



Northumberland
County Council

Waste Awareness Education: why we should be teaching rubbish

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Introduction



The aims of my project

- Research questions

1. What is the understanding, opinions, and self-reported behaviour of a small sample of primary school teachers in relation to WAE?

2. What is the understanding, opinions, and self-reported behaviour of a study population of primary school pupils in response to WAE intervention?

Research Theory:
Theory of Planned Behaviour

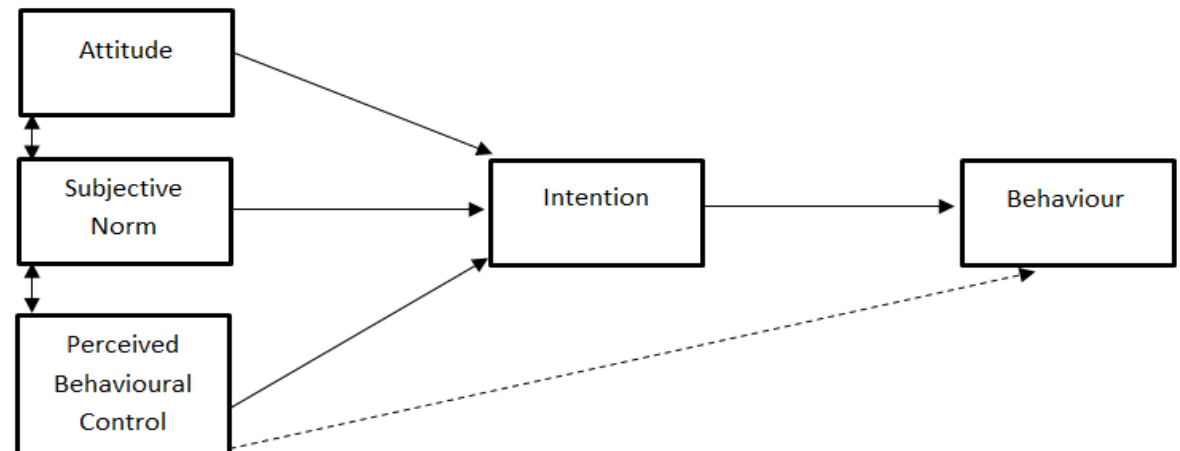
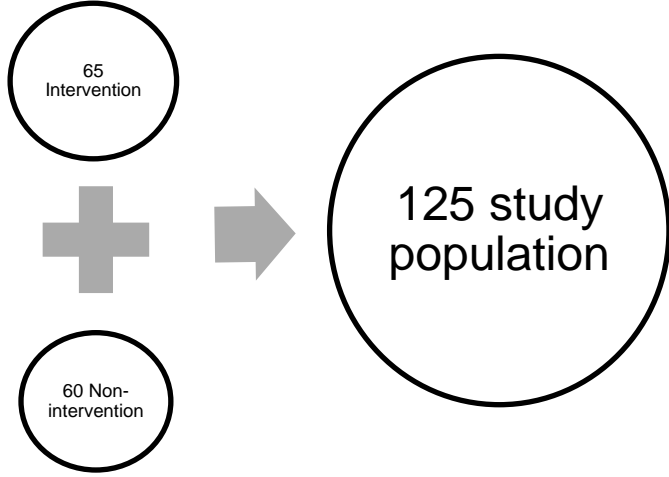
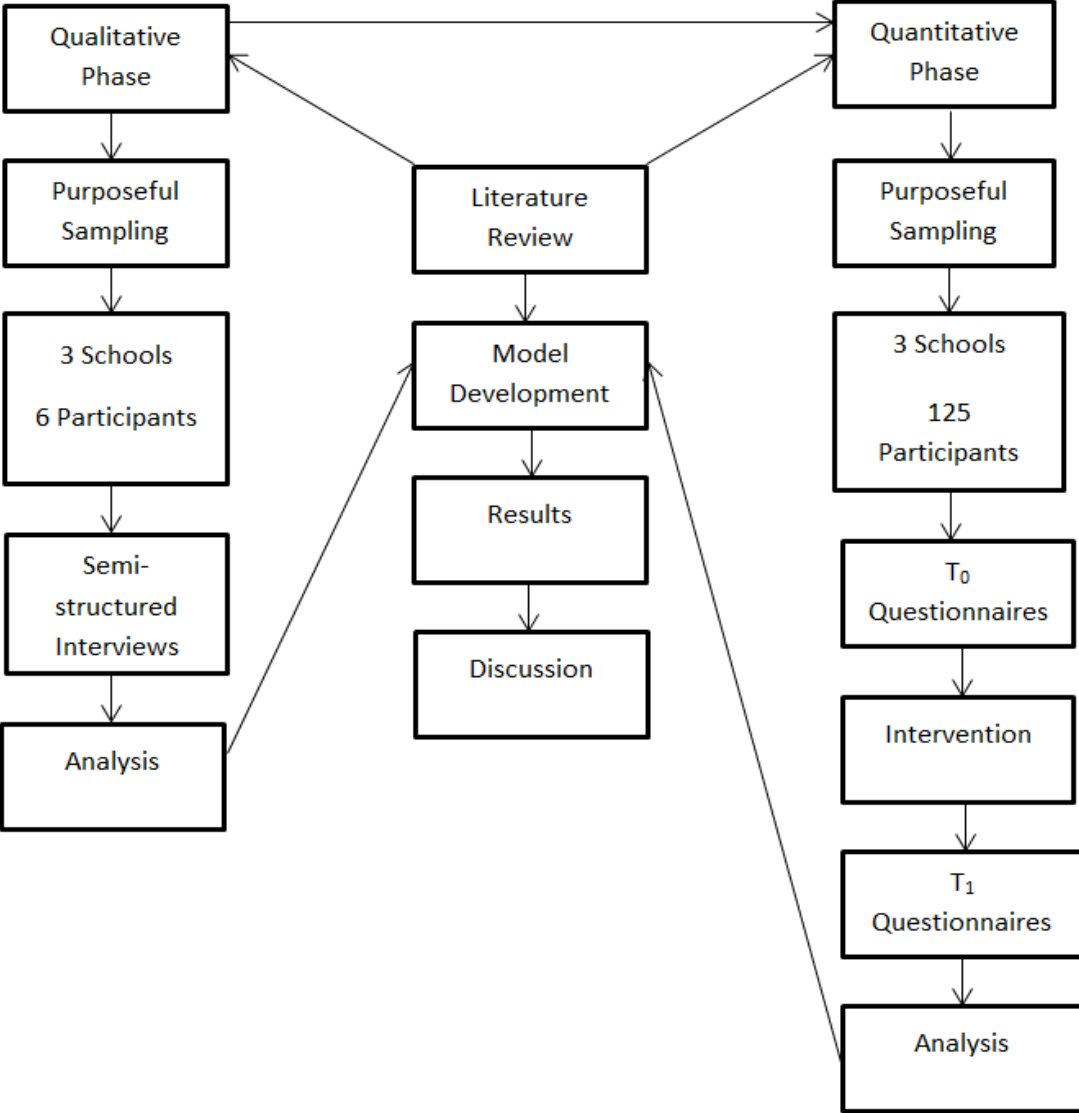
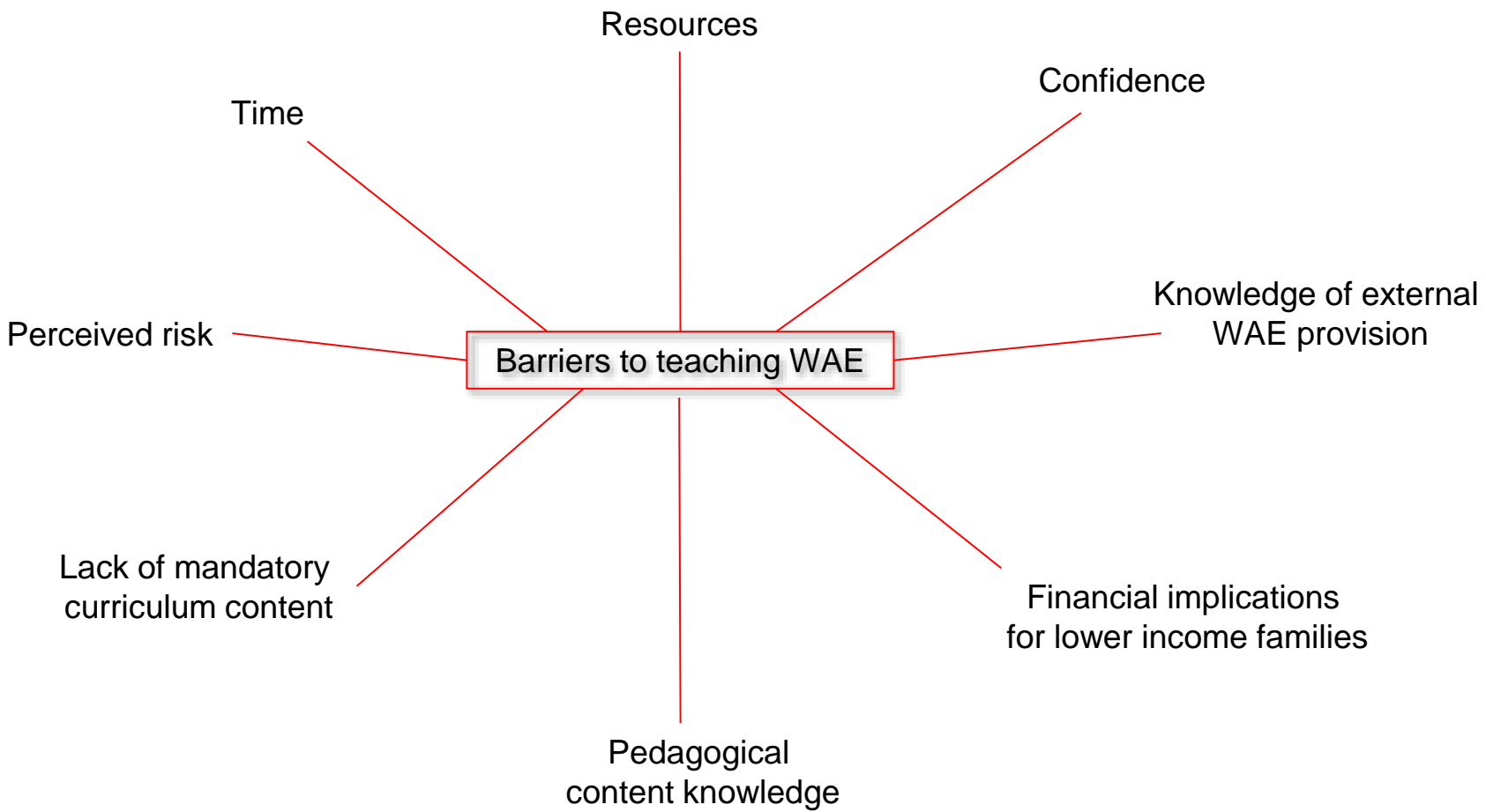


Figure 4 Theory of Planned Behaviour (Ajzen, 1991)

Research Approach



Main Findings - Teachers



Main findings: Children T₀ – T₁

Self-reported perceived understanding of:

- 'recycling' increased in over half (63 %) of the children in the intervention group.

Self-reported behaviour:

- 'recycling at home' increased for almost half (46 %) of the children in the intervention group.
- 'recycling at school' increased in more than half (55 %) the children in the intervention group.
- 'encouraging others to take pro-environmental action' for over a third (37 %) of children in the intervention group.

Outcomes

New Extended TPB for children's pro-recycling behaviour (Fail, 2022)

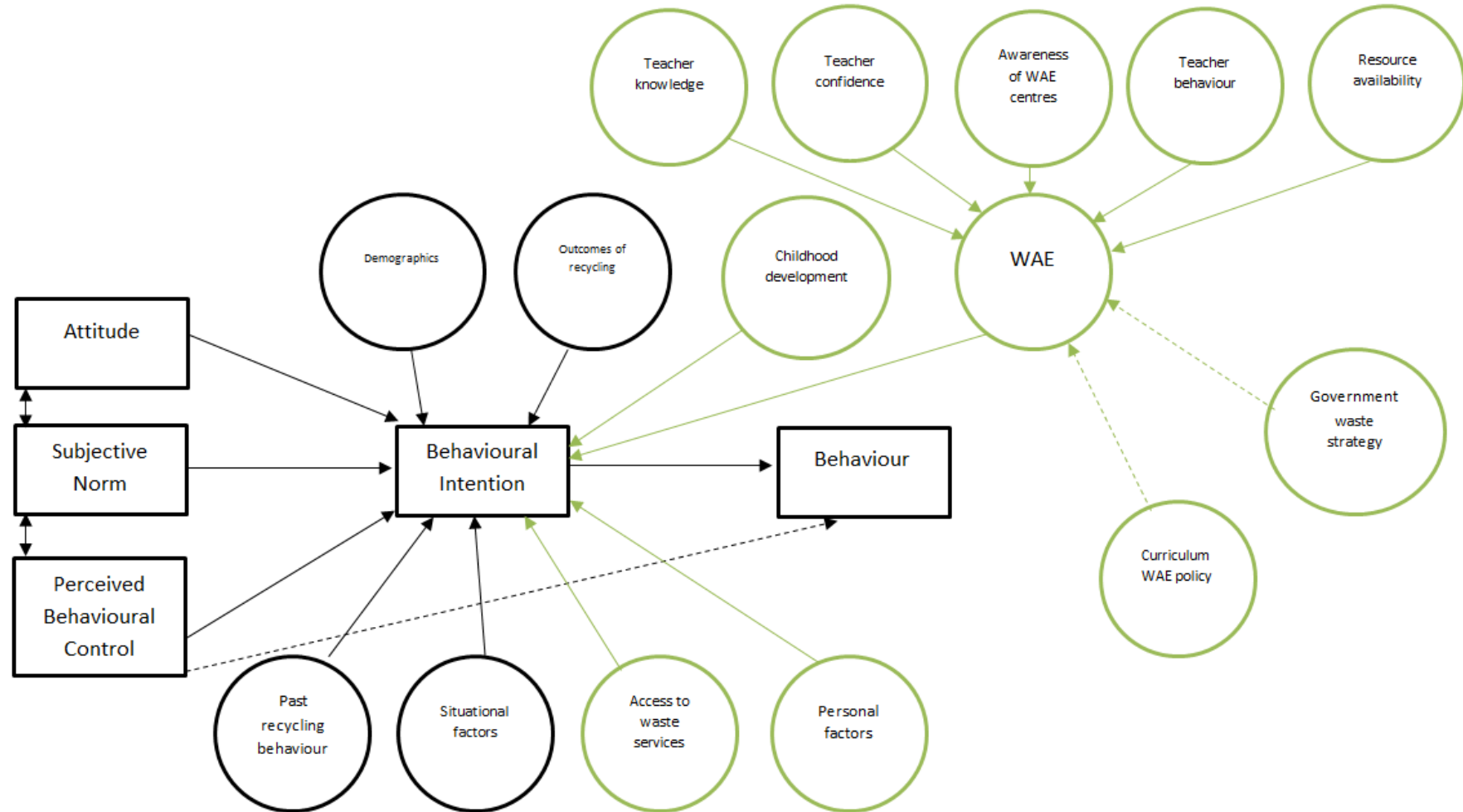


Figure 24 A new TPB framework for children's pro-recycling behaviour





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Any Questions?

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