



Birki NG *Kaalamam*

An environmental awareness campaign through storytelling
January 7 - February 7, 2025



BINHI NG KAALAMAN:

An Environmental Awareness Campaign Through Storytelling

On March 28, 2025, the University of Perpetual Help System Laguna's Community Outreach Department, in collaboration with Perpetualite Nation Builders, conducted an environmental awareness initiative at Dr. Jose G. Tamayo Memorial Elementary School in San Pedro, Laguna. The program featured a storytelling session centered on the children's book *Bayan ng Basura* (Garbage Town), authored by Augie Rivera and illustrated by Jill Arteche.

The story follows Pawikan, a sea turtle whose tranquil, clean, and bountiful home is disrupted by a storm, leading him to the polluted "Bayan ng Basura." Through Pawikan's journey, young readers are introduced to the harsh realities of marine pollution and its impact on ocean life.



The storytelling session was complemented by interactive discussions and activities that engaged students in understanding the significance of environmental conservation. This initiative aligns with the United Nations Sustainable Development Goals, particularly those focusing on responsible consumption and production, life below water, and climate action.



By integrating such educational programs, the university continues to foster a generation of environmentally conscious individuals committed to making a positive impact on their communities and the planet.

BINHI NG KAALAMAN: AN ENVIRONMENTAL AWARENESS CAMPAIGN THROUGH STORYTELLING



What made Binhi ng Kaalaman particularly impactful was its approach. The event didn't just inform; it inspired. Children actively participated in interactive dialogues, coloring activities, and mini environmental pledges, transforming passive learning into a dynamic and memorable experience. For many students, this was their first encounter with environmental issues presented in such an accessible and heartwarming way.

The program was more than a typical outreach—it was a journey through words and imagination, leading to understanding and empowerment. Through carefully curated stories and hands-on activities, students were introduced to essential topics such as climate change, conservation of natural resources, marine protection, and the importance of sustainable living. These narratives were intentionally aligned with several of the United Nations Sustainable Development Goals (SDGs), including:

SDG 4: Quality Education
SDG 6: Clean Water and Sanitation
SDG 13: Climate Action
SDG 14: Life Below Water
SDG 15: Life on Land
SDG 17: Partnership for the Goals

