



“ZERO LITTER FOR MAMA’S HEALTH”

I LOVE MAMA

- **WHO:** Happy Mother Happy Child
- **WHEN:** Mother’s Day 13th/May/2018
- **WHERE:** Rond point maetur to Makepe rond poulen, Douala-Cameroon
- **WHY:** Because we care about the health and wellbeing of mothers, we want to sensitize the public on the dangers of littering. Littering is a big source of waste crises. Litter can be picked by the wind or washed and carried by the rains into streams and rivers that eventually transport the waste into oceans. Litter that eventually becomes waste can have many adverse effects including those detrimental to the health and wellbeing of mothers and children.

PROJECT BACKGROUND AND SUMMARY

Cities in developing worlds face a lot of public litter disposal issues and Cameroon is no exception, especially in a big economic city like Douala. Douala is the economic Capital of Cameroon also serving as one of the main entry points into the country through its international airport and seaport. It has a population of over 2 million inhabitants coming from different parts of the country due to the fact that 75% of industrial activities in Cameroon are carried out in Douala, with such a population, littering is unavoidable. This town is today facing several problems most particularly poor waste disposal and management caused by excessive littering due to the constant increase in the cities population, economic development, inability of the municipal council to manage the resulting rise in public, industrial and domestic waste.

TYPE OF PROJECT; Promoting Maternal and child health and welfare through street litter clean up and proper disposal sensitization.

THE ISSUE; Due to the highly populated nature of the city, littering is a common habit which is a major problem, the city is highly polluted with all types of trash littered along streets which eventually are washed into rivers and streams. All these pose serious environmental and health problems, promote insect vectors like mosquitos, flies, rats, over flooding of streams and worst of all odour problems. Faced with all the above challenges, the level of maternal and child mortality in the region is alarming because mothers and infants are exposed to the above problems and easily get contaminated because of their fragile nature, which most often end up consuming their lives. As a result, maternal and infant mortality in the city is always on a rise.

OVERVIEW AND OBJECTIVES

WHO IS INVOLVED: Happy Mother Happy Child team is implementing an anti-litter campaign to advance maternal and child welfare called “Zero Litter For Mama’s Health’ along the Rond point Maetur – Makepe rond poulen street, Douala, with support from Zimbabwe Sunshine Group. The team alongside volunteers will carry out a clean up campaign, picking up all forms of litter along the street and equally educate the public on bad habits they have engaged in, as well as the repercussions of littering.

WHY IT IS IMPORTANT: Littering is one of the major causes of environmental pollution and degradation which is a threat to maternal and child health. It is important to educate and sensitize the public on the dangers of littering and how they can conveniently manage their litter for a healthier, cleaner and safer environment for our Mothers, children and for us all.

OBJECTIVES:

- The major objective of the program is to create awareness and eradicate street littering habits.
- Preserve the health and wellbeing of our mothers and children by ensuring a clean, healthy and wealthy environment.
- Keep our street clean and free from all forms of environmental hazards.

BUDGET

ITEMS	PURPOSE	Q'TY	U.PRICE	P.TOTAL
Nose mask	Protect volunteers from inhaling toxic smells	50	300	15,000XAF
Safety hand gloves	Protect hands and for sanitary purposes	50	500	25,000XAF
Tshirts	For public visibility and sensitization	50	3000	150,000XAF
Safety jackets	For road visibility and identification	30	1000	30,000XAF
Trash bags	To collect waste and recyclable items	100	200	20,000XAF
Water	For volunteers	100	200	20,000XAF
Hand sanitizer	For bacteria and germs	2	2500	5000XAF
Detergent	For hand wash after clean up	2	2500	5000XAF
Total				249,000XAF



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