

Quali-Breeze Performance Measurement (Q1 2026)

Introduction

This section presents the performance measurement of activities carried out in the first quarter of 2026. The measurement framework is based on three key levels: **Outputs, Outcomes, and Impact**. These indicators help track Quali-Breeze’s progress in clean air advocacy, environmental education, municipal engagement, community behaviour change and generally improving air quality in our communities.

Performance Measurement Table

Level	Indicator Area	Description	Results (Q1 2026)
Output	Air Quality Monitoring	Installation of two air quality monitors in KAAF University and Impact Hub, Accra.	Three Air quality monitors installed and operational in Ghana.
Output	Clean Air Campaign/Workshop	Community clean air awareness campaigns and workshop organized during the Ghana Independence Day Celebration at two locations; Ofankor School ground where we had the march pass and the campaign walk/workshop in Kasoa Main Station/Market in Kasoa, Ghana.	Clean air campaigns conducted in the communities of Kasoa, Ghana.
Output	Municipal Engagement	Stakeholder engagement meetings with seven Municipal Assemblies and Districts in the Central region of Ghana on waste management and clean air.	The Municipalities willingness to collaborate on advocacy on clean air and waste management.
Output	Universities Environmental Advocacy programmes	Conducted environmental advocacy seminars at the Kwame Nkrumah University of Science and Technology, Kumasi and the University for Developmental Studies, Tamale in Ghana	Students gained knowledge on environmental sustainability, carrying out research methods to tackle their environmental challenges, proper waste management and improving air quality.

Output	Social Media Awareness Campaign (QBSeries-Clean Air For All)	Our daily online tips targeted to creating awareness and education on improving our air quality.	QBSeries awareness campaign ongoing and the 'Clean Air For All' WhatsApp channel was successfully launched in March, 2026.
Output	Community & One-on-One Engagement	Direct engagement with community members and neighbours on reducing air pollution.	Ongoing community visits and individual engagements teaching the people how to sustainably manage their waste and stop waste burning.
Outcome	Awareness & Knowledge Increase	Increased public knowledge on air pollution and health.	Over 1,500 people reached in Q1 2026.
Impact	Behaviour Change	Reduction in harmful environmental practices	Three households stopped burning waste
Impact	Public Interest in Clean Air	Increased interest by people and willingness to support clean air initiatives.	Over 60% of engaged individuals showed interest
Impact	Institutional Collaboration	Seven Municipal willingness to collaborate on clean air advocacy	Over 70% of the municipalities engaged in Central Region are willing to collaborate

Output, Outcome and Impact Summary

Output Achieved

During the first quarter of 2026, Quali-Breeze successfully implemented several activities including:

- The installation of two air quality monitoring systems.
- Organized and partnered with Green Africa Youth Organization for the National Clean Air Campaign during the Ghana 69th Independence Day celebrations in Kasoa.
- Participated and presented in the EPA Kasoa Area Office Stakeholders Engagement with MMDAs on municipal waste management.
- Environmental advocacy seminars in the Kwame Nkrumah University of Science and Technology, Kumasi and the University for Developmental Studies. Tamale Ghana.
- Daily social media awareness campaigns (Clean Air For All) through its #QBSeries
- Community and one-on-one engagement on improving air quality in communities.

These activities formed the foundation for awareness creation and stakeholder collaboration.

Outcomes Achieved

As a result of these activities:

- Over **1,500 people** were reached through campaigns, seminars, community engagement, and online awareness.
- There was a **significant increase in knowledge and awareness** of air pollution, its health implications, and environmental impacts among community members, students, and stakeholders.
- Municipal stakeholders demonstrated increased interest in integrating clean air initiatives into municipal environmental management.

Impact Achieved

The activities carried out in Q1 2026 have begun to produce measurable behavioural and institutional changes:

- Over **60% of individuals engaged** showed strong interest in clean air advocacy and environmental protection.
- **Three households stopped open waste burning** after community engagement and awareness campaigns.
- Over **70% of the municipalities engaged in the Central Region of Ghana** expressed willingness to collaborate on clean air advocacy and environmental sustainability initiatives.

These results indicate early-stage behavioural change, increased environmental responsibility, and growing institutional collaboration toward improved air quality and environmental management.