



# 2006 Pacific Year of the Sea Turtle



## Year of the Sea Turtle national launch

### Suggested activities

#### **National Launch Ceremony**

Organise a national launch for the Year of the Sea Turtle. Invite schools, legislators, community groups, the media and the general public to attend. Have an information display/presentations about turtles and their role in the Pacific.

#### **Public Awareness**

Distribute a media release highlighting national activities for the launch. Promote how your national activities tie in with regional and global campaigns. Run TV spots on the launch day/week, coordinate radio talk-back/interviews, request your local newspaper runs a feature on turtles in the week of the launch. This could include competitions for children, legends and stories about turtles in your country etc.

#### **Profile turtle conservation champions**

Profile community and national turtle conservation initiatives in the media. Prepare a feature on what is happening in your country to conserve turtles.

#### **Organise a beach cleanup**

Initiate a clean up of a beach or coastal area with local communities. List all the plastic material found in and around this area. Share this information with the community and local media. Reinforce the threats of floating plastic debris to turtles and other sea animals. Highlight the importance of keeping plastic and other rubbish out of the ocean.

#### **Have a plastic bag free day!**

It is estimated that each year more than 100,000 turtles and other sea animals around the world die from consuming plastic bags and other plastic debris. Make your national launch a plastic bag free zone!

#### **Involve the tourism sector**

Invite members from the tourism sector to attend your launch. Promote the important role they play in turtle conservation activities, by undertaking responsible practices, and by protecting turtle nesting areas.

#### **Collect turtle stories**

Initiate/plan work with school students to interview Elders about stories they know about turtles. Ask the students to present these stories to the rest of their class. Compile the stories and showcase in a publication as part of your Year of the Sea Turtle activities.

#### **Distribute campaign materials**

Distribute Year of the Sea Turtle stickers, postcards and posters to your key partners. Promote the aims of the Year of the Sea Turtle.

#### **Share information**

Promote national legislation and policy that protects sea turtles. Share this information as part of your launch.

#### **Make a pledge to save the sea turtles!**

The Year of the Sea Turtle aims to promote the long-term partnerships necessary to ensure the existence of sea turtles in years to come! Pledge your ongoing support to save these ancient creatures.

#### **Release turtles in captivity**

Turtles are kept in captivity for various reasons; as pets or for tourism-related activities. Being kept in captivity reduces the numbers of turtles breeding and contributing to turtles stocks in the ocean. These turtles in captivity may also suffer away from their natural environment and food sources. Work with key partners to discuss the possible of releasing captive turtles back into their natural environment.