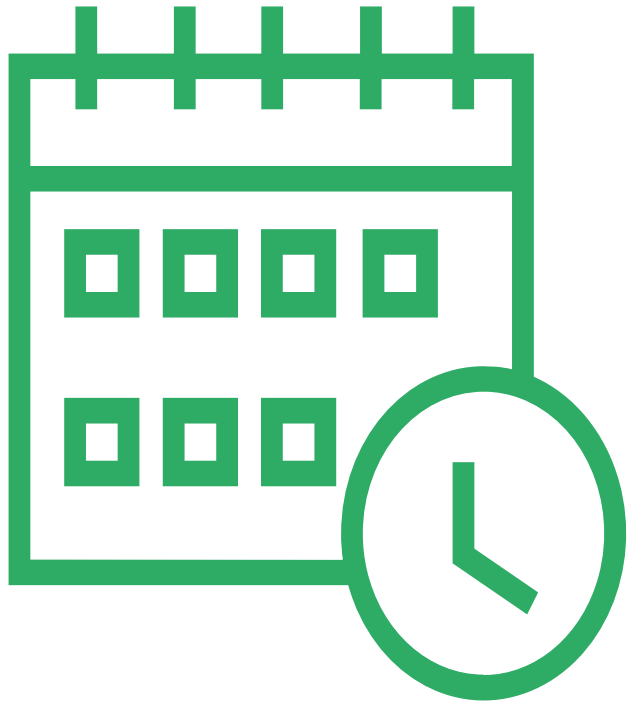
Funded by  
the European Union







## Activities Undertaken To Date

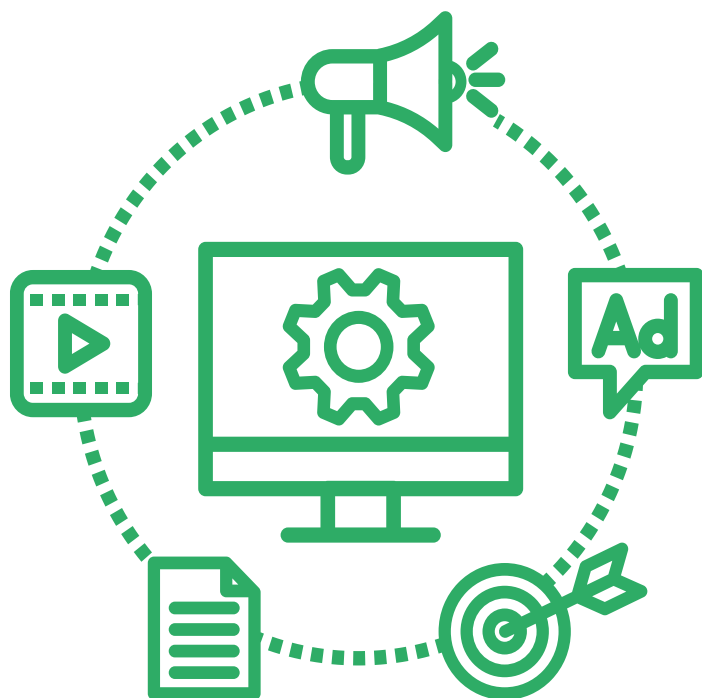


- Conducted a desk study on the best way for Messaging Campaign for Tackling Medical Waste Management in Kisumu, Kenya
- Developed draft brochure



Funded by  
the European Union

## Social Media and Digital Advocacy

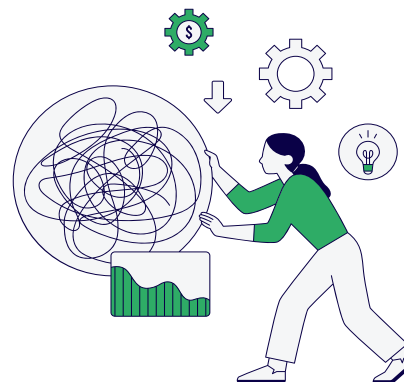


- Utilize popular platforms like TikTok for short, engaging content featuring local medical centers and relatable themes.
- Implement low-cost nudges such as SMS alerts or push notifications promoting campaigns and events.
- Use visual media like posters, slogans, and videos to emphasize risks and solutions for improper waste disposal.

## Social Engagement Through the Arts



- Commission murals in high-visibility areas to depict the dangers of medical waste and promote proper practices.
- Host "art jams" where supplies are provided for youth artists to create impactful messages.
- Create provocative art to evoke emotional responses and immediate awareness.





## Tracking Engagement and Retention



- Use machine learning to track medical waste production and youth engagement trends.
- Collect demographic and behavioral data to optimize campaign efforts.
- Conduct periodic surveys to measure long-term impact and refine strategies.



Funded by  
the European Union





## Proposed Messaging Themes

- "Keep our city clean, and our hospitals cleaner."
- "Waste not—help reduce medical waste and save lives."
- "In the bin, or we're down the drain—act now to prevent harm."





## Next Steps

- Implement data-driven tools to monitor engagement and identify areas for improvement.
- Expand successful strategies to neighboring regions and comparable communities.
- Measure retention rates through follow-up surveys stratified by demographics and outreach methods.
- This campaign blends innovative and practical strategies to address a critical public health issue, leveraging local talent and technology to create impactful, sustainable outcomes



Funded by  
the European Union

- Brochure sample

worm



Funded by  
the European Union

## Where does waste go?

### Incineration:

- Burn waste into gas or ash.
- A simple and popular operation, but **energy-intensive**.
- Releases **air pollutants**.

### Landfilling:

- Put waste in **empty land** with fencing and security.
- **Low cost** and easy.
- Soil and water **pollution**.

### Microwaving:

- **Extreme temperatures** to destroy infectious materials.
- **Environmentally friendly**.
- **Expensive** and requires **shredding** of waste.

### Chemical disinfection:

- Use of **chemicals to kill infectious germs**.
- **Time efficient** and suitable for liquid waste.
- **Hazardous** chemicals that pose risk to workers.

### Pressure steam sterilization:

- **Inactivates** toxic agents with high-pressure steam.
- **No pollution** risk and is **low cost**.
- **Smelly waste** and have to crush materials.

## Your role

You can do your part to improve the safety of others and yourself when working with medical waste:

- Always put your trash in a bin.
- Never touch or pick up used needles.
- Close trash bins and use correct liners.
- Keep on top of vaccines.
- Talk to your friends and family about where medical waste should go.

Join the movement!



KEY:  
Trash disposal:  
A - Wrong, uncovered bins  
B - Right, covered bin  
Disposal:  
A - Wrong, mixed open waste  
B - Right, single type of waste  
Personal protective equipment:  
A - Right, full protective equipment  
B - Wrong, partial protective equipment with skin exposed

## What's the deal with medical waste?

Best practices for medical waste and what you can do



worm

Waste in humanitarian Operations:  
Reduction and Minimization

## What?

**Any waste produced in the hospital, pharmacy, or even dental clinic is medical waste.**

After you use needle, where should it go? Should you throw it in the trash? In a separate sharps bin? Or anywhere? It should be thrown in the sharps bin, but many might not know or care.



Doing your part to properly handle medical waste and dispose of it in the right place is important, as it could pose a danger to others. Out of all medical waste made by health-care facilities, 15% is hazardous and could be infectious, toxic, or radioactive (Abukmeil et al., 2021).

## What's wrong?

Can you identify the right and wrong ways waste is being handled?

### Trash bins



### Disposal



### Personal Protective Equipment



KEY on reverse

## What's the danger?

**Medical waste is hazardous to people and the environment if not handled correctly.**

Just think if you picked up a trash bag and a used needle poked through. You could become infected. This stress is a daily reality for waste handlers and scavengers (Mochungong et al., 2020).

Also, the different ways waste is disposed of can be toxic to the environment. Landfills result in water and soil pollution. Burning waste results in toxic gas release and ash creation.



References:  
Abukmeil, A., Barhoum, A., Sher, M., & Yoshida, M. (2021). Assessment of health-care waste generation and its management strategy in the Gaza Strip, Palestine. *Journal of Material Cycles and Waste Management*, 25, 4-11.  
Mochungong, P. I. K. (2020). The Right of Clinical Waste Pickers: Evidence from the Northwest Region of Cameroon. *Journal of Occupational Health*, 52(2), 142-145.

# worm

THANK YOU!!



<http://wormproject.eu>



[wormproject](#)



[wormproject.eu](#)



[worm\\_eu](#)



Funded by  
the European Union



[contact@wormproject.eu](mailto:contact@wormproject.eu)