

# COMMUNICATION STRATEGY

## FSM INTERNATIONAL WATERS PROJECT

Fisheries Management and Establishment of Marine Protected Areas  
October 2005

### **Introduction:**

The objective of the FSM International Waters Project is to promote sustainable coastal fisheries via a system of marine protected areas established and maintained through a collaboration of traditional resources owners, government and non-government organizations, and other stakeholders in one management framework with the goals to: 1. Work with communities to define and clarify root problems relating to fisheries resources and develop their capacity to address problems with assistance from relevant agencies; 2. Survey and demarcate MPA sites and surrounding areas and develop a context for their management; 3. Conduct surveys to gather data needed to enhance the design and function of the MPA; 4. Increase fisheries resources through locally managed MPA; 5. Gather data needed to manage external pressures on coastal fisheries exploitation; 6. Develop a co-management system that will integrate community desires and efforts with relevant government and non-government services and resources; and 7. Share information and experience from the project with others on Yap and elsewhere to enhance awareness and replication of the project within and beyond Yap State. The theme of the project concept, “*CHOTHOWLIY EA DAY*” which means “take care of the marine environment” was advanced as a follow up to the Yap Biodiversity Strategy and Action Plan which was being undertaken at that time.

The FSM IWP has been working with the Riken Village community to establish a set of policies and management requirements for their marine protected areas. In this effort, the IWP has established a Management Team consisting of two Riken Village community leaders, a former State Governor, a group of three technical people and three representatives from the Department of Resources and Development. Ongoing activities have been centered around:

- Community consultations on the effects of different fishing gear types and their sustainable use.
- Drafting of legislations that would support and lend creditability to the community actions in regulating their fishing grounds and the MPA.
- Development of the “ulung”, a traditional fish shelter, which can be utilized for the monitoring and stock assessment of fish in the MPA beyond the life of IWP.
- Development of the Yap Almanac Calendar showcasing IWP and MPAs.
- Closure of the MPA and restrict its access to the public as a “no take zone”.
- Campaign in the schools on the benefits of sustainable use of marine resources and MPAs.

The FSM IWP is now attempting to expedite the review process of needed and already drafted legislations and is seeking the assistance of a legal professional to complete the review of four such marine legislative bills. The FSM IWP is using

practical lessons learned to promote the development and eventual enactment of a state wide Marine Parks Legislation. This would help to improve the use and management of fisheries resources throughout Yap and the FSM.

The FSM IWP will now focus on an integrated program of communications activities to promote:

1. A state-wide acceptance and stewardship of MPAs and a coastal and marine resource management program by the resource owners.
2. Development and implementation of a State marine resource management strategy.
3. The advancement of Marine Resources Management Division as the Authority that will have overseeing responsibilities on coastal and marine resource conservation and management.

**Background:**

In the past, the use of marine resources in Yap was complex and subject to many cultural controls. Access to marine resources was regulated by tenure, fishing methods and species. The system served to protect Yap from the “tragedy of the commons” where resources that are available for exploitation by all are over-exploited, damaged or destroyed. Today, there are many challenges to the traditional management systems. New and effective gears, commercial fishing, and recently, the government promoted commercial exploitation. These changes have had an impact. In a survey of Yapese fishermen carried out in 1987, most fishermen indicated that there had been large reductions in catch over the previous 5-10 years (MRMD 1987). While there is no recorded data in changes in fisheries resources, many factors contribute to a decline in fisheries, such as over-fishing, especially for commercial purposes, erosion and siltation along coastlines, and pollutants such as oil and chlorine bleach.

Addressing issues surrounding coastal and marine resources management is further complicated by the fact that all surrounding waters in Yap are privately owned and are subject to the complex tenure and use rights system. Only through the effective communication of IWP and thus MPA benefit concepts can the communities be effectively engaged in and take ownership of long term sustainable use program that they themselves must administer successfully.

Every year the people living in Riken, Gagil as well as all of Yap recognize the actual decline in the level of fisheries resources. This is evident through the ever decreasing level of harvest per fishing catch effort. Survey as indicated in the above paragraph shows this to be the case.

The International Waters Project has been working with the community, and the Department of Resources and Development to:

- Advance on the community incentive to protect and devise means for sustainable use of their fisheries resources
- Introduce legal framework for the management of coastal resources
- Introduce a structure of a user fee for tourism dive operations and other recreational use of the sites.

- Stop fishing and poaching by others in and around the protected areas.

The FSM IWP is attempting to promote the following key messages in Yap and Riken, Gagil in particular:

1. Use of MPAs as one effective means to repopulate fisheries resources
2. The long term benefits of recruitment and spillover effects resulting from well managed and protected MPAs
3. Institutional framework for the cost effective management and sustainable maintenance of MPAs.

The FSM IWP is using the practical lessons generated in the community to promote the development and implementation of a national plan to manage fisheries resources. This will include identifying the most appropriate legislative and institutional changes required.

The FSM IWP will now focus on an integrated program of communications activities to promote:

1. The establishment of an authority for the protection and conservation of coastal and aquatic resources
2. The development and adoption of a National Marine Parks Strategy
3. The development of a natural resources use review process
4. The development of a fisheries management strategy

### **c) Building Partnerships**

Dealing with fisheries has always been a delicate matter in Yap, FSM. The traditional and customary ownership and user rights in recent years have become murkier by the advent of motorized vessels, increasing population, migration from neighboring islands, modern fishing gears, and less understanding of the traditions that sat up the protection and management barriers. These have increased the pressure on the coastal and marine resources surrounding all of Yap main islands. The Department of Resources and Development and IWP have been working to support the Riekn, Gagil initiative to successfully implement a Marine Protected Area from which lessons learned can be applied towards replication efforts within Yap and the rest of the Federated States of Micronesia and beyond.

FSM IWP has looked beyond the scope of merely setting up an MPA. Three consultations studies have been undertaken to:

- a) assess the socio-economy of the community
- b) assess the ecological baseline of the MPA sites
- c) assess the institutional infrastructure by which the government can manage marine and coastal resources.

These studies have successfully been completed and are providing the basis for which much of the FSM IWP work are being undertaken.

The close proximity of the Republic of Palau with its successes in MPAs over the past forty or fifty years has proved valuable in the sharing of information and lessons learned. The Palau Conservation Society as well as the Palau Institute for Coral Reef Center have provided valuable lessons and can serve as partners in our efforts.

The FSM IWP has also participated and became a member of the Northern Pacific Association of MPAs. Financial as well as technical assistances through this medium can assist in our future replication efforts.

FSM IWP has teamed up with the Yap Institute of Natural Science (a NGO) to develop and produce an Almanac Calendar for 2006 that features the IWP and the benefits of MPAs. From this calendar, posters and other public education materials will be produced. Our radio program will also be made to replicate the message from the calendar.

The passage of the legislations which have been drafted and are under review will ensure that the Yap Visitors Bureau and the Department of Resources and Development through its Division of Marine Resources Management will work cooperatively in insuring the sound management and sustainable use of marine parks as well as the waters around Yap. The legislation on Integrated Review Process will provide for the means to involve communities and stakeholders in the review and assessments of projects and programs that will impact their environment and resources.

#### **d) Working with the Community**

In the Municipality of Gagil, there are over 800 people in 250 households. 95% of the residents subsidize their protein diet from the harvest from the sea. At least 50% of the resident fishermen had fished in the Riken water areas during the past three years. This does not take into account other nearby villages frequent taking of marine resources from the same area.

The unplanned and uncontrolled fishing practice of the past has placed a severe strain on the natural marine resources. Consequently, the fisheries resources have deteriorated under this fishing pressure, and families that heavily rely on fish have encountered hardship and as such, associated social problems are increasing. Many migrants and others from foreign places either are ignorant of or disobey the traditional fisheries boundaries and regulations and are therefore contributing to the increased pressure on the marine resources.

The FSM International Waters Project has therefore been working with the Division of Marine Resources Management, the Riken Village Community and the Yap Visitors Bureau, to find cost-effective ways to:

- establish an effective monitoring system for the MPA
- reduce the fishing pressure around the protected areas
- introduce the areas as tourist attraction sites
- promote the MPA concept in the Gagil Elementary programs

The International Waters Project started working with the pilot community of Riken Village by meeting with the men's groups. During these meetings the community was introduced to the objectives, scope, and proposed timeframe of the project. Participatory workshops were then used to try and understand the "root causes" of fisheries problems in this community and to try and come up with practical, low-cost, ideas for addressing these issues.

In mid-2005 FSM IWP was reorganized with the assistance of the Department of Resources and Development with collaboration with the FSM Department of Economic Affairs. With this new set up, FSM IWP began to promote as a way of building on existing Riken Village community initiatives the MPA concept to other communities around the northern part of Yap. This is followed on from the success of the RARE Program and Yap Biodiversity Strategy and Action Plan in encouraging communities to see the benefits of managing and sustainable use of their resources through MPAs and their surrounding areas.

It is important to find practical means to communicate effectively on the benefits and long term recovery outcome of the Marine Protected Areas and from the campaign against the growing pressure on the fisheries resources. People in the communities need to know that they are the main contributors to the problems and that everyone has a part to play in the recovery efforts. The community itself must be given and willing to take control over this effort in order for it to be successful and sustainable. The people in the community need to appreciate the personal benefits in terms of getting cash from tourism activities, more harvest of fish from spill over fish from the MPA, improving their marine environment, building civic pride, and improving their overall quality of life.

The FSM IWP also needs to find effective ways to make it easy for people to get into the mindset of using MPAs as simple and effective tools for restocking their marine resources.

#### **e) The Management of MPAs**

Effectiveness of a whole system depends on how efficient and effective each of the components are structured and work together. The fragmented conservation and management activities in the past had weakened the system and have shown to be ineffective no matter how strong the efforts may have been. Public Awareness Raising components of the FSM IWP can not be effective without the institutional framework and the commitment on the part of the government to support community initiatives.

##### Legal & Policy Framework

There have been continuous attempts to manage and conserve the marine and coastal resources by the community. However, these efforts will have little chance to succeed without a proper legal framework and enforcement.

Legal and Policy Framework should deal with Institutional strengthening – clarifying national management of marine resources & Information and monitoring - setting realistic guidelines for establishments of protected and managed areas.

The Legal & Policy Framework component however, will continue to be handicapped unless provisions are made in the Yap State Fisheries Act that identifies clearly who is responsible for marine and coastal resources, and for coordinating and monitoring of these resources. FSM IWP needs to ensure that management activities are undertaken with a key focus on community involvement and ownership and the protection of water resources from the effects of uncontrolled fisheries.

A review was carried out on all aspects of fisheries regulations by the Environmental Stewardship Council in 2002. Recommendations for four new Environment Acts takes into consideration provisions for the Division of Marine Resources Management to coordinate fisheries management activities, establish a Natural Resource Advisory Council, conservation of coastal and aquatic resources, and marine parks.

While Yap recognizes the importance of the State's coastal and aquatic resources, the laws do not provide for much to be done to protect these resources. Even the Marine Resources Management Division, the agency responsible for marine resources management and protection, under existing laws, does not have sufficient powers to do its job. The Yap Fishing Authority (YFA) is given the dual role of management, monitor and protection of marine resources while at the same time the conflicting role for the permitting and direct exploitation of these same resources.

The four drafted bills are designed to protect Yap's traditions, history, culture, communities, and environment, which are valuable, unique, irreplaceable and, to many extent, fragile.

#### The System Operators

The Department of Resources and Development, Yap Fishing Authority and the Marine Resources Management Division are the three main system operators.

The Department of Resources and Development is mandated to conserve and protect the natural resources of Yap State. It also has the dual responsibility also for the promotion and advancement of economic development. These responsibilities are therefore divided amongst its divisions agencies.

Yap Fishing Authority is assigned all marine resources management responsibilities. YFA has a conflict of interest because it not only exploits the resources, but also monitors and regulates such exploitation. This includes the issuing of fisheries permits for commercial fisheries activities.

The Division of Marine Resources Management was created as a division of the Department of Resources and Development with mandates to conserve, manage and protect the coastal and marine environment. Its responsibilities have been limited to research and piloting of resources stocking and assessments.

There continues to be a gray area in the division of responsibilities between Yap Fishing Authority and Marine Resources Management Division. Drafted legislations are hoped to bring about greater conservation and management roles to the MRMD and allow YFA to assist the fisheries development of the State.

#### Awareness Raising & Education

While there are many situations where people could be coached to shift their resources use and management behaviors through community sponsored regulations and plans, it would be much easier for binding laws to come into force after good awareness raising and consultation with stakeholders has taken place and when people are ready or better still, demand for enforcement. As they witnessed, see or feel the benefits to them from the system in operation, they will be more keen to further support and take over their resources management. It is therefore imperative that an awareness campaign be

targeted toward the community understanding and acceptance of MPA concepts and the benefits expected to be derived therefrom.

For this reason, every effort should be made to raise people's understanding as to what they personally need to do to conserve and manage their marine resources.

#### Vision – Future Management Structure

The dream for the Management Structure that would enhance the effectiveness of the management of marine resources is to have a:

**Community Management Authority** to oversee, control and coordinate all marine resources activities throughout their marine areas. All of the three key players of resource management will support to ensure that each component or key players are engaged in their respective management responsibilities:

1. Legal and Policy Framework – Tasks include
  - a. *Institutional strengthening* -clarifying national management of marine resources and
  - b. *Information and monitoring*- setting realistic targets for sustainable resources use
2. Finance and infrastructure – establishing the self-funding system for management and monitoring
3. Public education – to raise awareness of what people need to do to protect and manage their resources.

In this regard it would also be advantageous for the FSM IWP to clearly document successes and lessons from all of the pilot activities to assist in the formulation of future fisheries management plans and policies.

### **3. Audiences**

The audience consists of three main groups.

#### **1. Internal Audiences**

There is a need to ensure that there is the buy-in and support from all organizations, community and project committees.

#### **2. Key Project Partners**

Groups and individuals with mutual interests in improving the management and sustainable use of Marine resources in Yap. In order for communications efforts to be effective at the local and national levels, there is need to ensure that we work closely with those partners that have a mutual interest in communicating the key messages to the community of Riken, Gagil and the wider public of Yap State.

## FSM and Yap State

1. Project Stakeholders			
Target Audience Internal	Rating	Description	Comments
<b>Department of Economic Affairs (DEA)</b>	<b>10/10</b> Awareness and understanding of IWP's objectives, processes and benefits	Mr. Marion Henry (Deputy Assistant Secretary) is very keen to promote fisheries management.  John Mooteb (FSM focal Point) Priority to work with IWP to develop a national mechanism for fisheries management.  Cindy Ehmes, DEA	Fisheries management is being addressed across the board at DEA for it is seen as a key primary and national issue  Awareness raising on the IWP objectives processes and benefits are continually shared and discussed with the Lead Agency and stakeholders through weekly Friday updates and meetings
<b>Department of Resources and Development (R&amp;D)</b>	10/10	Joseph Giliko, Director of the Department of Resources & Development  Jesse T. Gajdusek, Deputy Director of R&D  Andy Tafelichig, Chief of Marine Resources Management Division	Legislation on management of fisheries resources, the establishment of marine parks, integrated review process have been drafted and are under review  The Department supports empowering the Division of Marine Resources Management Authority as overall authority of marine resources management activities.  Joseph Giliko is the main project champion within management.
<b>National Task Force</b>	7/10	Joseph Giliko, Director R&D  Jesse Gajdusek, Deputy Director, R&D  Andy Tafelichig, Chief of MRMD  Dr. Margie Falanruw, Director of YINS Leo Yinug, Executive Director of EPA	

		<p>Charles Chieng, Executive Director, Yap CAP</p> <p>Albert Falruw, Yap Visitors Bureau</p> <p>Leo Pugram, Deputy Director of Department of Education</p> <p>Dominic Burug, Manager of Yap Fishing Authority</p> <p>John Mangefel, Community Representative</p> <p>Cyprian Mugunbey, Community Representative</p> <p>Senator Ted Rutun, Community Representative</p>	
<b>2. Key Project Partners</b>			
Council of Pilung	5/10	Chiefs' council for the main islands of Yap.	<p>Responsible for the enforcement of traditional and cultural management of fisheries</p> <p>Unsure of their legal responsibilities and lack the resources to enforce them.</p>
Yap Institute of Natural Science	10/10	Dr. Margie Falanruw Francis Reugorong	<p>Has large collection on Yap natural resources documentation</p> <p>Responsible for the production of Yap Almanac Calendar</p> <p>Endeavor to develop a traditional fish shelter concept using modern technologies</p>
Yap Fishing Authority	8/10	Dominic Burug	<p>Fisheries licensing agency</p> <p>Unsure of its roles in management</p>

<b>Riken Village, Gagil</b>	8/10	<p>Cyprian Mugunbey</p> <p>The community has higher understanding and appreciation for conservation of their marine resources and have sought assistances in the past to protect their waters from uncontrolled fishing</p>	<p>Community with initiative to protect their marine environment and advance the concepts of IWP's MPA.</p> <p>Incentive to be innovative to combine proven local management concepts with modern MPA concepts</p> <p>Has endeavor to making local fish shelters as a means to assist in restocking of fish resources and also as a means for monitoring fish densities.</p> <p>Expresses interest in relearning of traditional management systems</p>
<b>Gagil Municipality</b>	6/10	<p>800 people and 250 households.</p> <p>The community has a higher understanding on the benefits of MPAs</p> <p>The community is proud to take part in the project.</p>	<p>Interested in incorporating MPA concepts in school science curriculum</p> <p>Supports project and would like it to be extended to other waters in the community</p>
<b>4. Wider public</b>	4/10	<p>Because the project targeted four sites at its initial stage, there is a wide understanding and acceptance for the need of MPAs.</p>	<p>The use of MPAs through local traditional means is still being practiced throughout Yap at different levels</p>

#### 4. Issues

- Uncontrolled, unmanaged fishing and poaching are still commonplace
- People still fish in close proximity of the MPAs waters
- There is no management and monitoring plan or policy
- MRMD does not full authority to managing and set parameters for fisheries activities.

- There is no legal framework that clearly identifies who is responsible for municipal and community marine resources
- The current fishing practices are unsustainable
- Fish and other marine resources are under heavy harvesting pressure

## **5. Communications Objectives**

The complications encountered by the project during its inception until mid-2005 has necessitated the FSM IWP to rethink its objectives and scope. As such, the project scope has been reduced to one site from its original four. The communication objectives therefore is focused on:

- Riken Village Community as the primary focal point for awareness raising
- Target Gagil Elementary School to integrate MPA information in programs
- Riken Community be assisted to build traditional fish shelters
- Awareness raising in neighboring communities

### **Encourage Yap State decision-makers to:**

- Clearly see the national benefits of the IWP pilot (for the public, economy and protection of the resources and environment)
- Advocate for the creation of an Authority (MRMD) with a clear mandate and legal responsibility for managing the fisheries and marine resources in Yap

## **6. Messages**

The FSM IWP is attempting to promote the following key messages in

### **Riken Village:**

As the MPA site area is already a dive tour attraction (for sharks and mantarays), the community should do its best to protect the natural marine resources.

The benefits to their greater marine areas from spillover and recruitment effects from MPAs.

A good user-fee system for dive operators and other non-fishing groups will be easier and manageable by the community and make money for the community to sustain management of the MPA beyond the involvement of IWP and the government

### **National/State:**

1. The FSM IWP has made real progress in community level awareness raising and getting the Riken Village to take charge and control of the management of their marine resources.

2. There is a need to make changes at the institutional level to create a user-fee system that will:
  - a. Empower the communities to control and regulate their resources
  - b. Encourage other communities to replicate the MPA concepts
  - c. Allow the communities to self-sustain and manage their marine resources effectively
  - d. Make establishments of marine parks systems more cost-effective
3. Need to adopt the drafted marine parks legislation that will establish the user-fee structure
4. We need to empower MRMD with the authority and with a clear mandate and legal responsibility for managing the coastal and marine resources

## **7. Communications Strategy**

The FSM IWP is now in a unique and exciting position to help strengthen the management of the marine resources in Yap State.

After forging a useful partnership with the Riken Village, FSM IWP is now in the position to work not only with this community, but the communities on the northern parts of Yap to support and advance the MPA concepts and reinforce the traditional fisheries and marine resources management systems. Through this effort, it will be possible to encourage the changes in behavior of the residents to manage resources that will ultimately translate to:

- Income through user-fee systems for their resources by dive operators
- Sustained benefits from spillover and recruitment effects
- Lasting benefits for future generations through sustained MPAs
- Stop littering in their marine environment

Communications can be an effective way to help individuals, communities and businesses to manage their resources wisely. In this regard there is the need to constantly keep thinking of effective ways to keep the target audiences interested and motivated to change.

However, communications programs are only truly successful if they are combined with other behavior change tools such as new policies, and economic incentives.

The FSM IWP will now focus on an integrated program of communications activities to promote:

### **Community**

- To support the draft legislations, one of which is the Marine Parks legislations that would establish a user-fee system – including continued dialogue on the MPA concepts and benefits.

### **National**

- The adoption of the four drafted legislations

To date the communications programme for FSM IWP has largely focused on creating an initial “presence” for the project within the community and with stakeholders.

Communications activities have been:

- The demarcation of MPA site at Riken
- Initial community consultations
- Council of Pilung consultations
- Article in local news letter on IWP
- Community leaders meetings

Now the FSM IWP is now engaging or will engage in a series of communications activities to:

- Create radio programs aired to promote and clarify its objectives and short and long-term plans
- Radio spots designed to raise awareness of the benefits of MPAs and wise resources managements
- Develop more newspaper inserts
- Community MPA workshops
- Community leaders meetings
- Summary of the baseline and follow up surveys to be distributed to all households of Riken Village and to other villages in the northern Yap
- Essay competition among schools
- Posters to promote MPAs
- Public signs to deter fishing in and around MPAs
- Trial the methodology of using “Ulung” fish shelter to monitor fish populations
- Publish Yap Almanac Calendar to showcase IWP and MPAs

## **a) IWP – Public Relations at the National/State Level**

### **1. Project Brochure**

The FSM IWP will develop a simple brochure to help explain the objectives and “rationale” of the project to stakeholders at the state level.

### **2. Print Media**

Commission the Yap Institute of Natural Science to showcase IWP and MPAs in its annual Yap Almanac Calendar.

### **3. FSM IWP Management Profile**

FSM IWP will profile Governor John Mangefel to show how the IWP is helping to improve the management of marine resources through MPAs in Yap through the local media.

#### **4. Posters**

FSMIWP will produce some posters for distribution to all Riken Village households as a useful way of reminding and reinforcing what we would like people to do in terms of resource management in general and through MPAs

A second poster will also be produced to promote the benefits of the user-fee system.

#### **5. Newspapers**

The local weekly news paper, Yap News Network, will dedicate one week's publication every three months to showcasing IWP and MPA.

#### **6. Radio**

FSM IWP will use the government owned radio station as a central platform for specific radio spots.

The project will work with local radio station to produce a longer 10-15 minute radio programs to help focus attention on how the project is helping to improve the management of marine resources at the community level. The program will focus on MPAs and marine resources management and would be based on three interviews of no more than 3 minutes each with:

1. a "champion" from the pilot community (Community Rep. Cyprian Mugunbey)
2. a key decision-maker from the State (Governor John Mangefel)
3. a relevant "expert" (Francis Reugorong)

#### **7. Television and Project Video**

FSM IWP will work with a local video production company to produce 15-minute program based on the same formula used for the radio program. The video will be screened on local cable TV and used for public meetings.

#### **8. Billboards**

The billboards to be located at both ends of the pilot area will be designed to promote the key messages on MPAs and to help identify the no-take zones in the areas.

#### **9. Yap Day Activities**

Yap Day, held annually on the first three days of March is dedicated to the cultural and traditional heritage of Yap and its people. Community and government leaders give remarks and speeches of encouragement to the people to conserve and protect the Yapese ways of life and to manage Yap's resources. It would be useful to exhibit some posters at the festivity site and to include in the remarks of Governor John Mangefel how IWP is helping the community resources conservation efforts and the benefits of MPAs. FSM IWP will undertake to set up a booth for display of brochures and posters for locals and visitors alike on the workings of IWP and the concepts and benefits of MPAs and resources management in general.

#### **10. Meetings, Consultations, Hands on Trainings**

FSM IWP would undertake to contract local elders and community leaders to engage in weekly meetings and consultations with village communities throughout northern part of Yap. Included in these visits will be practical hands-on training the building and construction and maintenance of "ulung" and other traditional marine and fisheries management methodologies and how these can best be incorporated into MPAs

concepts and generally in the overall scheme of fisheries resources managements systems for the whole of Yap. This will involve different local counterpart experts in traditional methodologies from one different village to another. Villages expected to be covered are those that have fishing capacities and access to the MPA site and neighboring water areas. This will involve four different Municipalities of Gagil, Maap, Rumung, and Tomil and their costal villages.

## 8. Implementation

<b>What</b>	<b>Why</b>	<b>Audience</b>	<b>When</b>	<b>Who</b>	<b>Costs</b>
<b>Project brochures</b>	Get buy in from internal audience/ state decision makers	State/Comm unity	January 2006	Jesse/Andy	\$5,000.00
<b>Calendar</b>	Promote resource management, IWP and MPAs	International, Regional, National, State and Community	November 2005	Jesse/YINS	\$10,806.00
<b>Management profile</b>	Promote IWP & MPAs	State and Community	January 2006	Jesse/ John Mangefel	\$3,000.00
<b>Posters and Billboards</b>	Awareness raising and protection of MPAs	State & Community	November 2005	Jesse/MRMD	\$4,000.00
<b>News Paper Quarterly</b>	Awareness raising, Promotion of MPA and Resources management	State and Community	December 2005 To July 2006	Jesse/YNN	\$3,000.00
<b>Radio programs</b>	Personalize the issue to emphasize MPAs as related to overall State objectives	Community, State, & National	January to July 2006	John Mangefel, Cyprian Mugunbey, Francis Ruegorong	\$3,000.00

<b>TV/Video</b>	Promote MPAs Show how MPAs under IWP can help to improve State management of marine resources	Community, State, National, Regional, & International	June 2006	V6AI, R&D	\$5,000.00
<b>Yap Day</b>	Awareness raising	Community, State	March 2006	R&D, Yap Day Committee	\$6,000.00
<b>Visits, Consultations training</b>	Get buy in and provide hands on participation, learning and appreciation by the community members	Community/ Northern Yap	December 2005	Community Awareness raising Committee/ Village elders knowledgeable in traditional fisheries management systems	\$25,000.000

## 9. Measurement

<b>Indicators</b>	<b>How measure?</b>
<b>Community</b>	
Reduced unauthorized harvesting from MPA areas	Community monitors to issue warning certificates to offenders
Show change in awareness/attitudes/behaviors	Audience survey in the community
Follow up surveys of MPA and Reference Sites	Data collected and analyzed on ecological densities and littering
Riken Village	Revenue generated from user-fee scheme
<b>National/State</b>	
Legislations adopted and implemented	Adopted and implemented
<b>Media</b>	
News items Radio Programs	Number of media items produced and distributed – posters, articles, radio spots, public signs, billboards, video screenings etc



