



*Children Ecological Theatre of  
AWHHE -  
“The Long Nose” Performance -  
“Towards Toxic Free Future” project*

ARMENIAN WOMEN FOR HEALTH AND HEALTHY  
ENVIRONMENT NGO

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## AIM



To send a challenge to the society, and through an attractive, merry theatrical form to create a vivid interest to serious ecological issues, such as dangers of pesticides and food contamination with toxic chemicals



## Reasons for choosing this method for awareness-raising

- Traditionally deeper relationships between parents and their children
- People of older generations are more open to children's new ideas
- Willingness of children to change and protect their own future



## Goal of performance

To encourage public participation in the pesticide use reduction

## Important factors for choosing this fairy tale

- ❖ The fairy tale highlights the direct relationship between food products, such as fruit, vegetables and herbs, and human health.
- ❖ The main hero of the fairy tale, a boy with a long nose and a hunch, is a bright personage, whose physical implements emphasize in grotesque way the influence of toxic food on human health.

In the fairy tale there exists a direct relationship between food products, such as fruit, vegetables and herbs, and human health.



The witch Craterweiss comes to the market only every seven years



The lady, Hanna, is always selling vegetables on the market with her son beside her.



We chose humor as the main weapon to solve the problem.  
Our play was full of jokes, music and surprises.



The vegetables have come to punish Jacob. He is one of their usual victims.



The witch serves Jacob a magic soup.

The children of the Center For Harmonious Development  
“Tsil Busats” hold a rehearsal at the studio



The future witch dances a passionate tango.



The students grow into their roles.





The play was originally prepared for showing in the country. Our performances at local schools were a success.



Our actors got presents from AWHHE.  
Trips to distant villages were real adventures for them

## The Long Nose in the USA



The Institutional Art Program of the World Bank organized an exhibition on theatre and development in Eastern Europe, Caucasus and Central Asia : *Theatre in Europe and Central Asia : Mirror of society or Agent of Change?* that took place in the World Bank, D.C. – USA , from May 26 to July 22, 2005.

According to Art Curator of the World Bank Art Program Ms. Galvani, they chose Children Ecological theatre of AWHHE “*not only because it is one of the country’s more interesting exempla of community participation and education, but as well for its symbolic role in the current campaigning for a healthier lifestyle for women and children in Armenia which is so cherished program for the World Bank mission*”.

On June 23, 2005 , in Eugene Black Auditorium (World Bank, Washington D.C. ) the World Bank Art Program and the NGO AWHHE presented the fairy-tale “The Long Nose”. The performance was a great success. *It has been the first time the World Bank Art Program organized a workshop-performance for children.*

## Lessons learned



In many Armenian villages people had no idea about the impact of toxic chemicals on human health. Thanks to a performance, the people became aware about the adverse effects of exposure to toxic chemicals on different organ systems of the human body, and also on posterity, leading to genetic and hormonal changes.

The theatrical performance, compared with lectures on toxic chemicals, was a more effective way to get people informed about the hazards of using pesticides in food production. As the performers were their own children, the parents listened to them more carefully to perceive the transferred information.

The surveys conducted within the subsequent projects showed that the performance was still fresh in people's memory. The people realized the dangers associated with the use of pesticides and tried to apply pesticides safely and, if possible, to avoid using pesticides.

## Thank You ;)

