



# *Door to Door Awareness Campaign*

# ***Communication Strategies***

- **Objectives** :- Desired Change, Intended effect of change and facilitation.
- **Strategic Approaches** :- Advocacy, Medium, Counseling, Peer Communication, Information and Communication Technology (ICT),
- **Target Group**:- Demographic, Geographic, Socio-Cultural, Behavioral, Psychographic .



**Environment protection**



**Segregation of Waste**



**Water Conservation**



**Healthy Living**



**Energy Conservation**



**Go Green Plant trees**



**Cohesive living**



**Smoke free kitchen**



## SEGREGATION OF WASTE

- Segregation of Waste - wet waste in green bin & dry waste in blue bin.
- Practice composting within the society.
- Keep your surroundings clean - do not litter.



## HEALTH & HYGIENE

- Exercise daily and stay fit.
- Use the toilet and keep it clean and dry.
- Wash your hands before every meal.
- Diseases arise from inadequate sanitation, keep your house and surroundings neat and clean.



## SMOKE FREE KITCHEN

- Avoid burning fossil fuel - Reduce air pollution.
- Use LPG - its clean cooking fuel.
- Prevent respiratory illness and safeguard the health of your family in a smoke free kitchen.



## WATER CONSERVATION

- Save every drop of water.
- Harvest rain water for recharge/ reuse.
- Detect and repair leaks in your house.
- Don't waste water - turn off tap after each use.



## GO GREEN - PLANT TREES

- Go Green.
- Increase green cover - it will help tackle adverse climate change.
- Plant trees - save the environment.
- Plant trees - it's a gift to the future generation.



## ENERGY CONSERVATION

- Shift to energy efficient appliances.
- Use LED Bulbs.
- Use solar energy devices.
- Reduce wastage and save electricity.



## COHESIVE LIVING

- **Unity in diversity:** Respect and tolerance for other religions and cultures.
- Ensure safety and security of women and children in your community/ apartment.
- Promote a peaceful, harmonious and cohesive living amongst communities to sustain natural habitat.
- Engaging communities for a healthier and happier living by working towards social and environmental goals.



## ENVIRONMENT PROTECTION

- Say no to plastic.
- Plastic - Refuse, Reduce, Reuse and Recycle.
- Use jute and cloth bags to protect the environment.

Thank You