

Changing Attitudes and Behaviour to Mercury Use

An NGO Approach in Kalimantan, Indonesia

1. Context

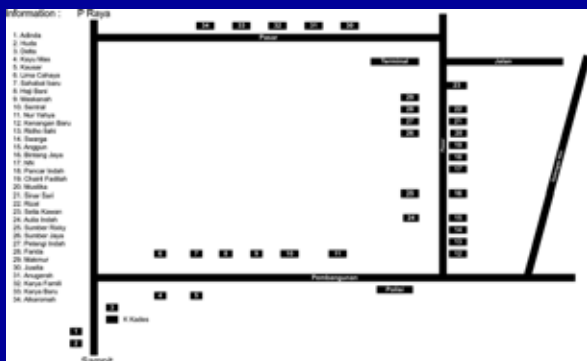
Site Location - Kalimantan



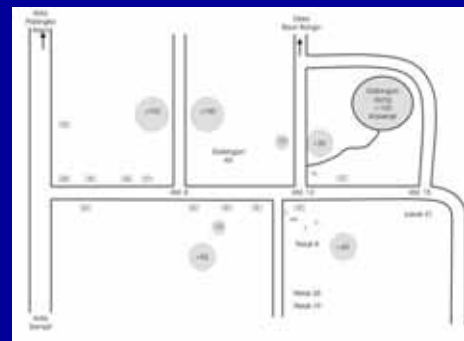
Site Location - GMP



Kereng Pangi Town



Galangan Gold Fields



Galangan Gold Field



Artisanal Mining



Amalgamation Pond



Gold Shops in Town



Basic Demographics

- **Township**

9,500 residents

60% female, 40% male

- **Goldfields**

5,500 transients

95% from Java or South Kalimantan

2. Campaign Design

Key Objectives



Raise awareness



Change behaviour

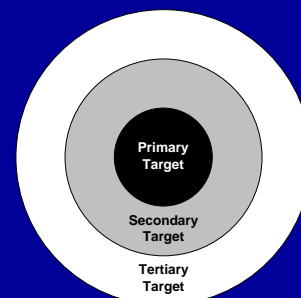
Field Survey

- Provide a baseline to measure impact
- 100 Interviews in town and goldfields
- 36% women, 64% men
- Javanese, Banjarese, Dayak

Field Survey Results

- Low level of awareness of dangers from exposure to Mercury
- Women more willing to accept dangers
- Some men drink or rub Mercury on skin for strength

Design Strategy



Target Groups

Primary Target

Miners, Suppliers & Processors

Secondary Target

Family Members & Neighbours

Tertiary Target

General Public

Campaign Approach

- Build public awareness through strong media campaign
- Bring information and technologies to each target group

3. Campaign Preparation

Media Campaign



Logos



Posters



Flyers



Brochures



Banners



Field Demonstration Unit



Training of Trainers



4. Implementation

Public Launch



Women's Health Groups



Gold Shops



Schools & Clinics



Miners



General Public



5. Early Results

Miners



Gold Shops



General Public



6. Key Considerations

Involve Local People



Involve Local Government



Use Appropriate Technologies



Adapt to Changing
Circumstances



Thank You!