

GLOBAL

U n i v e r s i t y

Faculty of Health Sciences

NUR340P

Incineration

Presented By:

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Presented To:

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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:
 1. Marwa: Literature Review, Interviews, Marketing (Messages), Equipments
 2. Omar: Literature Review, Interviews, Marketing (Advertisement), Logo Design,
 3. Sara: Literature Review, Interviews, Marketing (Flyers), Brochures
 4. Jaafar: Literature Review, Interviews, materials, Printing out,
- 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 pros 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.

TIME	ACTIVITY
1 pm - 1:40 pm	A video that will introduce the topic and provide general information about waste management.
1:40 pm – 2:10 pm	Mechanism and posters explanation
2:10 pm – 2:40 pm	Side effects and alternatives
2:40 pm – 3pm	Game

d. Budget:

Item	Cost
Posters	30 000
Flags and face masks	70 000
Equipments	50 000
Total:	150 000

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.