

PRESS STATEMENT

TO

**LAUNCH THE “BE A HERO, MAKE YOUR
BAHAMAS A CLEAN SAFE BAHAMAS”
CAMPAIGN**



**HON. ROMAULD FERREIRA, M.P.,
MINISTER OF THE ENVIRONMENT &
HOUSING**

**CONVENTION CENTRE
ATLANTIS, PARADISE ISLAND**

15TH OCTOBER, 2018

- **CABINET COLLEAGUES;**
- **PERMANENT SECRETARY, JANICE MILLER;**
- **SENIOR OFFICERS;**
- **LADIES AND GENTLEMEN; AND**
- **MEMBERS OF THE PRESS, GOOD MORNING.**

RESEARCH HAS SHOWN THAT HIGHER CRIME RATES AND MORE AGGRESSIVE BEHAVIOR IS EXHIBITED BY CITIZENS WHO LIVE IN COMMUNITIES IMPACTED BY ILLEGAL DUMPING AND STREWN LITTER.

AN AMERICAN STUDY REVEALED THAT CRIME WAS REDUCED IN HIGHLY DENSE URBAN AREAS OF LOW-COST PUBLIC HOUSING IN THE UNITED STATES WHEN THERE WERE CLEAN, GREEN SPACES.

WITH THESE TESTED CONCLUSIONS IN MIND, TODAY THE MINISTRY OF THE ENVIRONMENT AND HOUSING MARKS THE COMMENCEMENT AND

FORMAL LAUNCH OF THE “BE A HERO, KEEPING THE BAHAMAS CLEAN GREEN AND PRISTINE” CAMPAIGN.

IN SEPTEMBER OF LAST YEAR (2017) THE MINISTRY OF ENVIRONMENT & HOUSING LAUNCHED THE NEW PROVIDENCE CLEAN-UP CAMPAIGN. THIS WAS A BIFURCATED OR TWO PRONGED APPROACH WHICH BEGAN WITH COMMUNITIES COMING TOGETHER TO CLEAN UP THEIR NEIGHBORHOODS, IN SOME CASES WITH THE ASSISTANCE OF THE DEPARTMENT OF ENVIRONMENTAL HEALTH SERVICES. THE OTHER PRONG OR CRITICAL ELEMENT OF THE NEW PROVIDENCE CLEANUP CAMPAIGN WAS TO BRING ABOUT A FINAL RESOLUTION TO THE NEW PROVIDENCE SANITARY LANDFILL. THIS WAS A CRITICAL COMPONENT AS THE WASTE COLLECTED FROM THE CLEANUP CAMPAIGN HAS TO BE DEPOSED OF PROPERLY. I AM PLEASED TO ANNOUNCE THAT NEGOTIATIONS WITH THE SELECTED BIDDER

PROVIDENCE ADVISORS WRDG IS PROGRESSING AND WE EXPECT TO CONCLUDE OUR CONTRACTUAL AGREEMENT VERY SOON.

I WISH TO TAKE THIS OPPORTUNITY TO THANK MY PARLIAMENTARY COLLEAGUES WHO ORGANIZED THEIR CONSTITUENCIES AND MOBILIZED THEIR RESOURCES TO CLEAN-UP. I ALSO WANT TO THANK THE NEIGHBORHOOD COMMUNITY ASSOCIATIONS AND CHURCHES THAT JOINED IN TO FULFILL THEIR MANDATE AS GOOD STEWARDS OF OUR PLANET.

TODAY WE LAUNCH THE SECOND PHASE OF THE CAMPAIGN GEARED AT CHANGING MINDSETS AND BEHAVIORS. IN ADDITION TO A SUSTAINED CLEANUP EFFORT THE MINISTRY OF THE ENVIRONMENT AND HOUSING WILL GO THE EXTRA MILE TO CHANGE THE MIND-SET OF THE AVERAGE BAHAMIAN CITIZEN TO INSTILL A SENSE OF PRIDE IN

THEIR COMMUNITIES THAT WILL LEAD TO CLEANER, INVITING AND SAFE ENVIRONMENTS. IN ORDER TO ACHIEVE THIS GOAL, WE WILL TARGET AND ACTIVELY ENGAGE THE YOUTH OF OUR NATION. WE BELIEVE IN OUR NATIONS YOUNG PEOPLE AND THEIR ABILITY TO BE AGENTS OF POSITIVE CHANGE.

TODAY, WE WANT BAHAMIANS TO UNDERSTAND THAT THE GOVERNMENT IS NOT RESPONSIBLE FOR CLEANING UP BEHIND THEM. INSTEAD WE WILL EMPOWER BAHAMIAN PEOPLE, ESPECIALLY THE YOUTH OF THE NATION, TO CLEAR DOWN OVERGROWN BUSHY AREAS, PLANT TREES AND CREATE MORE GREEN SPACES.

WHEN THESE SIMPLE ACTS ARE COMPLETED WITH FORETHOUGHT, CONSISTENCY AND URGENCY, THERE IS A MARKED DIFFERENCE IN –

- **HOW PEOPLE FEEL ABOUT THEMSELVES;**

- **THE WAY THEY FEEL ABOUT WHERE THEY LIVE; AND**
- **HOW THEY TREAT PEOPLE AROUND THEM.**

WE WANT STUDENTS TO BE EMPOWERED TO MAKE A DIFFERENCE. WE NEED THEM TO BE COURAGEOUS, AND TO STAND UP TO ANYONE THEY SEE LITTERING, INCLUDING THEIR PARENTS. WE ALSO NEED THEM TO DISCOURAGE THEIR PEERS AND GROWN-UPS FROM THROWING WRAPPERS OUT OF A CAR WINDOW OR DROPPING FAST FOOD CONTAINERS ON THE GROUND.

SHIFTING A NATIONAL MINDSET INCLUDES HELPING YOUNG PEOPLE TO BE SENSITIVE AND INTOLERANT OF LITTERED VERGES AND SIDEWALKS AND ILLEGAL DUMPING IN VACANT, OVERGROWN LOTS.

THEREFORE, IN THIS SECOND PHASE STUDENTS IN THE PRIMARY AND JUNIOR HIGH SCHOOL GRADES ARE BEING CHALLENGED TO

INFLUENCE ADULTS TO MAKE A CHANGE AND DIFFERENCE IN THEIR NEIGHBOURHOODS. IT IS A DEMANDING TASK, BUT WE HAVE CONFIDENCE THAT THE YOUNG PEOPLE CAN DO IT! SO WE FIGURE, WE SHOULD MAKE THIS VENTURE FUN FOR THEM!

THE CAMPAIGN REQUIRES STUDENTS TO –

- **IDENTIFY A PROJECT SUCH AS RAISE MONEY FOR RECEPTACLES AT THEIR SCHOOL; CREATE A PARK, FUND A VEGETABLE GARDEN OR PAINT AN ABANDONED BUILDING IN THE COMMUNITY WHICH CAN BE IMPROVED WITHIN A SIX-MONTH PERIOD; AND**
- **THEN POST THE “BEFORE” IMAGES OF THEIR PROJECT ON SOCIAL MEDIA PAGES AND CONTINUE TO POST UPDATED IMAGES ON FACEBOOK, INSTAGRAM, SNAPCHAT AND TWITTER AS THEY PROGRESS.**

THE CAMPAIGN LAUNCHES WITH LOCAL SPORTS, MUSIC AND CIVIC HEROES SUCH AS BUDDY HIELD, JONQUEL JONES, CHRIS “FIREMAN” BROWN, SHAUNAE MILLER-UBO, KIRKLAND “KB” BODIE, DYSON AND WENDI KNIGHT, ED FIELDS AND NANCY KELLY. VERY SOON THE PUBLIC WILL SOON SEE CAMPAIGN MATERIAL, BILLBOARDS, BUS SIGNS AND ADVERTISEMENTS RELEASED WITH THE FACES OF THESE CAMPAIGN HEROES.

AT THE END OF THE SIX MONTH PERIOD, THESE INITIAL HEROES WILL BE REPLACED BY 10 NEW HEROES. THESE NEW SUPER HEROES WILL BE THE 10 PROJECT WINNERS THAT HAVE COMPLETED THE BEST JOB, MADE THE MOST IMPACT ON THEIR STREET, NEIGHBOURHOOD OR SCHOOL, AND HAVE GAINED THE LARGEST FOLLOWING ON SOCIAL MEDIA. THE SUPER HEROES WILL THEN HAVE OPPORTUNITY TO MEET

DIGNITARIES INCLUDING THE GOVERNOR-GENERAL, AND EVEN BE INVITED TO THE HOUSE OF ASSEMBLY.

AT THIS TIME I WOULD LIKE TO ACKNOWLEDGE OUR FIRST TWO HEROES - TODAY, Ms. AVANI SAWYER, GRADE 4 OF KINGSWAY ACADEMY AND MR. SEBASTIAN MAJOR, GRADE 5 OF SUMMIT ACADEMY.

WE ARE EXTREMELY EXCITED ABOUT THIS PROGRAMME, BECAUSE FOR THE FIRST TIME WE HAVE A CLEAN UP CAMPAIGN WHERE THE YOUNG PEOPLE ARE THE INFLUENCERS DELIVERING A MESSAGE THAT - IT IS COOL TO CARE ABOUT YOUR ENVIRONMENT.

MY FELLOW BAHAMIANS, DISRESPECT FOR PROPERTY TRANSFERS INTO DISRESPECT FOR AUTHORITY. SO WHEN OUR STREETS AND

COMMUNITIES ARE CLEAN, CRIME DECREASES, COMMUNITY SPIRIT INCREASES, SCHOOLS AND STUDENTS FARE BETTER AND PEOPLE FEEL LIBERATED AND HAPPY IN THEIR ENVIRONMENTS.

THE “BE A HERO, KEEPING THE BAHAMAS CLEAN GREEN & PRISTINE” CAMPAIGN WOULD NOT BE A SUCCESS WITHOUT MY COLLEAGUES AND PRIVATE-PUBLIC PARTNERSHIPS. AT THIS TIME I WOULD LIKE TO THANK MY COLLEAGUES FOR THEIR SUPPORT OF THIS CAMPAIGN, THE HONOURABLE DIONISIO D’AGUILAR, MINISTER OF TOURISM AND THE HONOURABLE JEFF LLOYD, MINISTER OF EDUCATION, WHO IS MAKING IT POSSIBLE FOR US TO VISIT ALL THE SCHOOLS. MY MINISTRY ACKNOWLEDGES OUR SPONSORS WHO HAVE MADE THE FUNDING FOR THIS CAMPAIGN POSSIBLE. SPECIAL THANKS IS EXTENDED TO THE MANAGEMENT OF ATLANTIS FOR PROVIDING THE VENUE AND ITS AMENITIES. APPRECIATION IS EXTENDED TO ALL OUR

**FRIENDS IN THE ENVIRONMENTAL MOVEMENT, THANK YOU FOR YOUR
ABIDING CARE AND COMPASSION.**

**WE WOULD LIKE TO SHOW OUR GRATITUDE TO OUR FIRST HEROES
PRESENT TODAY, Ms. AVANI SAWYER AND MR. SEBASTIAN MAJOR,
THANK YOU FOR BEING OUR FIRST HEROES, THE SUPER KIDS OF A
CLEAN, GREEN AND PRISTINE BAHAMAS IN THIS INAUGURAL “BE A
HERO, MAKE YOUR BAHAMAS A CLEAN, SAFE BAHAMAS.**

**LADIES AND GENTLEMEN, THANK YOU GRACING US WITH YOUR
PRESENCE AT THIS AUSPICIOUS OCCASION.**

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