



SHAPE ATTITUDE GHANA

2015 ANNUAL REPORT



**STAY CLEAN,
STAY HEALTHY**

DECEMBER 2015



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COMPILED BY

WONDERFUL BAISIE GHARTEY

PROJECT DIRECTOR

DECEMBER 2015

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ACRONYMS

CBOs	-	Community Based Organisations
CCHN	-	College of Community Health Nursing
ECO	-	Environmental Concern Office
EMA	-	Effutu Municipal Assembly
GES	-	Ghana Education Service
GPRTU	-	Ghana Private Road Transport Union
JHS	-	Junior High School
MCE	-	Municipal Chief Executive
NGOs	-	Non-Governmental Agencies
SACOST	-	Centre for School and Community Science and Technology Studies
SHAPE	-	Sanitation, Health, Attitude and Practices for Clean Environment
SHS	-	Senior High Schools
UEW	-	University of Education, Winneba
UNICEF	-	United Nations Children's Fund
WHO	-	World Health Organisation

ACKNOWLEDGEMENTS

Shape Attitude Ghana wish to thank Mr Andrew K. Asamoah, Executive Chairman of A&C Development. Co. Ltd, Accra and former Director of World Health Organisation for his moral, motivation and financial support right from the inception of the project.

Our appreciation goes to Mr William Freeman Goku, Mr Iddrisu Shani, Ms Susanna Martinson all of the Municipal Environmental Health Office, Winneba, Ms Tina Yawson and Mr Francis Owusu Ansah, Coordinating Director, EMA, Winneba for their contribution in preparation of the project proposal.

We would also like to thank Dr David Essaw, a research fellow and water and sanitation specialist at the Institute for Development Studies, University of Cape Coast for his technical advice. He made several trips from Cape Coast to Winneba during the development of the project and was also the key facilitator at the consultative meeting.

We acknowledge the support of Neenyi Ghartey VII, the Chief of the Effutu Traditional Area; the late Hon. Nii Ephraim, former MCE of the Effutu Municipal Assembly, Winneba; Dr Magda Robalo, Representative of the World Health Organisation, Accra; Mrs Hilda Eghan, Director, Ghana Education Service, EMA; Mr Moses A. Morgue, President, Akwantufo Welfare Club, Winneba; Mr Fred Acolatse former Managing Director, New Times Corporation, Accra and currently MCE, Manya Krobo; the management of Radio Peace and Windy Bay FM stations and staff of Health Promotion Unit Winneba.

Prof. Kolawole Raheem, Head, SACOST/UEW and Mrs Deborah Afful, Hall Manageress of Adehye Hall/UEW have played lead role in the involvement of the University in the project. We thank them for their contribution. Our thanks also go to Mr Kennedy Aboagye and the late Mr Ali Paul Bruno of SACOST/UEW for allowing their life pictures to be used on the maiden poster of the Organisation.

The College of Community Health Nursing (CCHN) Winneba and the College of Nursing and Midwifery, Cape Coast played important roles in sending out the Shape Attitude message of clean environment by inviting us to participate in the COHHETI meeting, the 47th Anniversary of the Cape Coast College and the SRC festivities of CCHN. We are grateful to Mrs Minnie Okai, Principal of CCHN Winneba and Mrs Cecilia Mensah, Principal of the Cape Coast College

Mr J.B. H. Pyne, a Business Executive and a friend, Cape Coast, was the first to give cash donation to support the project. We are grateful to him. We thank all those who have donated to Shape Attitude and would like to mention donors outside Ghana, namely, Ms Anne Buckley a retired staff from WHO, Ms Angela Karmand, staff of WHO, Mr Emmanuel Woode, staff of UNAIDS and Mr Sodiq Sulaiman of the UN Office in Geneva.

Without the dedication of the Department of Social Welfare Office, Cape Coast, processing of documentation for recognition as NGO would have been difficult. Thanks to Mr Amofa Appiah and his staff.

Our thanks go to Mr Lord Nelson Addo Ofori of UEW for the development of our logo and Mr Eric Sekyere also of UEW for development of the Organisation's website.

Finally, we would like to register our appreciation to Mrs Victoria Ghartey for providing logistics to support activities of the project.

EXECUTIVE SUMMARY

Shape Attitude Ghana has been in existence for barely 16 months. The Organisation aims at enabling communities to develop a culture of keeping their communities clean at all times. The primary target group is children from age three to four but the community at large is also targeted.

In the last 16 months that the Organisation has been in existence, from the time it was registered as an organisation, it has reached out to 20 schools, two tertiary institutions, namely the University of Education, Winneba and the College of Community Health Nursing, nine religious societies, a civil society and the community at large. A number of sensitisation campaigns have been held, educational materials notably, posters and trash bins have been given out to schools and churches.

The organisation participated in a national meeting of COHHETI which gave Shape Attitude Ghana the opportunity to be known by all Heads of Health Training Institutions across the country. SACOST/UEW, the Ghana Education Office in Winneba and others are working closely with the Organisation in the sensitisation drive.

The sensitisation campaign has been well received by all the stakeholders. The biggest challenge, however, is putting into practice the message given out. This, of course, will take time. Nonetheless, all the stakeholders hold the view that enforcement of sanitation laws in the country is what will reinforce the message from Shape Attitude Ghana of keeping the surroundings clean. Enforcing sanitation laws require government intervention.

Shape Attitude Ghana has been making steady progress in the implementation of its activities but lack of adequate human and material resources have retarded the progress. Given some injection of resources, human and material, Shape Attitude Ghana can make significant strides in the educational campaign on sanitation, especially, indiscriminate littering.

The management of Shape Attitude Ghana is grateful to its well-wishers who have given donations or contributed in any form to the aspirations of the organisation.

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1. Introduction

Shape Attitude Ghana Organisation was started as a project on “Sanitation, Attitudes and Practices for clean Environment” (SHAPE) in August 2013. It started with one to one consultations with individuals, heads of government organisations, NGOS including religious societies, WHO, UNICEF, the Chief, influential people and others to collate ideas. In June 2014 a consultative meeting was held where all the parties that had been consulted were brought together for consensus building and to promote community ownership of the project.

2. Aims and objectives of Shape Attitude Ghana

The aim of the project is to enable the communities to develop a culture of keeping their surroundings clean all the time.

The specific objectives are to:

- build a mindset of clean environment;
- develop a sustained habit of maintaining good sanitary conditions;
- promote change in attitude for clean environment;
- contribute to reduction in the incidence of diseases related to dirty environment.

3. Consultative meeting and development of project proposal

On 12 June 2014 a consultative meeting was held where all the parties that had been consulted were brought together for consensus building. Refer to annex 1 for the list of participants. The outcomes of the consultative meeting were incorporated in the project proposal. In September 2014, report of the consultative meeting and a project proposal for Shape Attitude Ghana were released.

4. Registration

Shape Attitude Ghana was registered in September 2014 and a certificate to commence business obtained in the same month. In January 2015, Shape Attitude Ghana obtained a certificate of recognition as NGO.

Having completed the registrations and obtained the necessary certificates, a bank account was opened at the GCB Bank Ltd in Winneba.

5. Implementation of activities

5.1. Sensitisation talks in religious societies, schools and the University

5.1.1. Churches and mosque

Demonstration and talks were held in eight churches and one mosque between August 2014 and October 2015. There were follow-up talks in four of the churches and trash bins donated to them. Refer to annex 2.

5.1.2. Schools

Twenty schools from kindergarten to JHS level were visited from October 2014 to October 2015. The demonstration and talks in schools in October 2014 coincided with a week-long sanitation programme in schools by Fan Milk Ltd. Shape Attitude worked jointly with Fan Milk on the sensitisation drive. There were follow-up visits by Shape Attitude Ghana to eight schools and trash bins donated to them. Refer to annex 3 for the list of schools visited.

Akwantufu Welfare Club acquired 27 trash bins and in collaboration with Shape Attitude Ghana distributed them to 27 schools in Winneba in September 2015.

5.1.3. University of Education and College of Community Health Nursing, Winneba

A significant achievement was the involvement of the University of Education, Winneba, in the sensitisation drive within the University community. Shape Attitude Ghana was invited to give sensitisation talks at the fora of the SRC Local Assembly; Hall Council Meeting; Hall Week celebrations of Aggrey, Ghartey, University and Simpa Halls of Residence and University Teachers' Association of Ghana (UTAG) meeting.

Shape Attitude Ghana gave awareness talks at the **College of Community Health Nursing** (CCHN), Winneba. At the invitation of Conference of Heads of Health Training Institutions (COHHETI) through out Ghana, Shape Attitude Ghana participated in the COHHETI meeting organised in Cape in October 2015.

5.1.4. Other talks and community mobilisation meetings

Three talks and nine community mobilisation meetings were held. The first community mobilisation meeting was with the Akwantufu Welfare Club of Winneba. The Club has since collaborated so well with Shape Attitude Ghana.

The Centre for School and Community Science and Technology Studies (SACOST) of University of Education, Winneba, organised a tripartite meeting for the University, the Environmental Health and Sanitation Department representing the Government and Shape Attitude Ghana representing an NGO. The purpose of the meeting was

to discuss areas of collaboration and prepare a joint proposal for implementation. It was agreed that the University will focus on all the academic aspects of the project including research, the government on implementation and management of refuse and the NGO (Shape Attitude Ghana) on behavioural change.

The demonstration and talks were extended to business communities at the invitation of the management of the businesses or their owners. There was one such talk in Cape Coast at Asaquaah Motors and the second at Gracelove Creations in Winneba.

5.2. Radio programmes

There were four radio talks 2 each at Radio Windy Bay FM and Radio Peace FM Stations. One of the Radio Windy Bay programme was a panel discussion organised by the Students' Representative Council (SRC) of University of Education, Winneba during the Halls' Week celebrations. The Radio Peace talk was part of the weekly talk by the Health Promotion Unit of the Ministry of Health.

5.3. KABP survey

An interview schedule for knowledge, attitude and behavioural practices (KABP) study was completed in January 2015. However, the study was put on hold due to lack of funding.

5.4. Production of drama

In collaboration with CCHN and SACOST, Shape Attitude Ghana produced its first plays on sanitation. The plays titled "Killing the barbaric act" and "Sanitation for all." were staged by students from CCHN, Winneba, at the COHHETI meeting.

The Cape Coast College of Nursing and Midwifery also invited Shape Attitude Ghana to participate in their 47th anniversary where the message of anti-littering was delivered.

5.5. Resource mobilisation

Resource mobilisation has so far been visits to individuals and organisations to appeal for support in the form of materials and funds. In some cases, individuals have voluntarily donated to Shape Attitude Ghana when they get to know the project and its objectives. Total cash donations received came to GHC25,117, the bulk, GHC18,862 (75%) was received in the second half of 2015. Refer to annex 6.

Receipts have been issued to cover all funds received and letters of appreciation sent to the donors except for one who could not be traced. This was a lady who gave the donation after a talk at the Ebenezer Methodist Church cathedral in Winneba.

All the funds have been paid into the project account with the GCB Bank in Winneba.

Donations in kind were received, including 64 T-shirts for school kids, development of logo and free website development and maintenance.

5.6. Acquisition of materials

Shape Attitude Ghana acquired 550 different sizes of posters to the value of GHC2,675. Seventy three trash bins worth GHC1,264 were bought for distribution to schools and churches. A limited number of T-shirts were produced.

5.7. Development of website

The website of Shape Attitude Ghana went live in July 2015. This was after two highly devoted website developer and graphic designer were identified in June 2015 through Mr Amos Amamoo at the University of Education, Winneba. The graphic designer developed the logo of the Organisation and the other the website.

6. Income and expenditure

Total cash donations received from June 2014 to December 2015 came to GHC25,117.

Expenditure incurred from June 2014 to end December 2015 is estimated at GHC21,160. However, only expenditures reflected in the cash book amounting to GHC10,827 is reflected in the financial statement. Expenditures prior to June 2014 and those for which documentation could not be obtained as proof of payment estimated at GHC10,330 were not paid with project funds and hence not shown in the cashbook. Therefore, the balance of cash in the books and as per the bank balance is GHC14,289.33.

The GHC10,330 not in the cash book was direct and indirect cost funded by the founder.

7. Challenges

The major challenge that Shape Attitude Ghana is facing is inadequate material, financial and human resources to implement activities. The project has so far relied on very few but highly committed volunteers.

Thanks to the staff of SACOST/UEW, Health Promotion Staff, the web master and graphic designer, Radio Peace and Windy Bay among others who provided services at no cost.

The immediate needs are educational materials, trophies for awards, support to conduct baseline survey, meetings and transportation costs.

A resource mobilisation has been embarked upon and it is hoped that the results will be favourable in 2016.

Bereavement

During the course of the year Shape Attitude Ghana lost two important personalities. The Municipal Chief Executive, the late Hon. Nii Ephraim passed on in the first half of the year and Mr Ali Paul Bruno in the last quarter of the year. The project has suffered a big blow with their departure.

Mr Bruno was among our first volunteers and he agreed for his picture to be used on the first poster of Shape Attitude Ghana.

May their souls rest in peace.

8. Observations and conclusions

8.1. Educational institutions

- a. Among the school population, it was reported that children at the pre JHS level were following good practices taught by their teachers, Shape Attitude Ghana and Fan milk Ltd more than pupils at the JHS level.
- b. It was reported that awareness among pupils in some schools was improving after the demonstration, video show and talk of Shape Attitude Ghana and Fan Milk to the schools, to the extent that some pupils would report recalcitrant pupils to their teachers.
- c. Emptying of bins from school compounds posed a challenge to the schools. In cases where the schools have to empty the bins, dumping site was difficult to find.
- d. The bins supplied by Fan Milk were found strategically placed in the schools. However, they were not adequate.

8.2. Religious societies (churches and mosque)

- a. Reception in the churches and mosque visited was very good and the demonstrations and talks were well received.
- b. There was a general acceptance that our environment is not clean.
- c. It was also generally accepted that the practice of indiscriminate littering and dumping was attributed largely to “ATTITUDES and PRACTICES.”
- d. Reports were received from a church on improvement in littering on their church premises during the follow-up visits.

8.3. Community level

- a. It is a common knowledge among the population that indiscriminate littering and dumping of refuse constituted major challenge to waste management in our communities.
- b. The population is very much aware that refuse in containers left uncollected for several days posed a threat to the environment and health of the people.
- c. Inadequate or lack of infrastructure has not helped in the effort to eradicate littering and indiscriminate dumping. This case was cited over and over again during the project development, at the consultative meeting and the initial phase of project implementation.
- d. There were several suggestions from the communities to tackle the sanitation problem, among them recycling of waste, sorting of waste, incinerators for burning, and **enforcement of sanitation laws**.

With the awareness of the general population on the deplorable state of sanitary conditions in the country, what everybody was looking for is a solution to the problem. The question that follows is where the responsibility lies.

Shape Attitude Ghana feels that it is a collective responsibility and that something has to be done at individual, household and community level by changing our attitude. This view is shared by all and action has to be taken regardless of the poor state of refuse collection.

Shape Attitude Ghana will continue with the sensitisation drive targeting the young population from three to four years. The hope is that the young will grow up with a mind set for clean environment and give due consideration to waste management. The adult will be targeted as well in the sensitisation drive.

Annex 1

Organisations and eminent personalities who attended the consultative meeting:

1. The Omanhen (Chief) of Winneba
2. The Municipal Chief Executive of the Effutu Municipal Assembly (EMA)
3. The Coordinating Director of EMA
4. The Environmental Health and Sanitation Department Officers
5. The Director of the Effutu Municipality Ghana Health Service
6. The Director of the Effutu Municipality Ghana Education Service
7. The Ghana Police Service
8. The World Health Organisation (WHO)
9. The United Nations Children's Fund (UNICEF)
10. The Head, SACOST, University of Education, Winneba
11. Heads of religious societies, among them the Catholic and Methodist Churches and Islamic Society
12. The Ghana Private Road Transport Union (GPRTU)
13. Akwantufo Welfare Club, Winneba
14. Environmental Concern Office, Winneba
15. Zoom Lion
16. The media – New Times Corporation, Radio Peace and Windy Bay FM Stations
17. Eminent personalities – Executive Chairman of A&C Development Company, Managing Director of New Times Corporation

Annex 2

Religious societies where demonstrations and talks were held

1. Abasraba Mosque
2. Ebenezer Methodist Church x 2
3. St Paul Methodist Church x 2
4. Zion Church x 2
5. Calvary Methodist Church, Swedru
6. Anglican Church
7. Mount Olivet Church, Cape Coast
8. Church of Christ x 2
9. Presbyterian Church
10. Youth and Women Fellowships
11. Sunday Schools of Churches

Annex 3

List of schools where demonstration and talks were held with follow-ups

1. Zion Schools A&B x 2
2. Zion Schools C&D and JHS x 2
3. Methodist A&B x 2
4. Methodist C& D x 2
5. St Paul Preparatory School x 2
6. Anglican School
7. Ntakorfam KG and primary schools x 2
8. H&E KG, Primary and JHS
9. Effutu Municipal Assembly Schools (near Town Hall) x 2
10. Uncle Rich Preparatory School
11. Ansarudeen Islamic Schools KG, Primary
12. Ansarudeen Islamic School JHS
13. Church of Christ KG and primary schools
14. University Practice Schools South Campus KG
15. University Practice Schools South Campus Primary and JHS x 2
16. University Practice Schools North Campus, KG, Primary
17. University Practice Schools North Campus JHS
18. Presbyterian KG, Primary and JHS
19. Don Bosco Catholic Primary Boys, Girls, and KG
20. Seventh Day Adventist KG and Primary Schools

Annex 4

Other talks and Community mobilisation meetings held with:

1. Ghana Prisons, Winneba for Prison officers.
2. Food vendors along the Trauma Hospital Road, Winneba.
3. Ghana Private Road Transport Union (GPRTU) with a follow up after two weeks
4. The University
5. National Health Insurance Scheme Office, Winneba.
6. The Municipal Assembly
7. The Environmental Health and Sanitation Department
8. The College of Community Health Nurses (CCHN)
9. Students Representative Council of CCHN
10. Environmental Concern Office (ECO) of the Catholic Church on areas of collaboration
11. The Abasraba Zongo youth
12. The Head of Fishermen

Annex 5

Donations to Shape Attitude Ghana: June 2014 – December 2015

Period	No. of organisations	Amount	No. of individuals	Amount	Total amount
Jun.– Sep. 2014	1	500.00	1	5.00	505.00
Oct. – Dec. 2014	0	0.00	0	0.00	0.00
Jan. – Mar. 2015	2	600.00	3	350.00	950.00
Apr. – Jun. 2015	1	3,000.00	1	1,000.00	4,000.00
Jul. – Sep. 2015	2	300.00	3	15,401.73	15,701.73
Oct. – Dec. 2015	0	0.00	6	3,960.00	3,960.00
Total	6	4,400	14	20,716.73	25,116.73

* Note: Two donations came in Euros 1,000; and Swiss francs 2,000. One donation was through a wire transfer, the first wire transfer to the Organisation.

Donations in kind: April 2014 – December 2015

Period	No. of Organisations	No. of individuals	Activity
Apr. – Jun. 2014	2	2	Purchase of website domain and air time on FM station
Jan. – Mar. 2015	1	0	Design of posters and samples
Apr.- Jun. 2015	2	3	Air time, development of website and logo design
Jul.- Sep.2015	1	1	Air time, website maintenance
Oct. – Dec. 2015	1	1	Air time and T-shirts

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Annex 6

FINANCIAL STATEMENT

Income

GH₵25,117

Expenditure:

Administrative costs **GH₵ 3,079**

- Registrations	550
- Stationery	636
- Production of reports	689
- IT support (website/logo)	800
- T&T for media event	200
- Bank charges	204

Consultative meeting **GH₵ 2,827**

Equipment **GH₵ 1,784**

- Modem	220
- Trash bins	1,264
- Wireless amplifier	300

Educational materials **GH₵ 3,117**

- Posters	2,675
- T-Shirts	462

Total expenditure **GH₵10,827**

Balance **GH₵14,289**

Expenditures not claimed and therefore not reflected in the cash book.

Item **Amount (GH₵)**

Registration at the Registrar General	450
Fuel Jan. 2014 to Dec. 2015	5,805
Production of play	1,600
Meeting costs	1,786
Stationery	692
Total	10,333

Annex 7

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2015 ACTIVITY PICTURES

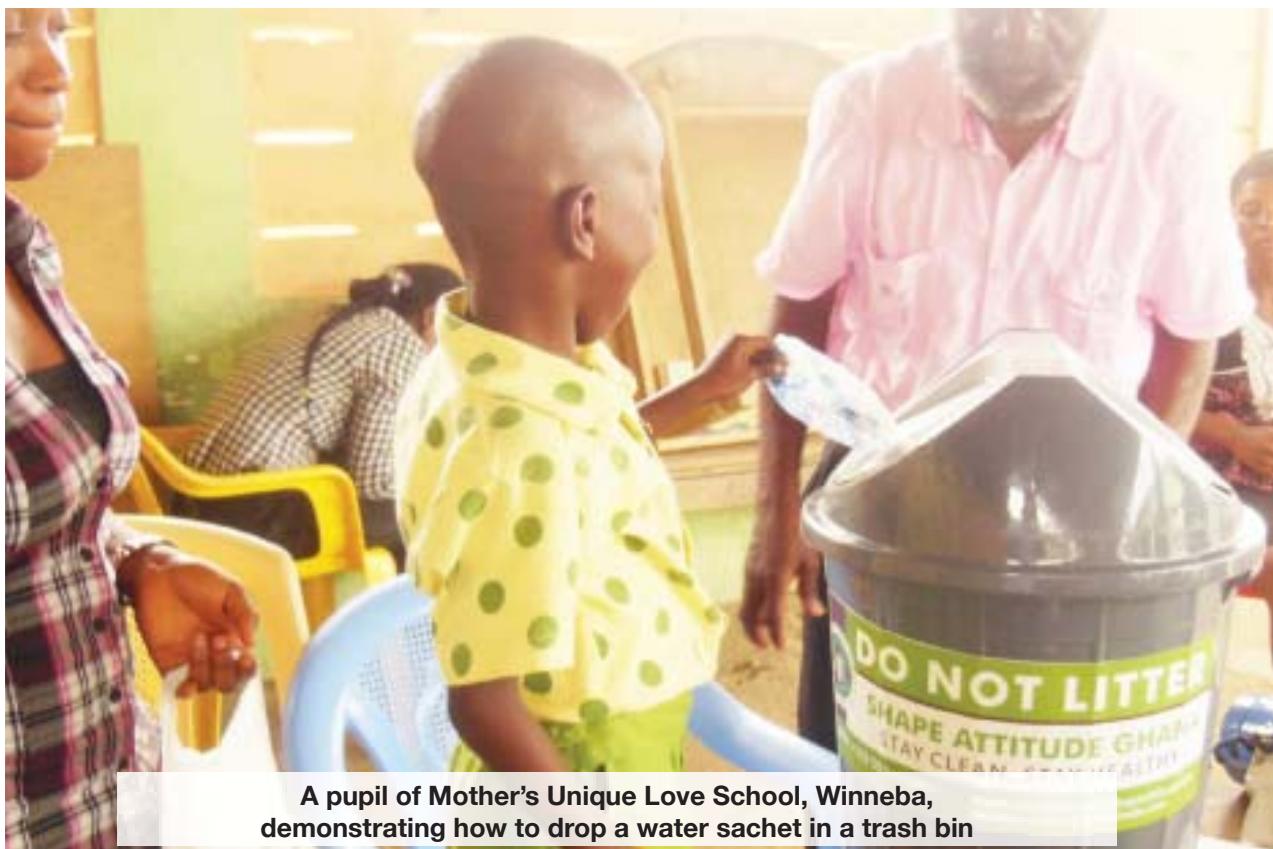
Sensitisation Talk in Winneba Schools and its Vicinity



Pupils of Mother's Unique Love School, Winneba, listening attentively to a talk on avoiding indiscriminate littering and dumping

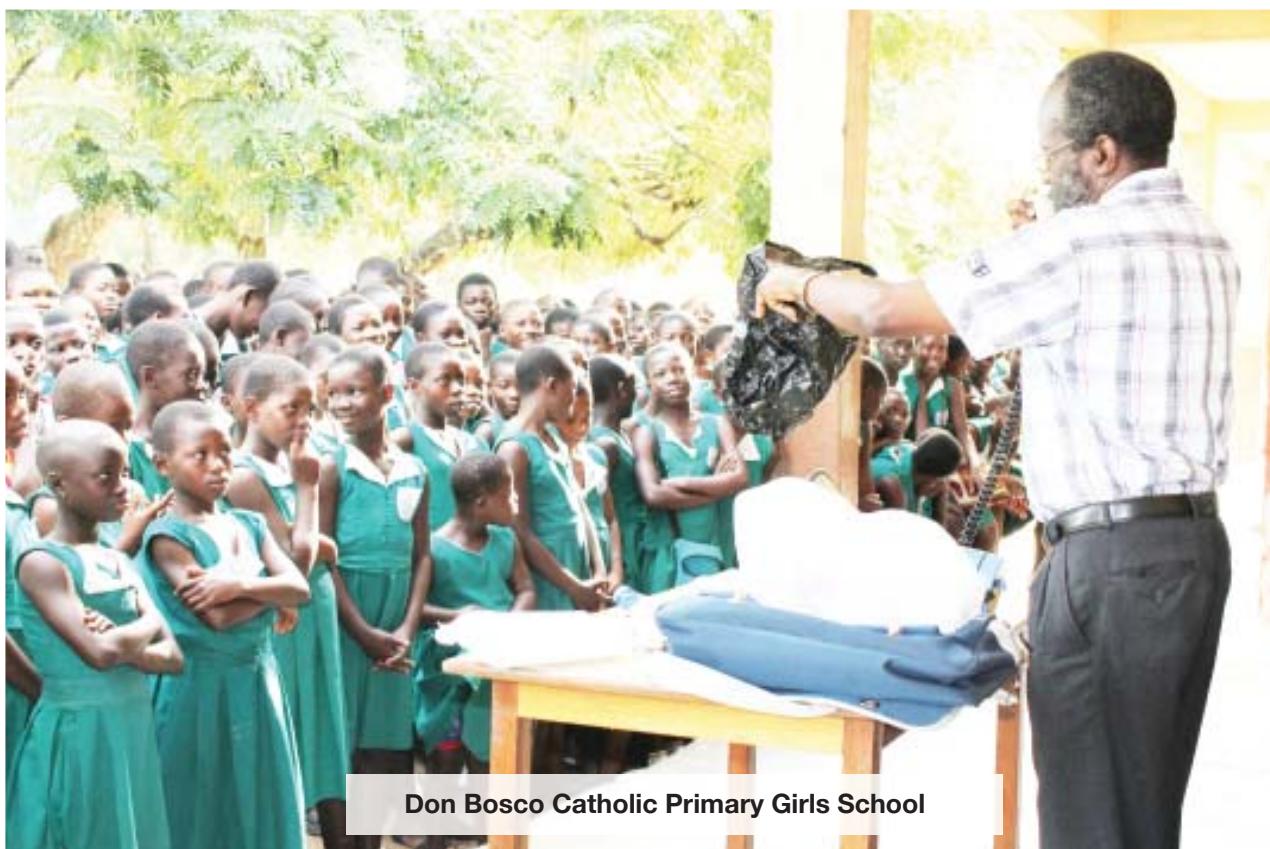


Pupils of Mother's Unique Love School, Winneba, being shown poster on littering





**Pupils of Don Bosco Catholic KG & Primary Girls School
being shown poster on littering**



Don Bosco Catholic Primary Girls School



A group picture of Don Bosco Catholic KG & Primary School with teachers and Founder of Shape Attitude Ghana after a sanitation talk



Presentation at a cultural event organised by the Ghana Education Service



Presentation of trash bins at the cultural event. Seated in the middle is the Director of Effutu Municipal Education Service, Mrs. Hilder Eghan, and on her left is the P.R.O. of GES Mrs. Rose Abbew and on her right the founder of Shape Attitude Ghana, Mr. Wonderful B. Ghartey





Talk at the University Practice School Primary C





Talk at the University Practice School Primary C



Domique Inkoom signing to the hearing impaired pupils during Shape Attitude Sanitation Talk at the University Practice All Inclusive School



The founder of Shape Attitude Ghana, Wonderful Baisie Gchartey, presenting a report on the first anniversary of the organisation





Prof. Kolawole Raheem of SACOST, University of Education Winneba, addressing participants at the first anniversary meeting. On his immediate right is Mr Andrew K. Asamoah Jnr from Accra who chaired the meeting and Wonderful Baisie Ghartey, Director of the project.



Dr David Essaw of the Institute for Development Studies, University of Cape Coast, presenting a paper to participants at the anniversary meeting



Dr David Essaw of the Institute for Development Studies, University of Cape Coast, presenting a paper to participants at the anniversary meeting



Shape Attitude Ghana donates trash bins to Ebenezer Methodist Cathedral Winneba after a second sensitization talk



Akwantufu Welfare Club, Winneba in Collaboration with Shape Attitude Ghana donates gabage bins to schools in Winneba through Ghana Education Service, Winneba







SANITATION FOR ALL; a play staged by students of College of Community Health Nursing, Winneba





**A Radio Talk by Shape Attitude Ghana hosted by Ms Esther Ama Nyarkoa at
Radio Peace FM Station in Winneba**





**Talk by a Health Promotion Officer, Ms Anna Obir Bonney
on one of her rounds to Schools**





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Mobile: +233 50 945 8481
Email: wonderfulgb@shapeattitude.com
Website: www.shapeattitude.org

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