

## **RAISING AWARENESS AND EDUCATING GAMBIA ON ENVIRONMENTAL MANAGEMENT**

Environmental Education and Communication (EE&C) aims to educate and raise public awareness of the environment by highlighting the most pressing environmental problems, introducing the causes of environmental degradation, and identifying possible solutions.

Looking beyond basic environmental knowledge. EE&C also seeks to develop positive environmental management skills and instill in people a heightened sense of concern for the environment. People in urban and rural areas are motivated to work individually and collectively towards more effective decision-making and problem-solving especially as it relates to the environment. By changing habits and attitudes, EE&C efforts also increase a community's sense of civic responsibility.

EE&C is carried out in a participatory manner, as implementers and beneficiaries are encouraged to share their views openly, plan activities together, select appropriate strategies making maximum use of available resources and participate actively in the implementation of environmental initiatives.

## **THE ENVIRONMENTAL EDUCATION AND COMMUNICATION PROGRAMME (EE&C)**

The objective of the Environment Education and Communication Programme is to educate about the environment and increase the public's awareness of environmental issues, the National Environment Agency, the Gambia Environment Action Plan as well as services and assistance that are available to the public, sectoral agencies, local government offices, NGOs and community-based organizations (CBOs)

The programme coordinates activities and provides guidance to schools and other groups to generate public support and participation in environmental management. Effective and efficient use will be made of the media, teachers, extension workers, Non-Government Organization and community Based Organizations to reach all segments of the public.

## **ENVIRONMENTAL EDUCATION AND COMMUNICATION EE&C**

Education about the environment, increasing environmental awareness and empowering communities to take action to identify and solve environmental problems

## **IMPLEMENTATION FRAMEWORK**

EE&C addresses all levels of Gambian society, including primary and secondary schools, institutes of higher education, decision-makers, community leaders, farmers, extension workers and key individuals.

With the adoption of the GEAP, Environmental Education committees have been established to integrate environmental considerations into all national plans, strategies and projects. The Banjul City Council (BCC), Kanifing Municipal Council (KMC), Area Councils, Technical Advisory Committees (TACs) and the Village Development Committees (VDCs) play an important role in the management of Environment plans and mobilize resources for action. Therefore, Local Environmental Education Committees have been established to coordinate environmental education initiatives.

The Committees integrate environmental awareness into the local development plans and activities and spearhead the search for solutions to the local environmental problems, define actions, mobilize needed financial resources and coordinate and monitor activities at village level. The EE&C working group is also in place to help the unit in driving the policy objective of unit in line with its aims and objectives. The stakeholder group is derived from all the partner institution in making sure that the unit achieves its implementation plans, activities with the desires timeline.

Under the unit, we have the following sub- units:-

### **ENVIRONMENTAL EDUCATION RESOURCES CENTRE**

The Environmental Education Resource Centre (EERC) focuses on the development, production and dissemination of educational materials The EERC makes available to the general public educational, informational and communicational materials as the concept of sharing educational materials is central to EERC strategy.

The Centre also create public awareness and encourages participation by organizing and conducting meetings and workshops to generate ideas for the production of environmental education materials such as visual and audio-visual materials, posters, leaflets, brochures, T-Shirts, etc.

A range of formal and non-formal education providers are addressing various aspects of environmental management. This variety of ideas and approaches to environmental education creates a healthy exchange of ideas, educational techniques and materials. With so many agencies involved, there is the need to coordinate efforts to foster collaboration and partnership.

- **MEDIA PRODUCTION UNIT**

This unit is created to have the historical record of all the events, activities and programs of the Agency. It is to have the data base of all the pictorial and video evidence of the work of the agency.

All the programs are to include the personnel of this unit in anything they are doing so as to easily help in keeping the records of such event intact. The media production unit also helps to have all the designing and other graphic work done by the agency. It has good innovative plans to have it marketable externally as others can request the personnel for other works.

## **MAJOR ACTIVITIES AND PROGRAMS**

- To integrate EE & C into the formal education system at all levels
- To sensitize the general public about environmental issues and increase their participation in advocacy for the environment.
- To improve the function of the NEA Environment Education Research Centre.
- To regularly produce the bi annual national environmental newsletter “Earthnews”
- To review and update the EE&C strategy and divisional action plan
- To conduct training in EE&C for the various target groups (GOTG planners/decision makers, women groups, farmers, youths, religious leaders, extension workers, media personnel)

## **SOME INTERVENTIONS AND ENGAGEMENTS**

- Schools Environment outreach to selected schools
- Organizes and coordinates all media transactions for the Agency, including media coverage, interviews, radio talk-shows and television programs
- Organize community dialogues and Focus Group Discussions (FGD) and town hall meetings
- Establishment and management of social media for the Agency, eg Facebook.
- Create and maintain a visual and audio-visual archive of the agency’s activities via the media unit.
- Make/design the agency’s calendar, brochure, business cards, word cards, leaflets and poster for the agency.

## **TOPICS IN THE NEA BROCHURE SERIES**

1. National Environmental Agency (NEA)
2. National Environmental Management Act of 1994 (NEMA 1994)
3. Gambia Environmental Action Plan (GEAP)
4. Environmental Education and Communication
5. Environmental Award Scheme (EAS)
6. Environmental Education Resources Centre (EERC)
7. Environmental Information System (EIS)
8. Information Service Available at NEA
9. Agriculture and Natural Resources Management (ANRM)
10. Coastal and Marine Environment (CME)
11. Environmental Legislation
12. Environmental Impact Assessment
13. Environmental Quality
14. Pesticides and Hazardous Chemicals

**EE & C WORKING GROUP**

<b>MEMBERSHIP</b>	
<b>Institution(s)</b>	<b>Unit(s)</b>
Ministry of Basic and Secondary Education	Chair
Ministry of Higher Education, Research, Science and Technology	
National Environmental Agency (NEA)	Co-Chair / Secretariat
The National Youth Council	
Ministry of Communications and Information	Department of Information Services
Ministry of Agriculture	Department of Agriculture Commissions
US Peace Corps – The Gambia	
Gambia Farmers Platform	
TANGO	
Gambia College	School of Public Health
GRTS / QTV	
African Network of Environmental Journalists	
ADWAC / Environment Advocacy Group	
Association of Community Radio Stations	
Gambia Press Union	

