

**New Ireland**  
**Provincial Information Strategy**  
to Empower All Communities To Better Manage  
Their Fishing Grounds

Prepared by



## Document Review

Version	Date	Comments
1	1/10/2021	First submission to LMMA Network, NFC, SPC, WCS
2	8/10/2021	Final submission to LMMA Network, NFC, SPC, WCS

## Acronyms

CBFM	Community-based Fisheries Management
CMT	Customary Marine Tenure
ICT	Information, Communications and Technology
LMMA Network	Locally-Managed Marine Area Network International
MEL	Monitoring, Evaluation and Learning
NBC	National Broadcasting Corporation
NFA	National Fisheries Authority
NFC	National Fisheries College
PEUMP	Pacific-European Union Marine Partnership
PNG	Papua New Guinea
SPC	Pacific Community
WCS	Wildlife Conservation Society

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## Project Background

Through the Pacific-European Union Marine Partnership (PEUMP) Programme, the New Ireland Provincial Information Strategy was developed by cChange, a regional non-governmental organisation that specialises in strategic communications.

The Provincial Information Strategy was developed in consultation with the Wildlife Conservation Society (WCS), National Fisheries College (NFC), and regional partners, the Locally-Managed Marine Area Network International (LMMA Network) and the Pacific Community (SPC).

As outlined in the Pacific Framework for Action on Scaling-up Community-based Fisheries Management (2021-2025), information strategies are a critical component to upscale Community-based Fisheries Management (CBFM) in the Pacific islands<sup>1</sup>. This Provincial Information Strategy endeavors to meet that need.

The central goal of the Provincial Information Strategy is to empower all communities to better manage their fishing grounds in New Ireland Province, Papua New Guinea. The Provincial Information Strategy has been designed to meet this goal by adding value to current efforts and partnerships and to leverage limited resources through cost-effective and innovative information pathways. As part of the outputs of the project, the Provincial Information Strategy will evaluate the value of investing in specific information tools and activities, which can be considered and employed to upscale CBFM across Papua New Guinea.

The Provincial Information Strategy will also seek to substantially support New Ireland's Roadmap for Coastal Fisheries (2021-2029)<sup>2</sup>. A key objective of the roadmap includes the provision of information and the delivery of capacity building to deliver effective education, outreach, and awareness-raising activities, which directly aligns with this Provincial Information Strategy. In this regard, the implementation of the Provincial Information Strategy will develop the capacity and pilot approaches for the New Ireland Provincial Government and Administration, principally the Provincial Fisheries Office and local partners to deliver effective information to support communities to sustainably manage their fishing grounds beyond the life of this 'project'<sup>3</sup>.

The Provincial Information Strategy component of PEUMP is currently funded through to 2022, with a possible extension through to 2023; to be confirmed by the end of 2021.

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<sup>1</sup> Pacific Framework for Action on Scaling-up Community-based Fisheries Management (2021-2025).

<sup>2</sup> Roadmap for the Management and Development of Coastal Fisheries for New Ireland Province, Papua New Guinea (2021-2029).

<sup>3</sup> 'Project' refers to KRA 3.7 of the PEUMP Programme (communication activities and production and dissemination of information and materials for communities). The aim of KRA 3.7 is to contribute to sustainable management of coastal fisheries resources and ecosystems improved through mentoring and empowerment at the community level, providing relevant information to support effective management and policy decisions at all levels.

## Information Strategy Development

To ensure the Provincial Information Strategy responds to the local content, understanding key barriers, and the challenge of reaching all coastal communities and stakeholders with information on CBFM in New Ireland Province is critical.

cChange initiated a staged process to develop a Provincial Information Strategy to support efforts to upscale Community-based Fisheries Management (CBFM) in New Ireland Province, Papua New Guinea. A provincial-scale approach was considered more achievable in the context of delivering an effective information strategy in Papua New Guinea. New Ireland Province was prioritised given the proximity of key partners, including WCS, PEUMP's country-lead project partner, and NFC also being based in Kavieng. The process to develop this Provincial Information Strategy was initiated following local partner consultation and endorsement.

The Provincial Information Strategy is an output of phase 1, phase 2 and phase 3 (Figure 1). Phases 1 and 2 are critical to ensuring the Provincial Information Strategy is appropriately localised, while phase 3 identifies resourcing needs and opportunities and engages a coordinator to inform and coordinate subsequent phases.

In 2021, cChange has directly engaged key partners on multiple occasions and supported parallel activities, which have informed this Provincial Information Strategy. Engagement has involved supporting the development of New Ireland's Provincial Fisheries Communication Plan (March 2021), New Ireland's LMMA Lessons Learnt workshop (21<sup>st</sup> – 23<sup>rd</sup> May 2021), and more recently, a Community Champion workshop (21<sup>st</sup> – 22<sup>nd</sup> October 2021) and a Provincial Fisheries Officer workshop (23<sup>rd</sup> October 2021). One-on-one interviews and on-going meetings via Zoom and WhatsApp, along with reviewing recommended literature and key documents. This engagement and desktop research was further supported by a cChange-hired, Port Moresby-based consultant and the recent recruitment of an Information Strategy Coordinator. This approach has been effective given ongoing travel restrictions across the region.

Ongoing consultation, including broadening partnerships to include other local stakeholders, such as other government agencies (e.g., information services), media (National Broadcasting Corporation, NBC), community-based organisations, faith-based organisations, and schools will be necessary throughout the life of the project to ensure the Provincial Information Strategy responds to the local context.

As an output of partner consultation, key partners have in principle committed to be part of an Information Strategy Working Group by reviewing and endorsing the Provincial Information Strategy and in turn, supporting subsequent processes – develop and strengthen messaging, activities and outreach tools and support monitoring and evaluation – as possible and where appropriate. This Working Group will be further supported by a Technical Advisory Committee (TAC), which will oversee the accuracy and appropriateness of tools and activities (see page 21 for an explanation on how these committees are expected to operate and Appendix 1 for the TAC Terms of Reference).

Following the review and endorsement of this Provincial Information Strategy, cChange will commence on subsequent phases, including facilitating a locally-driven process to develop messaging and branding, initial tools and implementing key activities.

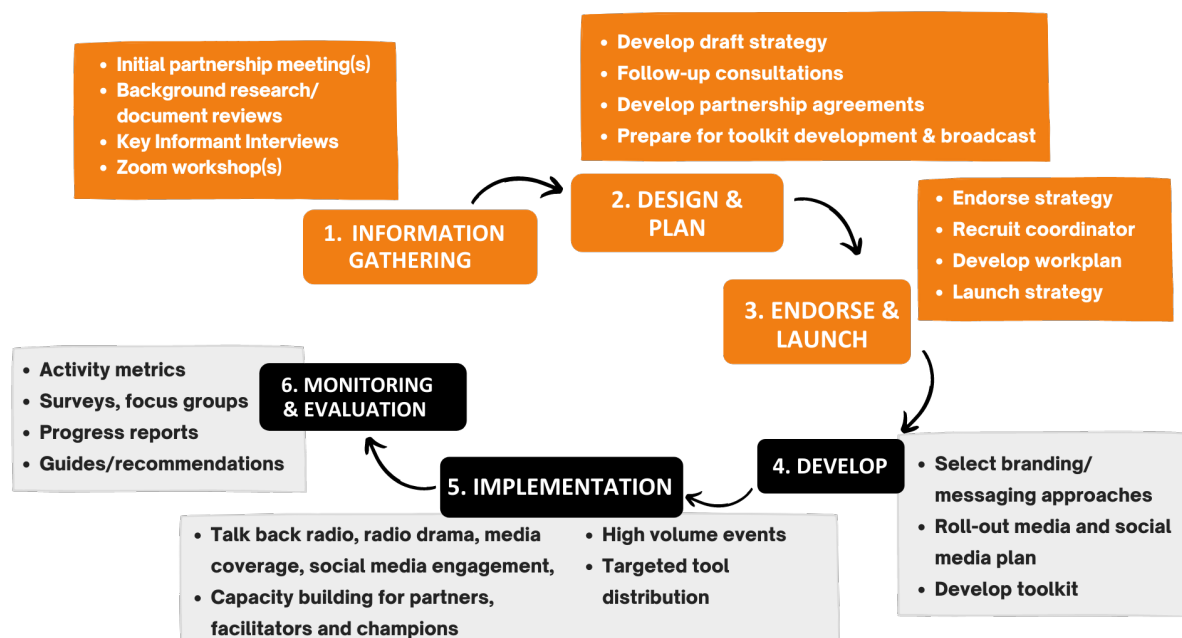


Figure 1: Summary of the Provincial Information Strategy process, which is informed by partnerships throughout the life of the project [i.e., orange highlight illustrates the phases that have been completed].

## Context Analysis

It is difficult to overstate the challenges and the need for improved coastal fisheries management in New Ireland Province <sup>4</sup>.

### Population Pressures on Marine Resources

The population of New Ireland Province is mostly rural (77%), the majority of which are reliant on healthy, resilient marine resources to support food security, livelihoods, and cultural practices. However, increasing population pressure, with an average annual increase of 4.5%, marine resources are being overharvested and overfished<sup>4,5</sup>. For a mostly subsistence lifestyle, significant population growth in turn increases food insecurity. In fact, over half of rural households experience moderate food insecurity and 22% of households experience severe levels of food insecurity in New Ireland<sup>5</sup>.

<sup>4</sup> Communications Strategy: Securing widespread community livelihoods and resilience through coastal fisheries co-management in Papua New Guinea, developed by cChange and Wildlife Conservation Society (2021).

<sup>5</sup> PNG Demographic and Health Survey (2016-2018).

There are also other significant natural resource pressures from logging, mining, large-scale agriculture operations and increasing urbanisation.

### **Community Participation Barriers**

Community participation in marine resource management is also not entirely accessible to all parts of communities. While marine resources are owned under a customary tenure system, being a matrilineal society where women are the customary land and resource owners, low literacy and other cultural and economic barriers marginalise women's roles in decision-making<sup>6</sup>. The population is also significantly young, with approximately 43% of the population under 15 years (18% and 34% are 15-24 years and 25-59 years, respectively)<sup>7</sup>. Such a significant youth demographic presents challenges for a non-listening hierarchical context which limits youth participation in decision-making<sup>6</sup>. Thus, gender and social inclusion (GSI) conditions when designing community participation approaches must be considered to help address some of these inequalities.

Access to reliable electricity and under-developed information communications and technology (ICT) infrastructure, along with extreme poverty and social and economic barriers when accessing media present further challenges to disseminate information at scale to reach all communities. There are also limits with how people consume media, which is limited by access to a device, phone minutes and data, network connectivity, and authority among households. As a result, there is also an increasing divide between people who are digitally-engaged and those who are not<sup>6</sup>. A 2014 Citizen Access to Information in Papua New Guinea report found that New Ireland is the most media poor province in the country with communities having the least access to different media devices. The report highlights that only 36% of all respondents from New Ireland (n = 161) have a radio in the household, and only 2% own a TV<sup>8</sup>. As a result, only 30% of the provincial population have weekly exposure to mass media (newspaper, radio, and TV). Although internet access is increasing with at least 31% of women having daily access compared to 17% of men<sup>5</sup>, though urban men, then urban youth have more hierarchical control over access to media devices in the household compared with rural women and rural youth having the least control in New Ireland Province<sup>7</sup>. Yet national trends show a substantial increase in smart phones, and it has been observed that there is at least one smart phone in a community in New Ireland Province. But basic phones are still the majority in New Ireland Province, which are increasingly being used to access media (e.g., mobile radio) and share information (see Appendix 2 for more information on media reach information).

### **Appropriate Communications to Scale-Up CBFM**

Having access to trusted sources of information is critical for communities to be able to make informed decisions about managing their marine resources. National trends indicate that church groups, radio (NBC), newspapers, and local chiefs and then friends and family are the most trusted sources of

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<sup>6</sup> See PNG Citizen Perceptions of Governance and Media Engagement Report 2019

<sup>7</sup> McMurray & Lavu (2020) PNG Provincial Population Estimates.

<sup>8</sup> 2014 Citizen access to information report for Papua New Guinea

information; and government officials, colleagues, internet, text-messaging information services and social media, and international aid organisations being the least trusted sources of information<sup>6,8</sup>.

To overcome the challenge of reaching communities with trusted sources of information, word of mouth continues to play a key role for information dissemination – this is true for natural disaster preparation with friends and family being the most common source of information in New Ireland Province<sup>8</sup>.

As an output, for the CBFM sector, direct engagement remains the most dominant intervention model to provide communities with information. However, this intervention model alone cannot reach all communities due to various community participation and communication barriers as outlined above. For instance, there are an estimated 521 coastal communities in New Ireland Province, though only 6% of coastal communities are actively engaged in CBFM (i.e., 30 coastal communities)<sup>9</sup> (see Roadmap for the Management and Development of Coastal Fisheries for New Ireland Province, Papua New Guinea: (2021-2029)).

To scale CBFM in reaching all coastal communities, local partners, community champions and Provincial Fisheries Officers gathered to share lessons learnt and stories of success and failure at an LMMA Lesson Learnt workshop (21<sup>st</sup> May – 23<sup>rd</sup> May 2021). The provision of culturally appropriate and practical information tools was highlighted as a key need<sup>9</sup>. There was agreement for information to specifically respond to immediate priorities such as food security in an effect to empower coastal communities to understand that ‘choices today determine the future’<sup>10</sup>. Yet the provision of information is only part of the solution, and here it is recommended to utilise existing networks and governance structures as a conduit to reach all coastal communities with appropriate information, and in doing so, empower them to participate in CBFM.

### **Methods to Reach All Communities with Information**

In recognition for sustainable coastal fisheries to support food security and livelihoods of coastal communities in New Ireland Province, the New Ireland Provincial Government and Administration has endorsed a Roadmap for the Management and Development of Coastal Fisheries for New Ireland Province, Papua New Guinea: 2021-2029<sup>2</sup>.

This roadmap outlines the provision of information for communities and government managers as one of the three key objectives, which this Provincial Information Strategy directly supports. This support includes developing and disseminating appropriate information, coordinating broadcast activities and providing capacity building for Provincial Fisheries Officers to improve the practice of CBFM.

The Government of Papua New Guinea’s Roadmap for Coastal Fisheries and Marine Aquaculture (2017 – 2026) further prioritises the provision of information to increase community participation in CBFM.

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<sup>9</sup> New Ireland Province Locally Managed Marine Area Network Meeting, April & May 2021

<sup>10</sup> A participant quoted at the Lesson Learnt Workshop.



The presence of the NFC based in Kavieng further supports the development of a sustainable coastal fisheries management model at the Provincial level for PNG. It is important to highlight that the NFC, which is part of National Fisheries Authority (NFA, a statutory body governed by Papua New Guinea's Fisheries Management Act (1998)). NFA's efforts have been historically focused offshore in high-valued fisheries, such as tuna, however, there has been increasing investment in coastal fisheries since the early 2000s. Although this investment has more so prioritised fisheries development projects for economic development over sustainable development<sup>11</sup>. In 2015, the NFC, which is part of NFA, developed a communications and media laboratory in Kavieng with the vision to support more equitable, 'community-driven' fisheries management, which through the implementation of this Provincial Information Strategy will be a valuable resource.

There is also considerable effort being invested to support institutional capacity building of Provincial Fisheries Officers to deliver CBFM effectively, which is a key goal of the broader CBFM component of the PEUMP programme in New Ireland Province. This recent effort is promising, although in the absence of adequate resources and capacity within the Provincial Fisheries Office, site-based NGO partners currently service this void.

To support the Provincial Fisheries Office with their task of improving community participation in CBFM, methods to reach all communities with information was discussed at a recent workshop (23<sup>rd</sup> September 2021) supported by cChange. This workshop explored cost-effective approaches, including leveraging existing networks and governance structures, that could be used for government to reach and engage communities and other stakeholders through an extensive information dissemination strategy (e.g., to enable two-way communications). The consensus was that any new work should be built on existing networks and governance structures, that do not require additional funding to function, for example exploring working with Ward Councils and Ward Development Committees and Village Planning Committees to promote sustainable fisheries management as part of village planning<sup>12</sup>. Throughout the implementation of this Provincial Information Strategy, there will be opportunities to build the capacity of local leaders engaged in these structures, in addition to the implementation of other parts of the strategy that aim to engage coastal communities in ways that creates and sustains dialogue for long-term development needs.

This approach also aims to overcome the challenges of a resource-and capacity-poor Provincial Fisheries Office, which is not presently well-positioned for the significant effort required to address coastal fisheries pressures<sup>13</sup>.

Effort in New Ireland Province to upscale CBFM proves local readiness to support the implementation of this Provincial Information Strategy. Although the success of this Provincial Information Strategy

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<sup>11</sup> See Barclay & Kinch (2013) for a review of local capitalism in fisheries development projects in PNG and Solomon Islands.

<sup>12</sup> PNG Citizen Perceptions of Governance and Media Engagement Report 2019 highlights that rural communities are more likely to reach out to Ward Council Members to fix local issues.

<sup>13</sup> Hugh (2008) White Paper: Guidance for The Development of New Ireland Provincial Fisheries Policies.

will be dependent on local partners to work collaboratively to expand avenues to deliver CBFM messages. By focusing on media, strategic messaging, and the dissemination of context appropriate information tools and building the capacity of Provincial Fisheries Officers, the Provincial Information Strategy aims to support the goals of local partners to upscale CBFM.

This approach is consistent with broader regional efforts to upscale the delivery of CBFM information for communities, including the LMMA Network’s 100 Percent Solution initiative. This approach also further supports the objectives of the Roadmap for the Management and Development of Coastal Fisheries for New Ireland Province, and in addition, the New Ireland Provincial Fisheries Communications Strategy, specifically to address capacity constraints, lack of awareness tools, and enable other mechanisms to reach dispersed and hard to reach communities. The intended outcome of this Provincial Information Strategy is a coalition of partners to support consistent and strategic outreach and engagement of coastal communities for the 100 Percent Solution.

In context, the Provincial Information Strategy will endeavour to reach all coastal communities with information and guidance on self-diagnosing problems and local management solutions. In summary, this includes utilising existing structures, mass media and wide-spread dissemination of information, and through partners, also support the smaller number of communities that receive direct support with the same innovative self-facilitation tools. This broad, yet strategic approach places communities at the centre of the strategy, which is critical to inform problems and solutions that are culturally appropriate and gender sensitive in a matrilineal society.

The following image (Figure 2) presents the Provincial Information Strategy in this context.

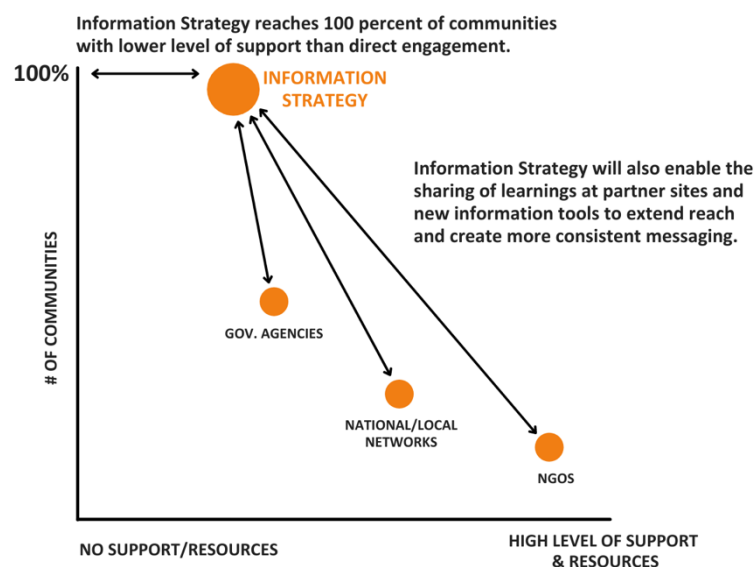


Figure 2: Range of CBFM support to communities.  
 Note: this graphic is for discussion purposes only and is not based on formal research.

## Provincial Information Strategy Goals and Objectives

Given the challenges of limited resources and capacity in most Pacific Island nations and the need to engage with diverse and hard to reach rural communities, **the overarching goal of upscaling CBFM strategies is to find cost-effective information pathways to empower all communities to better manage their marine resources across the region.**

Indeed, this Provincial Information Strategy is intended to address gaps and needs by developing low-cost strategies to reach all communities with a basic level of accurate and practical information.

This overarching goal is supported by five objectives, which should be viewed holistically, where each objective creates enabling conditions to reach 100 percent of New Ireland Province coastal communities.

**Objective 1:** To provide essential information to all coastal communities and stakeholders regarding fisheries, resource management, ecosystems, adaptation to climate change and other threats.

**Objective 2:** Support communities and stakeholders to become organised and committed to make better resource management decisions that address livelihoods, food security and coastal environment concerns and issues.

**Objective 3:** Build and sustain lines of communications between communities and stakeholders, as well as between communities and provincial and national governments.

**Objective 4:** To build institutional capacity, particularly in the host-government, to implement an Information Strategy beyond the lifespan of this project.

**Objective 5:** To elevate the value of investing in CBFM and provide recommendations to the government and other key partners to direct investment towards the most effective communications and outreach activities to maximise sector capacity and resources.

These objectives inform a roadmap to reach all communities through direct and indirect activities. Activities include a mix of **broadcast and media strategies, extensive dissemination** of context-appropriate information, **target dissemination** for key audiences, such as fishers, and finally, where possible and appropriate, **direct engagement** of communities, through partners, community networks and groups and community champions.

As part of the Provincial Information Strategy, cChange, which manages the development and implementation of the strategy, will work in partnership with local partners to inform and adapt the most successful and cost-effective activities beyond the life of the project. This output will include identifying approximate budgets and resourcing needs for information tools and activities beyond the timeframe of this project (e.g., future information strategies).

## Target Audiences, Barriers to Action and Champions

The Provincial Information Strategy is intended to empower coastal communities to drive both the diagnosis and identify appropriate local management solutions for improved CBFM.

Through consultations with local partners, there were four key target audiences that were identified. There are:

1. Fishers (men, women, and youth)
2. Mai Mais: Traditional Chiefs
3. Traditional Resource Owners (of fishing grounds)
4. Fish Buyers and Sellers (men, women, and youth)

In practice, this includes large segments of rural communities, but the categories identify clear entry points, such as faith-based groups, women's groups, and potential gaps in engagement in any final work plan.

To help guide decision making around messaging and outreach, high-level barriers to action for key target audiences have been identified:

- Meeting Daily Needs – e.g., Food Security, Fuel, Health, Education
- Lack of Alternative Incomes/Livelihoods
- Resistance to “Outside Ideas”; Conservation is About Taking Away Fishing Access Not Creating More Fish
- Lack of Knowledge of the Issues/Solutions
- Lack of Acknowledgement of The Problem
- Lack of Ownership/Lack of Leadership
- Lack of Time to Participate
- Risk of Losing Benefits to Bad Actors
- Internal Community-Conflicts
- Lack of Proof that CBFM Works

In addition, given the challenges in fostering behavioural change in resource use and management, key influencers, or champions (e.g., trusted messengers), who will ideally facilitate local discussions on CBFM in communities were identified. The behaviours and practices around resource use and management are deeply ingrained and will require considerable shifts in social norms. For this to occur, dialogue must be sustained, for months, and more likely years, which partners are currently challenged to achieve in 6% percent of communities, let alone the other 94% percent. Thus, these trusted messengers will need to be respected, credible and uphold role-modelling to shift perceptions (see PNG Citizen Perceptions of Governance and Media Engagement Report for ideal conditions of trusted messengers).

To overcome the barriers of also geographically reaching all communities, it is critical to utilise existing structures (e.g., local governance systems), such as through Ward Councils and village committees, and peer and faith-based groups. This approach is a distinctive feature of this Provincial

Information Strategy as it aims to utilise an existing networks and governance structures to engage trusted messengers and decision-makers to help disseminate information through the Provincial Fisheries Office to reach all communities and build will for CBFM.

In this context, this Provincial Information Strategy ultimately seeks to engage people who are respected in their communities and among their peer groups, and who have the means to create and sustain community dialogue about better managing fishing grounds.

To that end, identified trusted messengers and champions to disseminate key messages and foster discussions on CBFM include<sup>14</sup>:

- Faith-based Organisations
- Women's Groups
- Youth Groups
- Other Grassroots Networks
- Port Moresby and Other Urban Centre Networks
- Provincial Fisheries Officers
- Ward Members/Ward Development Committees/Village Planning Committees
- Respected Community Practitioners/Respected Fishers
- Village Police
- Village Courts and Village Court Magistrates
- Clan Leaders and Community Elders
- NGO-Supported Community Facilitators
- Nationally Known, Respected PNG and New Ireland "Elites", such as Sport Stars

## Messaging and Branding

A critical issue for New Ireland Province communities is food insecurity, caused by population growth. Moderate to severe food insecurity is driven by increasing population pressures where mostly subsistence-based communities are overfishing and overharvesting their marine resources.<sup>5,15</sup> This issue is exacerbated by the lack of alternative livelihood opportunities to address both food insecurity and other basics, such as health care, education and community and cultural obligations. Thus, the challenge is not only about shifting social norms to practice sustainable coastal fisheries management but emphasising empathy in how CBFM is communicated for incremental change to emerge given the context coastal communities experience daily. Shifting behaviours to shift priorities will take time.

It is recommended that this Provincial Information Strategy designs an overarching message and brand that enables the CBFM network in New Ireland Province to work together to leverage resources and foster incremental change, and in doing so, create trust among coastal communities to further overcome key barriers.

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<sup>14</sup> The list of potential champions is not in order of priority, and includes influential institutions, such faith-based organisations, community groups, and government extension officers.

<sup>15</sup> Bell et al., (2015) Diversifying the use of tuna to improve food security and public health in Pacific Island countries and territories.

In New Ireland Province, enabling incremental change will be determined by the ability to build trusting relationships between communities, government, NGOs, and other local partners, as well as among communities where there is conflict. This is critical to build legitimacy for CBFM, and to scale CBFM beyond seed sites. Other enabling conditions include ensuring that overarching messages and a brand prioritises the needs of communities, and, in the context of New Ireland Province, that CBFM will improve catch per unit effort to improve food security overall.

It is recommended that the overarching message and brand speaks to the daily needs of communities, foremostly, food security and livelihoods.

Upon endorsement of the Provincial Information Strategy, cChange will initiate a creative process to develop an overarching message and brand for CBFM that appropriately represents cultures and traditions in New Ireland Province, which can become a legacy of the project.

## Activities and Tools

The central goal of the Provincial Information Strategy is to find cost-effective information pathways to empower all communities to better manage their marine resources in New Ireland Province

To identify and evaluate these pathways, there are four broad categories that will guide activity selection and tool development:

1. **Broadcast** through media and social media
2. **Extensive dissemination** through both product development and distribution
3. **Targeted dissemination** to key target audiences
4. **Direct engagement** by supporting site-based partners

### Broadcast

Broadcast media, and increasingly social media, provide the most cost-effective platforms for reaching the largest number of people. Although there are many challenges given the media landscape context in New Ireland Province (see Context Analysis and Appendix 2). Radio remains a key component of the Provincial Information Strategy, with a focus on promoting more interesting and relevant content to engage audiences in rural areas.

This work will be managed by the cChange Information Strategy Coordinator based in Kavieng, funded through PEUMP. It is recommended that the coordinator supports advancing radio talk back programming, producing radio dramas and engaging local youth, provide education and awareness sessions about key marine resources, and associated sustainable fisheries management practices, and feature community stories of CBFM efforts.

The radio program will also provide content for news and issue stories for local and national media outlets, and content for social media posts. In addition, each radio show can be recorded and

uploaded to social media for urban audiences and repackaged into MP3 files to be shared through phone apps and music devices to maximise reach coverage in rural areas. These media outputs, including key topic briefs, with messaging, and guides on giving radio interviews, will become a valuable resource for NFC's media laboratory and NFA's objective of upscaling CBFM nationally.

See Appendix 2 for broadcast media and social media coverage in New Ireland Province.

### **Extensive and targeted dissemination**

To scale-up CBFM in New Ireland, the Provincial Information Strategy also guides the development and distribution of a cost-effective information toolkit that includes a suite of tools that can guide communities to understand the drivers of overfishing and overharvesting and identify practical solutions and guide self-facilitated discussions for community-driven management. The toolkit, which will be distributed both in extensive and targeted dissemination activities, will need to be flexible to reflect the diversity of New Ireland Province, including its communities, languages, cultures, and ecosystems, and how communities organise, and meet low literacy and illiteracy levels. It has been recommended that information products should be produced in local and provincial languages (60% local, 30% Tok Pisin and 10% English) – there are 23 local languages in New Ireland Province, though most languages do not have written forms – and follow a pictorial format. Here the role of illustrations, animations and short videos will be effective to overcome literacy limitations, but also the practicality of printed materials lasting in coastal communities (e.g., due to weather and natural disasters).

Beyond providing access to critical information to support CBFM, the toolkit will also be designed to support self-facilitation for community champions and other trusted messengers to conduct their own outreach in their communities. In addition, these tools will further support other key champions (e.g., Church Leaders, Traditional Chiefs, and Ward Council Members) to host discussions in their coastal communities.

This approach aims to overcome a key assumption that coastal communities need a fisheries management expert to facilitate a community fisheries management plan to manage their marine resources or that they need external support to effectively manage their marine resources.

An extensive and targeted dissemination plan will be developed in the subsequent phases of the information strategy development process. This plan will identify all possible touchpoints to disseminate information, including but not exclusively, government and NGO offices, faith-based and community-based groups, schools, health clinics, markets, messaging app groups (e.g., WhatsApp), social media channels, and broadcasting services.

### **Direct engagement**

Finally, this Provincial Information Strategy operates under the assumption that national and provincial partners cannot reach all coastal communities. As noted in the section on champions, another cost-effective pathway for supporting CBFM will be providing partner extension staff with

improved information tools to use in their workshops and trainings, and Ward Council Members, faith-based organisations, village planning committees, and individuals, who are passionate advocates of marine resource management. This falls under direct engagement and follows a *train the trainer* model to increase engagement effectiveness of community facilitators and practitioners.

Table 1 summarises recommended activities and tools.



Table 1: Recommended Provincial Information Strategy activities and tools.

		Information Flow	
		➔ One-way	↔ Two-way
		Tools	Cost
BROADCAST	Community stories & government announcements regularly in news media with focus on champions, issue stories, opinion pieces, letters to editor, etc.	NEWS MEDIA & SOCIAL MEDIA & DOCUMENTARY PRODUCTION: Access to good stories/source, photos, consistent key messages/framing, plus media list, camera, dedicated writer.	Low cost, staff time, with opportunity to boost posts for fee.
	Social Media Pages & Facebook Group		High cost to create video, but potential to air for free.
	Talkback Radio Show & Radio Dramas	RADIO: Show topics, program key message documents, radio interview guide/tips for guests, message box tool to prepare guests/experts, reliable guests/experts.	Medium cost, broadcasting fees and staff time: i.e., coordination time, topic development.
EXTENSIVE DISSEMINATION	National and Provincial government offices	CORE TOOLKIT PRODUCTS: Example tools illustrated booklets, Posters, power-point presentations, flip charts, scripts, booklets, picture focused/illustrations, illustrations of management processes, exercise notebooks, with content/messages, billboards/banners, factsheets, life size posters, pledge products, videos, animations and MP3s.	Development cost varies. Project will create core materials to lower costs later. Print costs medium.
	NGO offices		
	High Volume Events, e.g., World Environment Day, World Ocean Day		Distribution primarily travel costs, can be supported by partnerships.
	Transport hubs and fish markets (e.g., have announcements at markets)		
	Mobile phones/Flash drives/Podcast MP3s		
TARGETED DISSEMINATION	Fish markets, fisher forums	TOOLKIT PACKAGES FOR TARGET AUDIENCES	Medium costs, if targeting billboards. Tools and letters fairly inexpensive, but print costs could be a challenge. Also staff time developing partnerships.
	Faith-based organisations, sporting clubs etc.		
DIRECT ENGAGEMENT	Champions, including community groups, churches, etc.	TOOLKIT PACKAGES FOR TARGET AUDIENCES	High cost to partners, but cost covered through existing activities.
	Provisional Fisheries Office		
	NGO partners, community facilitators		

\*An approximate estimation of reach. Dependent on ICT infrastructure.

\*\* It is recommended that a kick-start toolkit is developed while broader toolkit is developed and distributed, which will involve partner communications training.

## Two-way Communications and Monitoring and Evaluation

To implement an effective Provincial Information Strategy, it will be critical to monitor the suite of activities and tools employed over the life of the project and build lines of communications for coastal communities to provide feedback and insights to improve CBFM in New Ireland Province. This objective is often referred to as creating two-way communications, which can also provide immediate feedback for a monitoring, evaluation and learning framework. It is critical to understand what the uptake of messages are and provide further information as key audiences move through the many stages of change.

For the Government of PNG, New Ireland Provincial Government and Administration and local partners, it is also critical to provide input and receive feedback to improve decision-making on resource management, and to ensure decision-making is responsive to the challenges and needs on the ground and ensure equitable benefit sharing.

These two objectives have considerable overlap and are presented here as one core activity to streamline implementation, integrate iterative learning and increase effective use of limited resources.

Please note as part of this approach, each activity under the broader strategy will present individual measurements and feedback opportunities. For example, each information distribution touchpoint presents an opportunity to solicit feedback. The following table (Table 2) presents a high-level summary of key touchpoints and opportunities. A key output will include ‘communications touchpoint hubs’, which part of this involves identifying and building social networks (e.g., identifying all possible information touchpoints within rural and urban settings) for strategic information distribution with the end goal of enabling self-organisation and community-organisation, thus reducing resourcing needs of government and NGOs to support communities.

Additionally, a full monitoring, evaluation, and learning (MEL) framework will be developed as part of the implementation process. The MEL framework will focus on monitoring and evaluating key impacts areas.

For example:

1. **Behaviour change:** the adoption of the call to actions (e.g., communities stop destructive fishing, communities respect *tambu* areas, fishers abide by size-limits and seasonal bans).
2. **Institutional capacity:** the effectiveness of the Provincial Information Strategy (e.g., did we build and identify cost-effective pathways to empower communities and the institutional capacity to implement the strategy long-term).

The MEL framework, and ultimately the impact of the Provincial Information Strategy, will be informed by three key actions, including:

1. **Periodic community surveys** to assess understanding of coastal fisheries issues, awareness on national and community rules and regulations, support for CBFM and other national actions, challenges, and priorities (i.e., leverage other surveying programs, e.g., LMMA surveys)
2. **Monitor effectiveness of tools and activities** (e.g., message monitoring, audience awareness, follow up engagement trends, effectiveness to stimulate discussions).
3. **Annual information strategy assessment** to monitor the number of communities receiving information and the impact of this information and adapt and modify strategy and activities as needed.

Throughout the implementation, this Provincial Information Strategy will be modified and improved as feedback informs the effectiveness of key messaging, tools, and activities, and their reach. Implementing an adaptive framework will be critical to evaluate the impact information pathways, including return on investment. It is envisioned, after this project is completed, within the final report there will be return on investment summary for activities, which can guide future information strategy budgets.

Table 2: Summary of potential two-communication touchpoints and processes to inform the MEL framework

Activity Category	Touchpoint Opportunities and Process
BROADCAST	<p><b>Radio show reporting:</b> Record community feedback on radio shows (questions, gender, locations, follow up engagement), assess show quality and accuracy, and create additional feedback entry points, such as Facebook comments/messengers or use a campaign toll-free number/WhatsApp for coastal communities to call and text to share questions/issues for discussion on radio, pre, during and after shows. Also reach and respond to radio dramas.</p> <p><b>Social media monitoring,</b> e.g., analytics and engagement insights in Facebook group discussions.</p> <p><b>Media analysis</b> that tracks coverage, quality of coverage, and representation, and follow-up participant trends.</p> <p><b>Editorial meetings</b> with publications.</p> <p><b>Intercept public surveys</b> (short surveys at markets, public transport locations, high-volume events for the public to provide feedback and insights into awareness trends).</p> <p><b>Engagement monitoring,</b> e.g., activity and tool tracking database.</p>
WIDESPREAD DISSEMINATION	<p><b>Activity and tool tracking database</b> to monitor communities that receive materials, including demographic and contact information for follow-up engagement to evaluate uptake/impact and gaps.</p> <p><b>Create toll-free number/WhatsApp/Facebook messenger for people to call and text to ask questions</b> seek support, provide feedback, and record engagement.</p>

	<p><b>Intercept public surveys</b> (short surveys at markets, public transport locations, high-volume events for the public to provide feedback and insights into awareness trends).</p> <p><b>Engagement monitoring</b>, e.g., activity and tool tracking database.</p>
<p><b>TARGETED DISSEMINATION</b></p>	<p><b>Key stakeholder engagement surveys and focus groups</b>, e.g., fishers, fish buyers &amp; sellers, Ward Council Members, and key champion groups.</p> <p><b>Targeted WhatsApp groups</b> to disseminate information and capture feedback (e.g., LMMA Learning Network, Provincial Fisheries Officers, Campaign champions).</p> <p><b>Intercept public surveys</b>, short surveys at markets, public transport locations, public assemblage gatherings.</p> <p><b>Event and correspondence records and monitoring</b>, e.g., activity and tool tracking database.</p>
<p><b>DIRECT ENGAGEMENT</b></p>	<p><b>Engagement monitoring</b>, e.g., activity and tool tracking database.</p> <p><b>Feedback forms</b> that capture information about information and awareness effectiveness and needs.</p> <p><b>Build on existing surveys and outreach</b>, e.g., local partner projects</p> <p><b>Quarterly partner check-ins</b> to capture direct feedback from the field</p> <p><b>Periodic community rapid surveys</b> to capture concerns/needs and priorities to publicise and track community views over time.</p>

## High-level Timeline

The following timeline provides a high-level summary of expected milestones.

	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
<b>PNG: New Ireland Province</b>							
<b>Key activities</b>	Undertake partner consultation	Undertake partner consultation	Engage campaign coordinator	Submit Provincial Information Strategy  Draft campaign brand	Endorse Provincial Information Strategy  Establish partnership agreements  Develop workplan	Launch campaign, including kick-start toolkit	Initiate Provincial baseline survey
<b>Ongoing</b>						Develop talkback radio show and radio drama series and being national media, social media	Radio show, news media, champion stories, social media, pledge drive events, partner outreach
<b>Reporting</b>					Monitoring, Evaluation and Learning framework		

## Information Strategy Working Group and Technical Advisory Committee

The Provincial Information Strategy will be ongoingly informed by a Working Group. The Working Group will guide and support subsequent processes to develop and strengthen messaging, activities and outreach tools and support monitoring and evaluation plans, as possible and appropriate. At the minimum, this Working Group will meet quarterly. However, it is expected that more frequent engagement will be needed as tools and activities are developed and disseminated.

Potential Working Group members include:

Partner organisation	Representatives
New Ireland Provincial Fisheries Office	To be confirmed
National Fisheries College	Jeff Kinch
Wildlife Conservation Society (WCS)	Jonathan Booth, Annisha Sapul
The LMMA International Network	Caroline Vieux
The Pacific Community (SPC)	Celine Muron
cChange	Kevin Dayonga, Naomi Edwards, Scott Radway

In addition, it is recommended that either the Working Group or a sub-committee reviews technical content to ensure accuracy of content. This committee will be referred to here after as the Technical Advisory Committee, or TAC, for clarity.

The TAC will be periodically engaged, mostly via email, to review information and will be asked to apply best available science and knowledge to ensure the sound advice reaches communities.

See Appendix 1 for the Terms of Reference for the Technical Advisory Committee.

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## Appendix 1: Terms of Reference for Technical Advisory Committee

See Attachment

## Appendix 2: Broadcast media and social media coverage in New Ireland Province

Broadcast method	Reach /population penetration	Comments
<b>Radio</b>	<p>Weekly reach of 22%</p> <p>NBC coverage:</p> <ul style="list-style-type: none"> <li>- Kavieng, Namatanai and to the West Coast of New Ireland mainland</li> <li>- Outer islands of Murat and Lovongai LLG, though transmission is down due to power outages</li> </ul>	<p>Radio is main source of information and is the second-most trusted method (churches are the most trusted). NBC is the most trusted radio station and used.</p> <p>Estimated 36% of households in New Ireland Province have a radio, with 90% within households, 75% public transport, 61% town/village community space (nationally)*. 6.00-7.00pm has the highest listening times. Radio ownership has declined nationally, but only amongst people who are digitality-engaged. There is also falling interest among youth, though this is also content related (music, entertainment and quizzes are more popular).</p> <p>*Interestingly 44% use mobile phone to listen to radio (national statistic).</p> <p>Advertisement of the radio show will be critical to increase listener number among targeted communities.</p>
<b>Television</b>	Approximately 2%	<p>There is very low ownership of TVs in New Ireland Province, the lowest proportion among all provinces in PNG.</p> <p>Location of TV is most likely in the home or friends/family home, or town/village community space.</p>
<b>Newspapers</b>	To be confirmed	<p>Low levels of literacy, access, difficulty in understanding content and costs make newspapers a less popular media source.</p> <p>News is often shared by word of mouth and newspapers are shared.</p>

		Post Courier and the National are the most popular, The National being most popular for having more diverse content.
<b>Internet / Websites</b>	<p>15.2% of population / 1.37 million users  97% of traffic via mobile phone  94% via Android device</p> <p>Growing internet use in New Ireland Province, approximately 17%-30% of population have access to the internet.</p>	<p>Most people use internet to visit social media, watch/download videos, send and receive emails and find out the latest news.</p> <p>Top Google Queries in 2020:</p> <ul style="list-style-type: none"> <li>- PNG</li> <li>- Facebook</li> <li>- Download</li> <li>- MP3</li> <li>- News</li> </ul>
<b>Phone (National statistics)</b>	<p>Penetration is approximately 34% of population / 3.11 mobile phone connections</p> <p>64% of population have a mobile phone – 56% basic mobile phone, 29% have a smart phone (41% of 15-24 year old have a smart phone)</p>	<p>Mostly used to receive calls, receive/send SMS, listen to radio, torches and alarm clocks.</p> <p>9 out of 10 people who do not own a phone borrow one from a friend/family member.</p>
<b>Social media (National statistics)</b>	<p>10.3% of population / 930K active users</p> <p>Facebook 10%, 900K users  Messenger 5%, 130K users  Instagram &lt;1%, 64K users  Twitter &lt;1%, 8750 users  TikTok (unknown)</p>	<p>Social media is most common among educated urban youth (men).</p>