

GLOBAL

U n i v e r s i t y

Faculty of Health Sciences

NUR340P

Leachate and Water Pollution

Presented by:

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Ousama Abdul-Nabi

Marwa Takkush

Presented to:

Ms. Tala Al Khatib and Mr. Khodor El Hussein

Leachate

1. Campaign goal/purpose:

The purpose of our campaign is to raise awareness among students regarding the hazardous effect of leachate and the importance of initiating preventive measures to avoid these effects.

2. Campaign objectives:

- a. Introduce the concept of landfill and leachate in a simplified way by doing a model about landfills
- b. Bringing sound effect system that is related to the topic
- c. Prepare different contaminated water samples in order to explain about the effect of water pollution on our health
- d. Preparing our stand in a way that reflects the topic of the campaign (ex. Grass, balloons...)
- e. Making poster that includes slogan about the topic: "**You are the Solution to Water Pollution**".
- f. Preparing sample bottles and key chains with our slogan in order to distribute them to the audience.
- g. Posting teasers 1 week before the announcement and invitation of the campaign in order to trigger the audience's curiosity
- h. Posting posters about the campaign 1 week before in order to invite the GU students to the 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 (25-65 years old) and students (18-25 years old).

4. Clarify your campaign's communications

- a. Message/slogan: You the Solution to Water Pollution
- b. Logo was designed.
- c. Target audience's knowledge: the audience's knowledge will be assessed using a game and giving the students a chance to examine the flow of water from contaminated to clean, and interviewing them using the following questions:

1. Do you know what landfills and leachates are?
2. What type of pollution does leachate cause?
3. Do you know the effect of water pollution on our health?
4. Do you know what the preventive measures for water pollution are?

5. Tasks, tactics/tools, timeline, and budget:

- a. The tasks of each group member:
 1. Hiba: Literature Review, Interviews, Marketing (Messages), Equipments
 2. Mayssam: Literature Review, Interviews, Marketing (Advertisement), Logo Design, equipments, souvenirs
 3. Marwa Takkush: Literature Review, Interviews, Marketing (Flyers), print out, pins
 4. Oussama: Literature Review, game, materials
- b. Tactics:
 1. Oussama will explain about the game.
 2. Hiba will interview the audience and define and introduce the topic.

3. Mayssam and Marwa Takkush will explain the hazardous effects of water pollution with solutions
 4. Distributing the souvenirs (all the team)
- c. Timeline:
1. The campaign will be done from 1 pm till 3 pm in the playground on Wednesday May 22, 2013.

TIME	ACTIVITY
1 pm - 1:40 pm	Introduction of the topic and interviews
1:40 pm – 2:10 pm	Game and discussion of the process of water pollution
2:10 pm – 2:40 pm	Discussion of hazardous effect of water pollution
2:40 pm – 3pm	Management & preventive measures and souvenirs distribution

- d. Budget:

Item	Cost
Pins	30 000
Souvenirs (water bottles + Key chains)	80 000
Poster, advertisement, invitation cards	30 000
Equipments for model	20 000
Balloons	40 000
Total:	200 000

6. Implementation and evaluation:

- a. The audience will be evaluated through an interview about water pollution (definition of landfills and leachate, hazardous effect of water pollution and preventive measures.
- b. 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.
- c. The audience will evaluate our campaign by voting raising their thumbs up as a LIKE or raising their thumbs down as a DISLIKE.