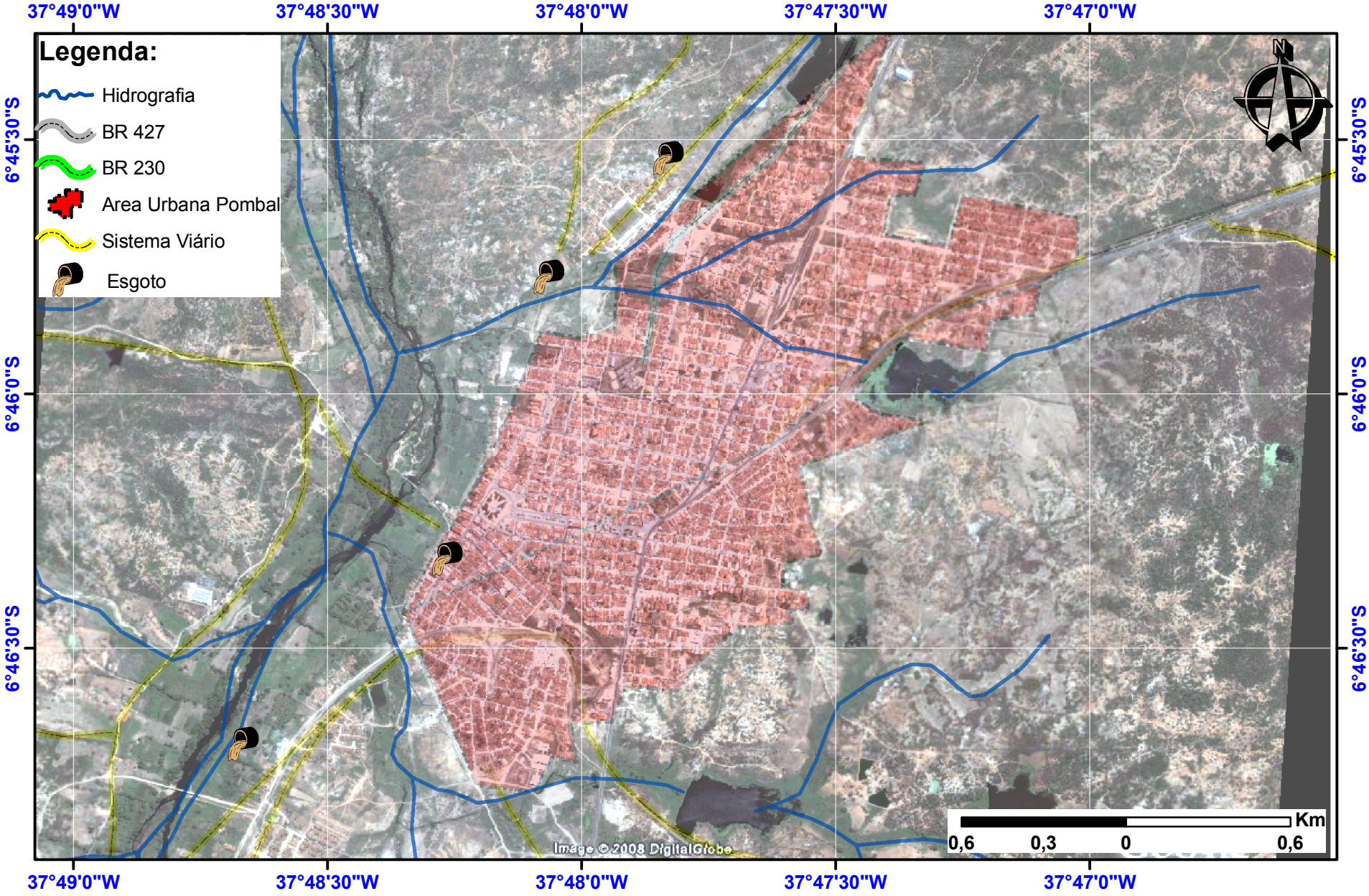IMPACTOS OBSERVADOS NO MUNICÍPIO DE POMBAL - PB