The Creeping Threat--
Drug Residues in Water!

By Hadas Segal, Chien-Hung Liao, Shaafie Kurban and Juanita Rozenblad

Groot Salland

UW WATERSCHAP

All over the world, people take medicines, and the medicine residues reach the water in various ways.

Affects of drug residues

Environmental
- -Fish and crocodiles feminization
- -Vultures near extinction

Human illnesses
- -Increased incidence of cancer
- -Resilience of bacteria to antibiotics

Awareness Campaign

Awareness Campaign for the elderlies

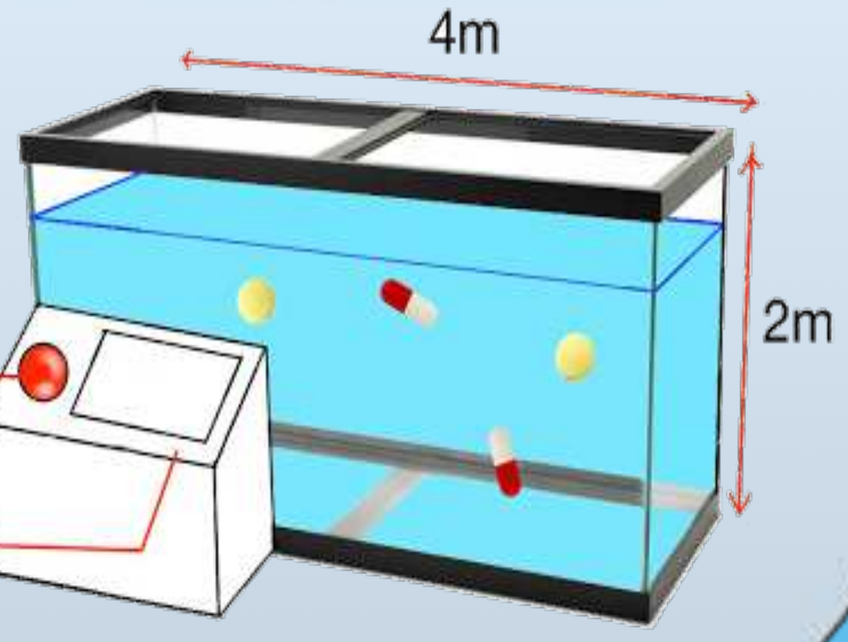
1. A little container for drugs collection.
2. A slogan "Don't drop it! Put it in a container!" and a logo.
3. Give information/talk about it. It can go through:
   - Doctors
   - Nursery homes
   - Households
   - Stakeholders dealing with elderlies

Different countries should work together to be successful because the river flows in different countries.

Awareness Campaign for the general public

1. **First Phase:** Set up aquarium with fish and plants inside to imitate a river ecosystem.
2. **Second Phase:** Plastic pills will be put into the aquarium to gain attention.
3. **Third Phase:** More pills are added, and a pump system would be put in a corner. this would represent the human usage of that water.
4. **Fourth phase:** Last stage- the original cause of the pills in water will be shown. There will be interactive screens put in order to tell the whole story to the public.

After the awareness campaign is done, the videos will be put on FB and all social medias.
Logos and posters of the issue would be widely spread.



I AM H2O I STUDY H2O
www.wetskills.com

IWW AMSTERDAM INTERNATIONAL WATER WEEK

KNW Koninklijk Nederlands Waternetwerk

YOUNG IWW AMSTERDAM