
LIFE+ Up and Forward Project: Case Study

B7-B9

Faith and Culture

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Contents

		Page
1.	Executive Summary	2
2.	Key Facts	4
3	The Approach	5
4.	Results	8
5.	Conclusion	15
6.	Key Learning Points	16

Section 1: Executive Summary

1.1 Background to the Project

As part of the EU LIFE+ Project Greater Manchester Waste Disposal Authority (GMWDA) has carried out a 42 different communications campaigns across nine Districts within Greater Manchester (Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside and Trafford). Each campaign has had slightly different focus, targeting sections of the community that have traditionally been hard to reach, making the success of recycling schemes in these areas particularly challenging. This Project enabled GMWDA to target smaller groups, generally around 1500 households, with much focused recycling messages. This allowed a variety of communication methods and messages to be piloted and the impact of each to be monitored.

The Project started in June 2013 and ran until January 2015 across nine Greater Manchester Districts. The Project is split into 12 campaigns covering one of the four following themes:

- a) Households - focused on communities in disadvantaged areas;
- b) Students and Short lets - focused on those areas with a high level of rental properties or student rental accommodation;
- c) Faith and Culture - focused on those areas with a strong religious or cultural background;
- d) Apartments - focused on those areas with a high level of low rise or high rise apartments.

1.2 B7-B9 (Faith and Culture) Actions

The campaigns outlined under Actions B7 to B9 (Faith and Culture) were developed to address the fact that people from different cultures may not relate to messages that have been developed to appeal to a wider audience, or may have difficulty understanding the message or reasons for acting on it. There were 3 campaigns carried out under the this theme:

- a) Faith - the campaign was developed from within the faith community to address the problem of low participation in some communities with a high proportion of a single faith.
- b) Culture- the campaign was developed from within the community to incorporate the cultural ideals and sensitivities of those living within it.
- c) Diverse communities - the campaign was carried out in areas which were identified as having a diverse community structure, with a variety of cultures and religions; a multiple message campaign was delivered.

Individual case studies for each campaign are available for download on the Up and Forward website. Case studies include:

- a) selection of campaign area;
- b) demographic and Acorn data;
- c) campaign approach, results and key learnings;
- d) breakdown of costs.

Website: www.recycleforgreatermanchester.com/upandforward

1.3 Overall objectives

The aim of each campaign was to support and reinforce kerbside recycling of garden and food waste, cans, plastic bottles and paper/card.

Key objectives were as follows:

- a) increase the level of recycling for all of the current materials collected;
- b) raise awareness of the importance of recycling; and
- c) embed good recycling behaviour within identified low performing areas.

1.4 Selecting the campaign area

Campaign areas were selected based on the following data sets:

- a) weight of waste (tonnages) collected at the kerbside for the various waste streams (to select a waste collection round with a low yield);
- b) socio-demographic profile of the area using ACORN data to select a waste collection round suited to the Action (in a deprived/low income area); and
- c) District knowledge.

1.5 Monitoring the impact of campaigns/targets

Monitoring the impact of the deprivation campaigns took place in a variety of ways. The number of households that were actively recycling was monitored and any change in the yield of recyclable materials collected in the area was calculated. Targets were set to increase both the set out rates in the study area and the weight of recyclable waste collected. These targets, and the formula used to set them for all of the GMWDA/EU LIFE+ Projects are explained in more detail in the Project handbook document.

1.6 Results

The campaigns met the objective of involving the community by working closely with community groups and key faith leaders in a variety of settings. Mixed results were seen; positive results were recorded in the B9 campaign for participation with increases recorded across all 3 recycling waste streams (4%-23%), whilst B7 and B8 show little or no positive change in behaviour. It is reasonable to assume that changes will take time and further engagement is required over a longer period to obtain and sustain a change in behaviour.

1.7 Conclusions

Cultural and language barriers added to the difficulties associated with areas of high deprivation making engaging in this community and gaining a response that showed a positive behaviour change challenging. Engaging with and developing partnerships (whilst beneficial) was also difficult due to time constraints. It is therefore recommended that these types of campaigns take place over a longer period (preferably one year) to help form long-lasting relationships, and that the approaches used throughout, continue to be developed to form part of a long term programme of education.

Section 2: Key Facts

By theme

- 2.1 The total cost of delivering the activities in the Faith and Culture theme (12 campaigns) was €161,080 of which €107,591 was personnel costs. GMWDA received 50% towards the total cost of this activity from the EU LIFE+ programme.
- 2.2 'On the ground' activities were delivered in 22 weeks (per campaign); with an average of 489 hours spent on each campaign.
- 2.3 Mixed results were seen; positive results were recorded in the B9 campaign for participation with increases recorded across all 3 recycling waste streams (4%-23%), whilst B7 and B8 show little or no positive change in behaviour.
- 2.4 95 Recycling Ambassadors were recruited from the local community.

By individual campaigns

- 2.7 B7: Despite undertaking different approaches in Phase 1 and Phase 2 and using different media, the results, show that all 4 campaigns had limited or no positive change to resident's participation in recycling.
- 2.8 B8: By establishing links with Mosques (in particular the Bolton Council of Mosques), and by developing campaigns which are led by the community, a greater reach has been possible. Although the participation and tonnage results show little or no positive change in behaviour, the culture campaigns have been able to reach residents who would historically have resisted engagement through the traditional approach of door knocking.
- 2.9 B9: The campaign met the objective of involving the community by working closely with community groups and key faith leaders in a variety of settings, with positive results shown in participation levels across all 3 recycling waste streams.

Section 3: The Approach to the Campaigns

- 3.1 Traditionally, areas of high deprivation tend to have lower levels of participation in recycling schemes, be that household kerbside collections or bring sites. Many studies have also implicated ethnic minority groups as being less likely to recycle. This is supported by the lower recycling rates that GMWDA has observed across Greater Manchester in areas where ethnic minorities form a significant proportion of the community. It is against this back drop that the B7-B9 Faith and Culture campaigns were delivered. The recycling message was refocused and moved into the community with the help of faith groups/leaders in the target areas. In addition to lack of prioritisation of recycling these campaigns had to overcome language barriers and cultural sensitivities to enable these communities to have access to services and deliver equality.
- 3.2 B7: Faith Campaign - The Faith campaigns aimed to promote recycling behaviour in low performing areas where there are clusters of people that follow a particular faith. Officers worked with local places of worship to explore whether religious beliefs, core attitudes and the way of life promoted by particular faiths could influence communities waste prevention and recycling behaviour. Communication materials were designed with the help of faith leaders that presented the recycling message in a clear way, often in multiple languages. Engagement and delivery was focused around key events in the faith group's calendar and delivered in a way recommended by faith leaders.

During Phase 1 the results mainly indicated that the 2 campaigns have had limited or no positive change to residents participation in recycling. The Project Team acknowledge that both campaigns managed to successfully engage with residents and language barriers were identified as one of greatest hurdles. Moving forward, new approaches were trialled in Period 3, Phase 2, such as greater use of a translation service, recruitment of Community Leaders as Ambassadors and a period of more intense engagement within the communities.

Photo: Residents with graffiti artist Simon Carrigan as part of an activity day



- 3.3 B8: Culture Campaign - The Culture campaign aimed to increase recycling in low performing areas where there were high proportions of a particular culture/background. The recycling message was refocused to incorporate cultural ideals and sensitivities of residents and moved into the community with the help of cultural and community groups in the target area. To ensure any campaign literature produced was directly relevant to the community a series of focus groups and discussions were held with community groups and religious leaders.

During Phase 1, whilst work was undertaken to engage with the residents, changing residents' attitudes of recycling was not as successful as anticipated. Moving forward

Outworker Workers were mainly based within the campaign area to enable more intensive engagement to take place. A large scale event a 'Recycling Mela was also held in Rochdale to encourage participation and increase engagement. In addition Project Officers worked alongside translators to overcome the main language barriers identified.

Photo: Using translators to engage with residents



3.4 B9: Diverse Communities - The B9 campaigns were delivered to increase recycling in areas where there was a mix of different cultures and languages. In recent years traditional approaches have been less successful, therefore, a more tailored approach was trialled to see if it would have a more positive impact on participation and behaviour. To ensure the campaign developed a message that was acceptable to all ethnic groups identified in the area and to address cultural sensitivities, Project Officers worked closely with local housing partners, community groups, faith and cultural leaders.

Campaign materials were developed to tap into faith and cultural messages/themes and included 'Love Halliwell', 'Be Responsible', 'Recycle Right' and 'Recycle for your Community'. Doorstep engagement work was also carried out in some areas, assisted by the recruitment of Gujarati, Urdu and Hungarian translators to help deliver the recycling message. This was well received in the community.

Photo: Example of Recycle for your Community Guide



- 3.5 It was expected that over the life span of the campaigns residents would understand why they were being asked to recycle and then continue to recycle as part of their normal routine.
- 3.6 To identify a low performing collection round waste collection data was analysed for a period of 12 months prior to the campaigns commencing. GMWDA maintains waste data (recycling rates, facility tonnages etc.) as part of its contract monitoring procedures and analyses waste to support its overall strategy. In order to select an appropriate intervention area existing data was made available to the Project and used to identify low performing rounds to target within each of the campaigns delivered. The Tonnage Data Assessment ranked the rounds depending on the yield (amount of recycling captured) per household. Yield was chosen rather the recycling rate because the three recycling rounds and residual waste round do not sufficiently overlap to calculate the recycling rate.
- 3.7 ACORN data was used to determine the demographic profile of each study area. ACORN is a segmentation tool which categorises the UK's population into demographic types. ACORN combines geography with demographics and lifestyle information, and the places where people live with their underlying characteristics and behaviour to create a tool for understanding the different types of people in different areas throughout the country. ACORN segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types. Each area selected for delivery of Objective 1 (B1-B3) was identified as low yielding for the amount of recyclable materials collected at the kerbside and had high levels of deprivation; with high proportions (66-84%) of ACORN category 4 (Financially stretched) and 5 (Urban adversity) households.
- 3.8 A final intervention zone of approximately 1500 properties was selected in each campaign area from the identified low performing streets; based on the baseline findings provided. In essence, this tailored the intervention zones that were most in need of communications, the campaign then focused on these campaign zones.
- 3.9 Set out rate monitoring was carried out in order to establish whether there had been a change in the number of households presenting recyclable waste for collection. This was performed in the study area before the campaign started and was repeated soon after the campaign concluded. Calculating the set out rate involved monitoring the number of recycling (or waste) containers presented for collection on two consecutive collection days. If a household presented containers for emptying at least once during the two collection days that were monitored they were counted as participating. For example, if 60% of households participated, this means 60% of households set out their container at least once during the monitoring period (over the two collections).
- 3.10 To measure the success of each campaign, tonnage data was also collected in the three kerbside recycling streams (pulpables, commingled and organics) before activities commenced and compared to what had been collected after. Round information was provided by each individual district (using gate weigh data) 2 weeks prior to the campaign and 2 weeks after. The information provided was specific to the targeted campaign area as each intervention area was selected based on one recycling round (where feasible).

Section 4: Results

4.1 Actions B7-B9 Faith and Culture

Actions B7-B9 Faith and Culture		Results (SUM OF ALL CAMPAIGN DATA B7-B9)
Participation*	Pulpables:	2%
	Commingled:	-64%
	Organics:	-29%
Tonnages*	Pulpables:	-3 tonnes
	Commingled:	-19 tonnes

*Data for the organics waste streams is not shown as full data could not be achieved across all campaigns due to seasonality and inconsistencies in round data. Please refer to individual case studies for available data.

4.2 B7: Faith

The communications successfully engaged with 3 Muslim communities and 1 Christian community. In Muslim areas, communications materials were developed following feedback from the community and faith leaders; here messages incorporated relevant quotes from the Quran. Feedback was very positive, however, using the word 'Allah' prevented the materials from being posted through doors due to religious beliefs (this needed to be carefully considered). Materials were effectively distributed during the religious festival of Eid (breaking the fast events) and a link was created on the Rochdale mosque's website which directed users to a webpage containing recycling information. In addition some of the local schools also got involved in delivering the recycling message and drop in sessions were held at the community centres.

In Tameside, the campaign involved engaging with a community following the Christian faith. Working with faith leaders from two local Christian churches the campaign was developed to link in with bible teachings in the principles of stewardship; with people being responsible for the world created by God. The theme of 'Respect your environment' was developed and built upon during the campaign and was well received by the community in particular the two local primary schools. Banners were designed to promote the recycling of items that had been shown to be poorly recycled from the results of door step surveys. The banners were placed in key community focal points for three months.

Achievements

B7: Faith	Results (SUM OF INDIVIDUAL CAMPAIGN DATA)
Recycling Ambassadors recruited and trained	23
The number of religious leaders recruited to the campaign	8
Number of household surveys undertaken by Recycling Ambassadors	209
Setting up a faith led focus group	11
Campaign materials developed and approved by community leaders	Yes

Participation of community leaders in campaigns	Yes	
The number and type of campaign materials delivered	4500 recycling leaflets, 900 Ramadan recycling leaflets, 400 sorry we missed you cards and 990 promotional water bottles, 1500 Big Tidy up leaflets, 1 x Advert in Asian leader, 1 x electronic recycling guide, 1,000 'Respect' fridge magnets, 3 x 'Respect' banners, 1,500 Action Week leaflets.	
Changes in waste prevention - participation	Pulpables:	-4%
	Commingled:	-35%
	Organics:	-10%
Changes in waste prevention - tonnages*	Pulpables:	-4.2 tonnes
	Commingled:	-7.6 tonnes

*Data for the organics waste streams is not shown as full data could not be achieved across all campaigns due to seasonality and inconsistencies in round data. Please refer to individual case studies for available data.

Targets

Only one campaign (Oldham) exceeded the set target for participation in the pulpables waste stream; participation targets were not met in Oldham for the commingled and organics waste streams.

All campaigns failed to exceed the targets set for tonnages (pulpables and commingled).

Please refer to individual cases studies for specific target information.

Campaign costs

B7	Personnel	€
	Costs	39,666
	Travel & Subsistence	
	Mileage costs of Project Team	702
	Travel Expenses & Parking	179
	Costs	881
	30 x Ambassadors Note Pads	93
	Consumables	
	15,400 x leaflets	2,379
	1,000 x magnetic info cards	442
	990 x Promotional Recycled sports bottles	2,023
	3 x Respect Banners	386

800 x Sorry we missed you cards	87
Supplies for Campaign Delivery	401
1 x leaflet template for website	266
Costs	6,080
External Assistance	
4 x Community Project Planning and Preparation	4,136
4 x Community Project Delivery	1,716
Costs	5,852
Other Costs	
Travel to Education Centre	413
Prize Fund	131
Costs	544
Total Costs	53,022

4.3 B8: Culture

The campaign successfully engaged with communities that had a high proportion of a particular culture/background. Communications were developed following feedback the Project Team received from the community; in particular from established community leaders and groups.

Cultural messages and themes were developed as part of this campaign. In Bolton the common theme was identified as 'family'. Here a children's activity book was produced and distributed across the community. This was well received and the format has been replicated and used by several other Districts in Greater Manchester.

In Bury, the feedback was that 'food' was the common cultural bond and as a result a Recipe booklet was created raising awareness of both waste reduction and recycling. This has been positively received by the community and other Districts.

In Oldham, two common themes were highlighted, namely many of the residents had children and both the children and adults attended craft clubs. Using this information, the campaign was developed around a series of free children's clubs which involved upcycling and reuse activities. Activities and communications were well received by the community.

In Rochdale, by engaging with the Muslim community, the campaign was able to develop innovative ways to increase recycling participation rates in the area using a cultural theme. This included the hosting of a large community event know as a 'Recycling Mela' which was well attended with positive feedback received.

Achievements

B8: Culture	Results (SUM OF INDIVIDUAL CAMPAIGN DATA)
The number of Recycling Ambassadors recruited and trained	64

Number of household surveys undertaken by Recycling Ambassadors	294
The setting up of a community led focus group	7
Campaign materials, and delivery mechanism developed by the community	Yes
The number and types of communication media delivered	1,400 activity books 7,400 bin stickers, 3,900 campaign leaflets, 1 film, 1 recycling Mela, 2,500 recipe books, 1 x advert in Asian leader newspaper
Participation of community in delivering the campaigns	Yes, 8 recycling themed children's sessions, 3 family fun days held, 1 Mela, 1 Roadshow, 11 days of door step engagement
Changes in waste prevention - participation	Pulpables: -17%
	Commingled: -33%
	Organics: -29%
Changes in waste prevention - tonnages*	Pulpables: +2.6 tonnes
	Commingled: -5.3 tonnes

*Data for the organics waste streams is not shown as full data could not be achieved across all campaigns due to seasonality and inconsistencies in round data. Please refer to individual case studies for available data.

Tonnage data for the commingled and pulpables waste streams is from 3 campaigns only out of the 4 **only** due to a round restructure in one campaign area rendering the results incomparable.

Targets

All campaigns failed to meet or exceed the set targets for both participation and tonnages. Please refer to individual cases studies for specific target information.

Campaign costs

B8	Personnel	€
	Costs	34,128
	Travel & Subsistence	
	Mileage costs of Project Team	702
	Travel Expenses & Parking	134
	Costs	836
	Consumables	
	30 x Ambassadors Leaflets	43
	96 x Ambassadors Posters	158
	30 x Ambassadors Note Pads	93

10,500 x Bin Stickers	2,427
2,700 x Booklets	2,254
5,100 x leaflets	1,678
800 x sorry we missed you cards	86
Supplies for Campaign delivery	909
Costs	7,649
External Assistance	
4 x Community Project Planning and Preparation	9,898
4 x Community Project Delivery	7,500
Costs	17,398
Other Costs	
Prize Fund	97
Costs	97
Total Costs	60,109

4.4 B9: Diverse Communities

These campaigns successfully engaged with communities with a high proportion of households with a mix of different faiths and cultures. The development of the communications followed feedback from the community, local housing partners, community groups, faith and cultural leaders and officers. In Phase 1 it was found that the options for promoting the activities were limited by lack of possible venues and time. To address this, in Phase 2, promotions began earlier in the schedule.

Campaign materials were developed to tap into faith and cultural messages/themes. In Bolton this was based on the area specific 'Love Halliwell' theme which was designed to bring the community together. In Trafford, the campaign focused on a 'Be Responsible' theme, which aimed at getting residents to reflect on the importance of taking care and pride of the place where they live by recycling correctly, reducing waste and discouraging fly tipping; these had been identified as the main issues in the area. Recycling leaflets were developed to identify with the main two ethnic communities in the area, Asian and White British; leaflets followed the 'Be Responsible' theme; were designed pictorially; and translated into two main languages.

Doorstep engagement work was also carried out in some areas, assisted by the recruitment of Gujarati, Urdu and Hungarian translators to help deliver the recycling message. This was well received in the community.

In Manchester, communications followed feedback which showed that there were knowledge and understanding barriers amongst residents. Exploring further, it was found that some of the older brown wheeled bins for commingled waste had outdated information stickers on the lids therefore residents were unaware of what can/cannot go into the bins. Therefore, recycling information stickers were applied to all commingled bins in the area. The campaign also formed partnerships with the local

Surestart centre, Gorton Market and Eastlands Housing Association, which helped to further emphasise the recycling message. For example several recycling information stalls were held at the Gorton Market directly engaging with residents.

Achievements

<u>B9: Diverse Communities</u>	<u>Results (SUM OF INDIVIDUAL CAMPAIGN DATA)</u>	
The number of Recycling Ambassadors recruited and trained	8	
Number of household surveys undertaken by Recycling Ambassadors	595	
The setting up of community led focus groups	7	
Campaign materials, and delivery mechanism developed by the community	Yes	
The number and types of communication media delivered	1,500 recycling leaflets, 4,000 bin stickers, 1000 x Love Old Trafford recycling leaflet, 900 x lapel recycling stickers, 1,000 x recycling guides, 1,500 commingled bin stickers, 1,500 ESOL workbooks, 1,700 recycling information guides	
Participation of community in delivering the campaigns	Yes - including 11 community groups engaged with, 3 Drop-in sessions held, 6 ESOL classes attended, 2 primary schools engaged with and a design a sticker competition held.	
Changes in waste prevention - participation	Pulpables:	+23%
	Commingled:	+4%
	Organics:	+10%
Changes in waste prevention - tonnages*	Pulpables:	-1.4 tonnes
	Commingled:	-5.8 tonnes

*Tonnage data for the organics waste streams is not shown as full data could not be achieved across all campaigns due to seasonality and inconsistencies in round data. Please refer to individual case studies for available data.

Targets

One campaign (Trafford) exceeded the set targets for participation across all three waste streams (pulpables, commingled and organics). Bolton also exceeded the set participation target in the pulpables waste stream.

All campaigns failed to meet or exceed the set targets for tonnages. Please refer to individual cases studies for specific target information.

Please refer to individual cases studies for specific target information.

Campaign costs

B9	Personnel	€
	Costs	33,797
	Travel & Subsistence	
	Mileage costs of Project Team	702
	Travel Expenses & Parking	180
	Costs	882
	Consumables	
	180 x Ambassadors Leaflets	133
	160 x Ambassadors Posters	284
	30 x Ambassadors Note Pads	93
	6,400 x Bin Stickers	1,343
	100 x Posters	142
	7,100 x leaflets	2173
	800 x sorry we missed you cards	87
	Supplies for Campaign delivery	23
	Costs	4,279
	External Assistance	
	4 x Community Project Planning and Preparation	5,334
	4 x Community Project Delivery	3,367
	Costs	8,701
	Other Costs	
	Trips to Education Centre	272
	Prize Fund	18
	Costs	290
	Total Costs	47,949

Section 5: Conclusion

- 5.1 The campaigns met the objective of involving the community by working closely with community groups and key faith leaders in a variety of settings. Mixed results were seen; positive results were recorded in the B9 campaign for participation with increases recorded across all 3 recycling waste streams (4%-23%), whilst B7 and B8 show little or no positive change in behaviour. It is reasonable to assume that changes will take time and further engagement is required over a longer period to obtain and sustain a change in behaviour.

It appears that campaigns aligned to a particular faith or belief are less effective than those using a mixed message approach (B9). The B9 Diverse Communities campaign was developed by targeting pockets of the community through drop-in sessions; using this approach has seen more positive results.

It should also be noted that these are minority communities and measuring the impact of the campaign proved difficult; ACORN data showed that on average those of a specific religion accounted for just over half of residents (57%) within the set target of 1,500 households.

- 5.2 B7 Faith - Despite undertaking different approaches in Phase 1 and Phase 2 and using different media the results show that all 4 campaigns had limited or no positive change to resident's participation in recycling. In the Rochdale campaign (Phase 2), focusing engagement on women seems to have had more success, with some increase in participation levels (+5% pulpables and +3% commingled).
- 5.3 B8 Culture - By establishing links with Mosques (in particular the Bolton Council of Mosques), and by developing campaigns which are led by the community a greater reach has been possible. Although the participation and tonnage results show little or no positive change in behaviour, the culture campaigns have been able to reach residents who would historically have resisted engagement through the traditional approach of door knocking. Often, door step campaigns engage with the group of people that are already committed to recycling and are interested in finding out more about recycling, rather than those that do not understand or are not aware of the recycling collections available in their area.
- 5.4 B9 Diverse Communities - Positive results are shown in participation levels across all 3 recycling waste streams. These results suggest that more people are now recycling, in particular the garden and food waste (organics) and pulpables (mixed paper and card). Reductions in the weight collected of pulpables and commingled could be due to seasonal changes or the fact that residents have removed contaminations from these streams, thus lowering the tonnages collected. It should be noted that establishing behaviours can take time to bed in and hopefully the range and/or weight of recycling will gradually increase.

Section 6: Key Learning Points

- 6.1 Due to the high proportion of non-English speakers in the target areas, pictorial images and translations were used in campaign materials alongside a greater focus on direct face to face contact (drop in sessions); both improved engagement.
- 6.2 Engaging with the Muslim community proved difficult; not only due to the language barriers, but also due to women not being able to attend services at the mosques within the campaign area. To overcome language barriers, especially in door-to-door canvassing, it is recommended that ambassadors are recruited from the local community or translators used (translators whilst expensive were beneficial in overcoming any language barriers).
- 6.3 The support of community leaders was essential in developing targeted campaign messages. It is important to locate and engage with established groups in order to understand cultural norms and standards. This understanding is vital in the development of communication materials and activities. As these campaigns were on a short time-frame (22 weeks for on the ground delivery) it proved difficult to gain full support from community and faith groups.
- 6.4 In summary, cultural and language barriers added to the difficulties associated with areas of high deprivation making engaging in this community and gaining a response that shows a positive behaviour change challenging. Engaging with and developing partnerships (whilst beneficial) was also difficult due to time constraints. It is therefore recommended that the campaign take place over a longer period (preferably one year) with the approaches used throughout the campaign forming part of a long term programme of education.