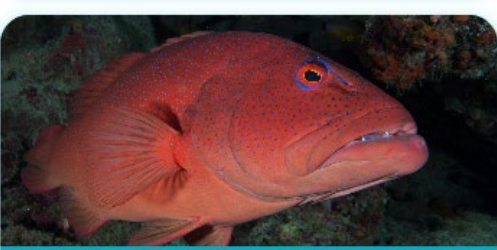


Information and awareness

To scale up CBFM





Groupers



Mangrove crab



Mullets



What kind of information are we talking about?

- coastal resources
- management measures
- contacts



Information and awareness: What does the Framework for Action say?

Scaling up actions

Information,
awareness
and communication



- 1 **All** coastal communities and relevant stakeholders have sufficient, regular and timely information to support resource management and build community resilience
- 2 Coastal communities empowered:
 - i. to provide feedback and information to **government**, raise concerns, contribute to decision making, inform policy and
 - ii. share experiences with other **communities** and **stakeholders**



Information and awareness: What kind of checklist does the Framework for Action provide?



SETTING SMART
OBJECTIVES



LANDSCAPE
ASSESSMENT



DEVELOPING BRANDING
& MESSAGING



DESIGNING TOOLS
& ACTIVITIES



MONITORING
& EVALUATION



REALITY CHECK



1

Low-cost dissemination of information for coastal communities

Set the scene

Pannel discussion



2

Communication channels for communities to provide feedback

Set the scene
Group exercise

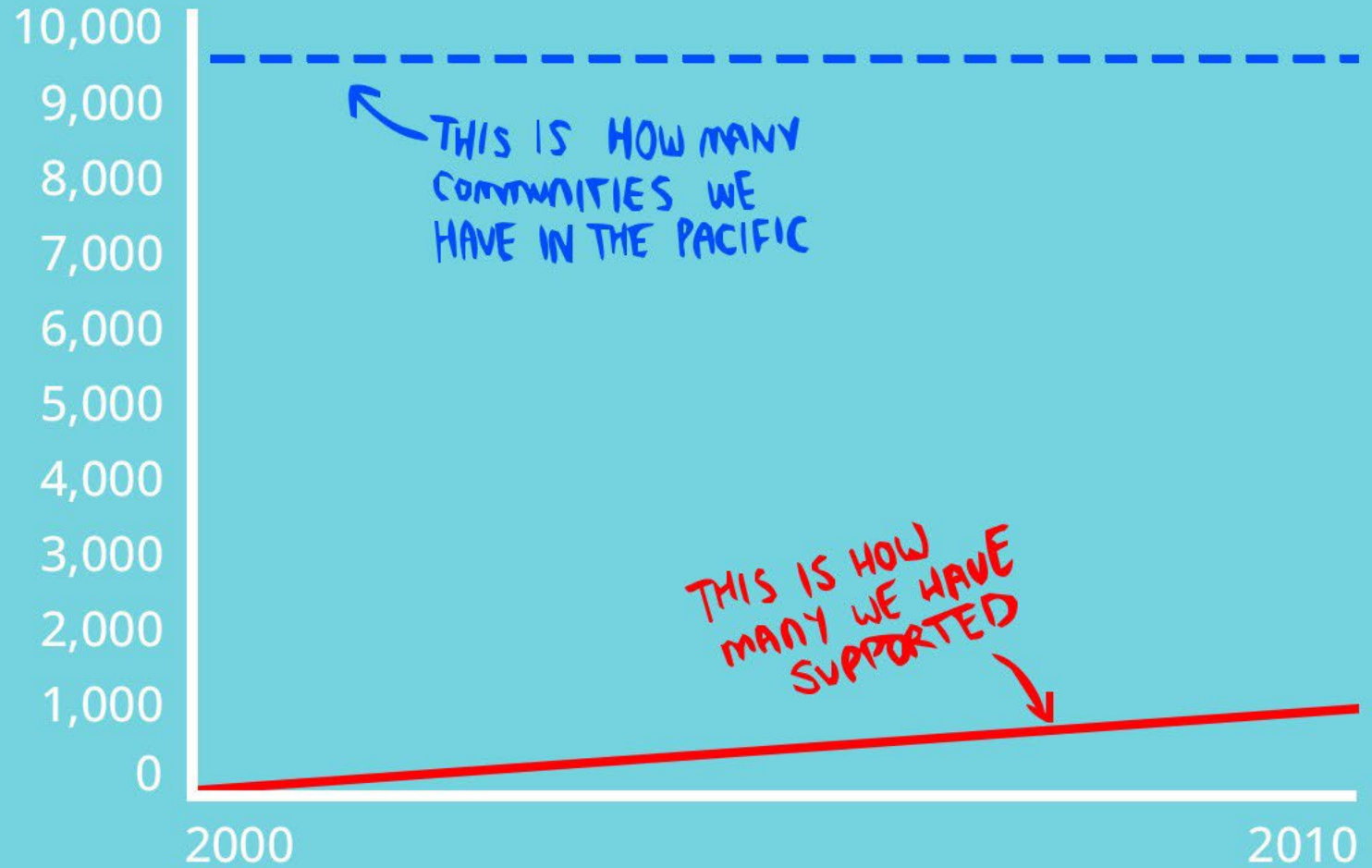
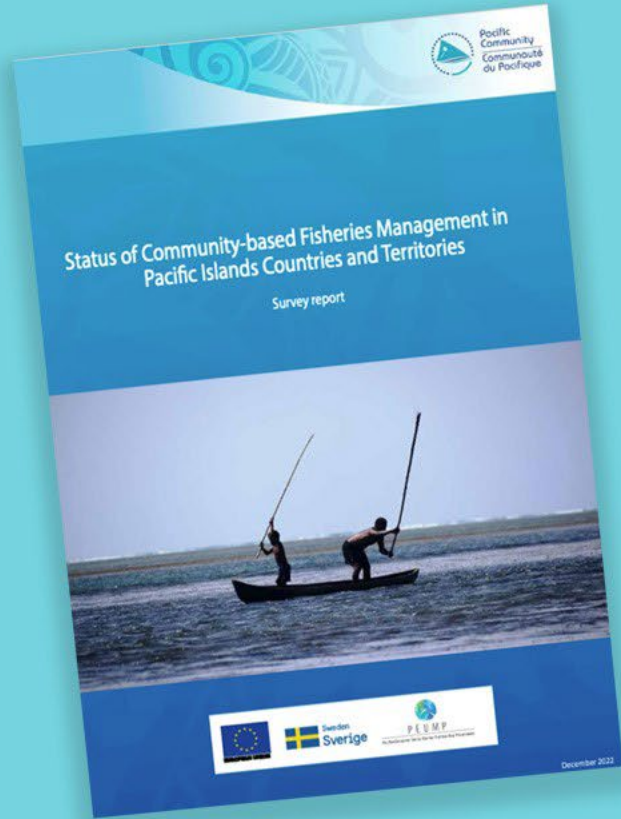


1

Low-cost dissemination of information for coastal communities

Set the scene

So What's the Problem?



- Number of communities in the Pacific (est.)
- Number of communities supported

The Solution? National Information Strategies



Broadcast Radio, Media & Social Media



Widespread Tools Distribution



Low-cost in Action



Direct Engagement through Networks/Champions



Finding low-cost ways: first findings?

- **Radio shows with community voices, and government officials**, is high value, low-cost activity.
- **Social media/mobile phones across all countries:** Cheap and efficient way not only to disseminate information and create dialogue.
- **Training/support PFOs to deliver low-cost outreach and support dialogues** is critical piece to reaching more communities.
- **Government partnerships with focus on supporting CSOs, national/local networks**, to disseminate info/increase peer learning is critical piece of cost-effective strategies.
- **Widespread dissemination of DIY CBFM tools can effectively reach communities** with little to no support and spur dialogue.
- **The branded, campaign with the suite of channels** (social media, mobile phones, radio/TV, and tools distribution through PFOs, networks and champions, **creates higher interest and uptake**.

1

Low-cost dissemination of information for coastal communities

Pannel discussion



Solomons



Vanuatu



Fiji



Wallis

2

Communication channels for communities to provide feedback

Set the scene





Feedback mechanisms in the Framework for Action

Objective 1: Information, awareness and communications

“Communities are empowered to provide feedback and information to government, raise concerns, contribute to decision-making and inform policies”

Existing feedback mechanisms

- Community fora
 - Community network regular meetings (Vanua-Tai Annual General Meetings)
 - Opportunistic/less regular community meetings (CBRM Solomon Islands, Tonga SMAs)
- Government fora
 - Fis TokTok symposium in Vanuatu
 - Technical Working Meetings in New Ireland Province, PNG
- Government officer's activities
 - Site visits



Existing and potential feedback opportunities through broadcast

- Radio talkback shows
- Messenger groups



2 Communication channels for communities to provide feedback

Group exercise

How do we make broadcast
media effective community
feedback mechanisms?

Peer-to-peer exercise

20 minutes : Interview

- Identify and pair with someone from your peer group
- Interview each other using the distributed template (1 sheet per team)

20 minutes : Reporting back

3 pairs will be asked to report in front of the whole audience.

20 minutes: Q&A



Group 1
Community Rep

Group 2
Government

Group 3
Local Gov/NGO

Group 4
Partners



How do we make broadcast media effective community feedback mechanisms?

(EN) Questions:

1. What is your name, your country, organization and role in the CBFM world?
2. What communication channels (media, social media, etc) would be the best ways for communities to provide their feedback to governments? And why?
3. How do we ensure governments prioritize the feedback, according to you?
And/ How do you see your role in raising community feedback and helping governments to prioritize?

(FR) Questions:

1. Quel est votre nom, votre pays, votre organisation et rôle dans le monde de la GCP?
2. Quels canaux de communication (médias, réseaux sociaux...) seraient les meilleurs moyens pour les communautés de faire part de leurs retours aux gouvernements ? Pourquoi ?
3. Comment s'assurer que les gouvernements accordent la priorité à ces retours selon vous? Comment voyez-vous votre rôle dans l'amélioration du retour d'information des communautés et dans l'aide apportée aux gouvernements pour établir des priorités ?



Thank you

Bula Vinaka

Merci



cChange

- scott@cchange4good.org



LMMA

- caroline@Immanetwork.org



Pacific Community

- celinem@spc.int
- ivoryma@spc.int