Incineration

Presented By:
Jaafar Ayyash
Omar Al-Yaman
Sara Shaffie
Marwa Trabolsi

Presented To:
Mr. Khodor El-Hussein & Mrs. Tala Alkhatib
Incineration

1. Campaign goal/purpose:
   The purpose of our campaign is to carry out a community health campaign on health awareness regarding incineration.

2. Campaign objectives:
   a. Define and introduce waste management.
   b. Define incineration.
   c. Explain the mechanism of incineration and its benefits.
   d. Provide a list of negative health impact of incineration on community health.
   e. Suggest alternatives for incineration.
   f. Distribute face masks printed with the slogan.
   g. Distribute flags printed with the slogan.
   h. Prepare the playground and decorate according to the theme of the campaign.
   i. Interview with the radio station will be done as a marketing for our campaign.

3. Target audience:
   a. Target audience: Global University community, especially Faculty of Health Sciences and its four departments (Nursing, Nutrition, Physical Therapy, Medical Lab) including the instructors and students.

4. Clarify your campaign’s communications:
   a. Message/slogan:
   b. Logo will be designed.
   c. Target audience’s knowledge: the audience’s knowledge will be assessed using interviews with them and asking them the following questions:
      1. What do you know about waste management?
      2. Do you know that incineration is a type of waste management?
      3. Name place(s) where incinerations occur.
      4. Can you list the side effects of incineration?
      5. In your opinion, what are the alternatives?

5. Tasks, tactics/tools, timeline, and budget:
   a. The tasks of each group member:
      2. Omar: Literature Review, Interviews, Marketing (Advertisement), Logo Design.
      3. Sara: Literature Review, Interviews, Marketing (Flyers), Brochures.
   b. Tactics:
      1. Marwa and Sara will explain the poster that will include some real pictures about incinerations in Lebanon, mechanism and real interviews with people influenced by incinerations.
      2. Start with a small video that introduce incineration.
      3. Omar and Jaafar will explain the pons and cons of incineration, and alternatives of incineration.
      4. Game.
c. Timeline:

1. The campaign will be done from 1 pm till 3 pm in the playground.

<table>
<thead>
<tr>
<th>TIME</th>
<th>ACTIVITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 pm - 1:40 pm</td>
<td>A video that will introduce the topic and provide general information about waste management.</td>
</tr>
<tr>
<td>1:40 pm – 2:10 pm</td>
<td>Mechanism and posters explanation</td>
</tr>
<tr>
<td>2:10 pm – 2:40 pm</td>
<td>Side effects and alternatives</td>
</tr>
<tr>
<td>2:40 pm – 3pm</td>
<td>Game</td>
</tr>
</tbody>
</table>

d. Budget:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posters</td>
<td>30 000</td>
</tr>
<tr>
<td>Flags and face masks</td>
<td>70 000</td>
</tr>
<tr>
<td>Equipments</td>
<td>50 000</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>150 000</strong></td>
</tr>
</tbody>
</table>

6. Implementation and evaluation:

a. The team members will evaluate the work using a checklist that will include all the tasks to be done during the campaign including if it was done as expected or if it should have been done in another way.

b. The audience will evaluate our campaign by voting on a board that will be placed in the playground. The board will be divided into two parts one with a smiley face and the other with a sad face. Or two bowls will include buttons of 2 different colors one indicating good the other bad and the audience will choose the color according to their evaluation and put it in a closed box that will be opened after the end of the campaign.