



Information Paper 6

Session 5: Information and awareness.

Time allocated	180 mins
Session objectives	<ul style="list-style-type: none"> • To share lessons learned and best practises in low-cost dissemination of reliable, accurate CBFM information for coastal communities. • To understand the potential and actual impacts of information dissemination • To identify best communication mechanisms/channels for communities to provide feedback and raise concerns.

Summary/Short description:

The provision of relevant, practical information to all communities is an essential step to upscaling community-based fisheries management (CBFM) in the Pacific region. In the [Framework for Action](#), information, awareness, and communications are identified as key actions required in upscaling CBFM. In some countries, national information strategies have been developed to meet this need. In all countries, some level of outreach and engagement is taking place and lessons can be shared and ideas exchanged.

During the community-based fisheries dialogue meetings, discussions have shared cost-effective information strategies, most often leverage combination of broadcasting activities, social media and mobile phone engagement, widespread information tools distribution, and direct engagement through networks and champions.

However, each country's unique context requires a different mix of approaches and activities and warrant further exploration based on continued learning. The communication mechanisms/channels for communities to provide feedback and raise their concerns are less developed and have not been fully documented.

Objectives of the session:

- to share lessons learned and best practises in low-cost dissemination of reliable, accurate CBFM information for coastal communities.
- o understand the potential and actual impacts of information dissemination
- to identify best communication mechanisms/channels for communities to provide feedback and raise concerns.

Expected Output: Recommendations to refine the checklist provided on the information strategies of the Framework for Action.