



SWMCOL launched its Community & Youth Outreach Programme – **“My Community, My Responsibility”** – on

Monday 25 February, 2013 at the Williamsville Secondary School, Princes Town.

The Community & Youth Outreach Programme (CYOP), spearheaded by SWMCOL’s Public Education Department, aims to sensitize communities across Trinidad & Tobago on the importance of proper waste management to the health of people, animals and the environment. The main objectives of the CYOP include:

1. Involving members of the community in an environmental education process aimed at generating awareness of the dangers of poor waste management.
2. Sensitizing the local communities on the need to protect and conserve their environment, particularly where there are threats to delicate eco-systems, watersheds or areas of historical value.
3. Encouraging community leaders, teachers and mass media to use their clout to address local environmental issues.
4. Encouraging youths to be part of the solution to some of the problems within their immediate communities and, ultimately, the national environment.
5. Transforming the attitudes within the wider community to one of civic pride, responsibility, and respect for the environment.
6. Building capacity within each community such that citizens are empowered with the knowledge and resources to sustain their environmental conservation programmes.

During the first year of the CYOP these objectives will be achieved via educational forums at the community level, litter prevention and clean-up campaigns, school competitions, pilot projects, and more ...

**For information on how you can host or attend a CYOP forum in your school or community, kindly contact SWMCOL via any one of the following:**

Phone: (868) 625-6678/80 OR 800-SWMC

Fax: (868) 627-9256 OR 623-6534

E-Mail: info@swmcol.co.tt  
PublicEd@swmcol.co.tt  
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“My Community, My Responsibility” Educational Videos



“Everyday Waste” (Animated) - A brief look at the contributors to municipal solid waste, proper disposal,



“Kerwin Wakes Up” (Animated) - This entertaining and educational video follows Kerwin, the maxi-taxi d

