

Public Relation Works

PR work has been continuously undertaken since the setting up of SPWPCU at PCD Office. The first task was the opening ceremony at the Samut Prakarn City Hall in which hundreds of village heads and chiefs of districts and sub-districts of the province were attended. SPWPCU set up the 1997-1999 PR program together with the NVPSKG JV, in which the following activities were carried out:

1. Preparation of different media as follows
 - VDOs in Thai and English briefing background of project
 - VDO in Thai presenting progress of works to brief the steering Committee
 - VDOs in Thai emphasizing benefits of the projects and mitigative measures to be distributed to local government offices in the province where a lot of people come to contact
 - VDOs in Thai prepared for students to be distributed to schools in Samut Prakarn province
 - Brochures about the project about 100,000 pieces distributed to people in the project vicinity
 - Booklets on facts about the project were distributed to Samut Prakarn people
 - 21 poster board stands given to various local government offices and main business and department stores
2. News, interview clips with key persons (Samut Prakarn governor, ADB representatives, PCD DG) and articles about the project were printed in newspapers not less than 20 times.
3. Press release and exhibitions were arranged for 5 times
4. Meetings with different offices in Samut Prakarn for about 40 times as follows:
 - Representatives of all the government offices for 4 times
 - Parliamentary Committee on Environmental Issues for 2 times
 - Municipalities, Sanitary Districts, Provincial Administrative Office and Sub-district
 - Administration Organizations for 23 times
 - Central government offices such as Harbor department, Metropolitan Waterworks
 - Authority, Industrial Works Department for 4 times
 - Samut Prakarn Chamber of Commerce, Federation of Thai Industry Samut Prakarn Chapter, Bang Poo Industrial Estate for customer promotion for about 10 times
 - Samut Prakarn Environmental Club for 2 time
5. Total 7 meetings were held between PCD officers, SPWPCU and JV personnels with Bang Bo District Head Officer, Klong Dan Sub-district Administration Organization and Klong Dan Sanitary District (recently upgraded to municipality).

6. Other activities include

- Sport equipment sets were given to 21 schools in Bang Bo districts where treatment plant is located
- Student essay contest on the topics related to clean water environment and the
- effects of water pollution was arranged among schools in Bang Bo District
- and rewards were given on the Children's Day 1999
- Free medical examination and treatment for local people in Klong Dan Sub-district · was arranged for 2 times

In March and May 1999 PCD went to meet Kong Dan villagers at the treatment plant site and at Bang Bo District. In June PCD DG went to meet villagers again and all PCD and SPWPCU staff were locked up within the site for more than 8 hours and villagers blocked the Sukhumvit Road for a few days. After the PR program was slowing. The beneficial activities like medical examination was misinterpreted by the villagers that the project is bringing along toxic substances and that is the reason for the provision of medical care to them.

In the second half of 1999 onwards main activities of PCD was to present and answer questions to different Parliamentary Committees. Two technical hearings were arranged mainly among Thai sanitary engineering professors and professionals. Articles about the project in different subjects are still printed in newspapers from time to time. They are mainly prepared by PCD. Meetings with Government-Private Sector Committee, Chamber of Commerce and Federation of Thai Industry in Samut Prakarn were constantly arranged. Recently in March 2000 representatives of provincial and local government officers, private sectors and Klong Dan villagers and PCD of total 36 persons arranged a study tour to two wastewater treatment plants in Australia to compare information with the plant to be established in Samut Prakarn.

From May 2000 onwards 2-minute radio spots will be broadcast for about few months. Concurrently, short TV sports will also be on-air.