



**COMMUNICATING FOR
CHANGE**

**TRANSITION FROM
AWARENESS TO
BEHAVIOUR CHANGE**

**SUCCESSFUL WASTE
MANAGEMENT
CARIBBEAN
CAMPAIGNS**

**TOOLS TO MEASURE
SUCCESS**

**SUSTAINING
BEHAVIOURS BEYOND
THE CAMPAIGN**

**WASTE CHALLENGES
AND
RECOMMENDATIONS**

EFFECTIVE COMMUNICATION STRATEGY DEVELOPMENT AND IMPLEMENTATION WORKSHOP

**17TH OCTOBER 2019
SABA ROOM
1- 5PM**

Communication campaigns have played an undeniable role in this increased knowledge about the issues relating to waste management. However, the issue goes far beyond knowledge and calls for changes in attitudes, behaviours and lifestyles. This communications workshop is designed to engage decision makers and technical officers within the waste management sector in a conversation where they can share experiences on approaches used in the transition from raising awareness to changing behaviours. This workshop will also focus on sustaining positive behaviours beyond the waste campaign would have ended

Open to CWWA Members

Pre-registration is required. Contact hlf@cwwa.net