



REGIONAL OFFICE FOR THE
EASTERN MEDITERRANEAN

BUREAU RÉGIONAL DE LA
MÉDITERRANÉE ORIENTALE

SHORT COURSE ON SOLID WASTES
COLLECTION AND DISPOSAL

EMRO 0134

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Lecture No. 21

Public Relations

Good public relations are essential for a successful solid wastes collection and disposal programme.

A. Introduction

1. The vital need for an efficient programme for solid wastes collection and disposal.
2. Some factors affecting a successful programme for solid wastes collection and disposal.
3. A few examples of difficulties encountered in the field of solid wastes collection and disposal in the Eastern Mediterranean Region.

B. Some basic elements of good public relations

1. Sanitation consciousness among the public.
2. Sanitation training among the collection and disposal staff and labourers including the raising of their morale and prestige.
3. Vital support and encouragement by the municipal authorities for any programme concerning the collection and disposal of solid wastes.

C. A few suggestions for good public relations programmes

1. Public hearings organized by Municipal Authorities.
2. Public exhibitions to be held by Municipal Authorities to show the difficulties encountered in this field and how they could be corrected.
3. Utilizing all means of public information to improve and raise the standard of public consciousness towards the solid waste programme. Newspapers, broadcasting and television can be utilized for this

4. Public lectures in mosques and churches.
5. Health education programmes at schools, public places and clubs.
6. Encouraging competition among different zones of each city and among the cities themselves.
7. Annual or seasonal practical demonstrations of street cleanliness.

D. Co-operation among concerned authorities

1. Co-ordination among different authorities interested in solid wastes collection and disposal.
Examples : Public Health Authorities, Municipal Authorities, Public Works Authorities, Agricultural Authorities, Industrial Authorities and other authorities who may be concerned.
2. Good representation of the importance of the solid wastes problem to the Higher Authorities and Public Authorities who affect the budget allotment for solid wastes collection and disposal programmes.