Aggressive Information Campaign on the Solid Waste Management Program in General Santos City

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Abstract
The project aims to raise awareness on General Santos City's Ecological Solid Waste Management (SWM) Program. Included in the said program is the city’s ways of waste segregation as well as the governing ordinance about SWM and its highlights. With the approval of government agencies and of the group’s adviser, the group proceeded with its next step, which is the preparation of information-dissemination materials. After the reproduction of these materials, these were distributed to different residential areas. Through the project, 47 residents of 2 residential areas had been given flyers with information about Solid Waste Management Program and posters had been posted in 6 communities including their commercial areas and the city’s public market. The project also showed that more than half of the residents interviewed do not entirely know about the SWM Program of the city which shows the importance of this project.

I.) Background of the Study
General Santos City, has a land area of 51,355 ha., a population of about 411, 822, and a population growth rate of 4.30% as of 2000. It is considered a highly urbanized city and is also known as the Tuna Capital of the Philippines. Its strategic location, typhoon-free climate, and modern infrastructures have caused it to be a hotspot of local and international investments. The fisheries and the agro-industrial sector of the city contribute most to the city’s income.

However, the socio-economic development within the city has contributed to Solid Waste Management (SWM) problems. As of 2007, estimates show that 292, 572 kg/day (292.5 tons/day) of garbage is generated within the city with its average per capita of 0.44 kg per day. If compared to the population and the growth rate of the city, it can be concluded that the amount of waste generated within the city per day worsens as the time passes especially in the absence of intervention. This issue has become a concern for us students, because
we believe that a growing city should have a well-implemented and well-disseminated SWM program. *(General Santos City 10-Year Integrated Solid Waste Management Plan (2007-2017), 2007)*

II.) **Objectives of the Study**

1.) To create appealing information dissemination materials such as posters, flyers, leaflets, and/or tarpaulins to support the education component of the SWM program of General Santos City.

2.) To distribute the prepared information materials to selected residential and commercial sites in General Santos City to increase public awareness of the City’s SWM program.

III.) **Scope and Limitation**

The project entitled “Aggressive Information Campaign on the Solid Waste Management Program in General Santos City” was only done on selected residential and commercial areas in General Santos City. The prepared information materials is based on the “General Santos City 10-Year Integrated Solid Waste Management Plan, 2007-2017” of the General Santos City, published in 2007. The campaign materials involved in this study were distributed to selected areas in the said city. After which, the residents were asked about their opinion about the distributed information materials, the importance of education in the SWM program of the city, and their personal resolve given the fact that they were given first-hand information on the SWM program of General Santos City.

The current project is not concerned anymore to the impacts done by the intensive information campaign. It simply seeks to educate the residents of General Santos City about the existence of the SWM program and solicit their impressions about the project. The photos of the said campaign materials and the opinions of the residents would serve as the results of this project. The impact analysis of the study will be done at a later stage (in a separate project) after the conduct of the information dissemination stage to allow for enough time for the residents to live with the said lifestyle.

IV.) **Significance of the Study**

The project is important, because it promotes the increase in awareness among the residents of General Santos City of its SWM program. Making campaign materials such as flyers and posters and their distribution to locals are the priorities of the project, since these are not yet well distributed and are inexistent as of the moment. Moreover, the published SWM program handbook of the General Santos City government is not that accessible to majority of the residents of the city. With this project, more and more people will have access to the gist of the SWM Program of General Santos City without spending too much in the distribution of the very thick manual that the city was able to come up with. Through this, the public will be well informed about the current state about garbage matters in the city and do their responsibilities as stakeholders in ensuring the well being of their environment as far as solid waste management is concerned. If
public awareness would rise, positive changes regarding the city’s waste problems would highly be expected.

V.) Methodology

Consultation with the Adviser

Planning

Preparation of Information Dissemination Materials

Evaluation and Editing of the Information Dissemination Materials

Reproduction of the Information Materials

Distribution of the Materials and Interviewing of the Residents

Preparation of Report
VI.) Results

Figure 1.1: Image Sample of Flyer A Showing the Content of the Said Material

Figure 2.2: Samples of Different Medium (Color) for Flyer B
a.) More than 50 colored fliers were made in varying colors of construction paper.
b.) 47 residents were given fliers about the Solid Waste Management Program of General Santos City.
c.) 59.09% of the residents interviewed do not entirely know the City Ordinance No. 12, which is responsible for the Ecological Solid Waste Management Program.
d.) 10 posters were distributed in 6 barangays throughout the city including the city’s public market.
Figure 4.1: A Group Member Posting Our Poster in the residents’ homes

I.) Bibliography

*General Santos City 10-Year Integrated Solid Waste Management Plan, 2007-2017*