



**NIUE'S WATERS STEERING COMMITTEE
COMMUNICATIONS STRATEGY
2010 - 2013**

Developed: by Tiy Chung (SOPAC)

This communications strategy aims to support the work of the Niue Waters Steering Committee (NWSC), in particular the water projects that fall under its remit: SOPAC's European Union (EU) and Global Environment Facility (GEF) IWRM projects and SPREP's Pacific Adaptation to Climate Change (PACC) project.

TABLE OF CONTENT:

1. Situation analysis
 - The main water issues in Niue are
 - The main areas of concern
2. Government restructure
3. NWSC Vision
4. Communication objectives
5. Audiences
 - Primary
 - Secondary
6. Slogan
7. Campaigns
 - Water Conservation Campaign: Fix the leaks
 - Water Protection Campaign: Keeping Niue's Water pure
 - Rainwater Tank Safety and Maintenance Education Campaign
8. Developing materials
9. Media Strategy
10. Appendix 1 Media Contact Sheet for Niue
11. Appendix 2 Budget Line

1. Situation analysis

Almost all of Niue's water (with the exception of some rainwater harvesting tanks) is supplied by the island's underground lens. Approximately 80% of this water is used for domestic purposes, 15% for agriculture and 5% for commercial and industrial use. This water is used by an on island population of approximately 900-1400 people.

There is strong political and community desire to ensure the long term sustainability of Niue's water supply and to ensure that it is robust enough to support economic growth in industries like tourism and adapt to possible impacts from climate change.

The main water issues in Niue are:

i. Increased cost of supplying water

The cost of pumping water up from the lens is very expensive as it relies on diesel. Global fuel prices have increased steadily over the last decade and the cost to the country is significant. The current budget to pump water is approximately \$200,000 annually and this cost is expected to rise.¹

Water is currently free. The National Strategic Plan 2009 to 2013 is, however, looking at limiting the water supply costs to government by charging end users. The consensus though is that this move would be highly unpopular and politically risky. However, it is seen as a necessary step.

Options to decrease cost, through such things as increased rainwater harvesting, limiting wastage by repairing leaks, and increasing water conservation by end users are being explored and are seen as alternatives to charging.

The public are wary of moves to charge for water but currently take water supply for granted. There is little awareness on water conservation and how saving water could reduce water supply costs and increase sustainability. Many people believe water should be free but lack awareness on the costs involved in getting water to them (pumping, infrastructure maintenance, etc), or see how decreasing their water use can help the government save money or even make charging for water unnecessary. There is a need to connect national level concerns to activities and behavior at the local level.

ii. Pollution

Niue's size and reliance on one water lens means that all forms of pollution threats must be taken into account when considering the long term sustainability of its water supply. There is currently little national awareness of pollution threats to the water supply.

Any increase in land surface activities may compromise the quality of the water lens. A study carried out by SOPAC on coastal water quality in 2003, was initiated due to fish poisoning outbreaks and fish deaths. The study confirmed a high nitrate and phosphate concentration believed to be caused by inadequate wastewater treatment primarily from septic tanks draining into the groundwater regime. The survey highlights the vulnerability of Niue's water resources to land surface activities and the close link between land and catchments activities and coastal zone impacts.

Main areas of concern are:

- 1) Pollution from land use into the water supply, including piggeries, sewage and agriculture.
- 2) The possibility of contamination from diesel. The diesel dumping ground has corroded drums that are leaking and needs to be cleaned up.

¹ Virginia O'Keefe report

- 3) The effects to marine life from land based pollution (for example: increases in ciguatera poisoning, etc).

Niue has taken steps to integrate its water sector and is moving fast to put in place IWRM concepts and practices. The Niue Waters Steering Committee (NWSC) has been set up and consists of 11 people from Environment, Climate Change, Health and Water Supply, DAFF, BAS, Community Affairs. The NWSC have established a Policy Advisory Sub Committee to develop national water policies and strategies that link with village water management plans. Cabinet is also very supportive of the goals of water.

The Government wants people to know what the work of the NWSC is and why it is important. It would like to champion the committee in order to get better commitments from its members and the general public.

The NWSC has an Awareness Group, which is looking at ways to implement a communications strategy. They are currently working on t-shirts, logos, writing songs, etc.

2. Government restructure:

The government is currently reforming the department responsible for water. The chairperson for the NWSC is currently the Director of Public Works but it is not sure whether the entities that exist now will continue. There will be a merger of Public Works with Power Supply and Bulk Fuel. This will form one Ministry and may have institutional changes that disrupt current work. There will also be reviews of legislation and policies.

The Government restructure could mean a change in power, with decisions over water moving away from people with practical understanding of the issue and who are directly responsible for water supply. There may be a new person who doesn't fully understand the objectives of water and the NWSC² and may not lead on this issue. Therefore the NWSC needs to act urgently to show its relevance. Newcomers may lack knowledge of IWRM and its benefits and may need to be lobbied to support NWSC goals.

3. NWSC Goal and Vision:

The NWSC's goal is to raise awareness on water conservation and protection, how people's actions influence water supply, the threats to water supply from climate change, and the implications of 'business as usual' for future generations. The NWSC will also promote equitable and practical solutions to Niue's water issues.

Goal and Vision:

To promote clean, safe, secure and sustainable water systems for Niue. It wants people to protect and conserve water and understand there is a cost to "free" water.

4. NWSC Communications objectives:

- *To ensure that all stakeholders understand the value of water and to act in ways that protects the long term sustainability of Niue's water supply.*

NWSC Communication Short term Objectives (2010):

² For these objectives please see the NWSC Terms of Reference, Appendix 1.

- To raise awareness of water issues among stakeholders/general public through water campaigns³, recreational activities (sports) for message visibility that target specific issues the NWSC wants to move forward. These include: Water conservation (Stop the Leaks or Use water responsibly campaigns), Water protection (Clean water is everyone's responsibility), Climate Change Adaptation (Water for our future).
- To increase awareness among high school students on Niue's water geology by adapting school science curriculums and by giving students specific monitoring tasks.
- To produce media materials for public education. These include documentary/ies, Talk shows, and newspaper and magazine stories.
- To communicate the work being done by community groups for both the IWRM and PACC projects locally, regionally and internationally (where possible).
- To have a water road show that visits all village councils in Niue to give presentations (like those presented to Alofi North and South) so that people understand:
 - The geological realities of Niue's water resources, its quantity and threats to the resource (Andre's presentation).
 - How Niue's water is supplied, threats to this supply, work done to fix leaks and monitor the situation, and the shared responsibility of Government and the public (Clinton's presentation).
 - The quality of water in Niue, and the water quality monitoring process: to dispel fear that it is in some way contaminated (Health).
 - The threat of climate change to Niue and what is being done to protect water in Niue for future generations (PACC and PWD).
- Raise the profile of the NWSC.

NWSC Communication Mid-Term Objectives (mid 2011-2013):

- Identify water champions (individuals, village councils, and other groups) to highlight positive solutions to water issues they have initiated/are involved in.
- Continued roll out of water campaigns.
- Communicate the reasons why charging for water is being considered and also communicate that other alternatives to tariffs, such as water conservation and taxing other areas like airports and alcohol are being considered.
- Start direct communications with politicians if there are blockages to implementing NWSC objectives.
- Review the effectiveness of this communications strategy (mid 2011) and reassess where necessary.

NWSC Communication Long term Objectives (2013+):

- To ensure that people are actively conserving water and all sources of pollution are controlled adequately.
- That water issues are at the forefront of people's understanding of a sustainable future for Niue.

5. Audiences

A. Primary

i. Government: Politicians, cabinet, department heads, public servants

Politicians are an active audience as they are needed to pass legislation that supports the NWSC's IWRM objectives and must see the benefits of the NWSC's work politically and socially.

³ These water campaigns are outlined below. The slogans in point one are Tiy Chung's suggestions only and will need discussion when campaigns are discussed.

Money is an issue. Politicians are wary of charging for water as it may be politically detrimental but are concerned with the rising cost of supplying water. They do however want to increase Niue's revenue by expanding the tourism industry and would need to ensure that water resources are well managed to support this. Renewable and clean energy is also a key government goal.

Currently there is a lot of support politically for the aims of IWRM. Water issues have been championed by successive Prime Ministers at the Asia-Pacific Water Forum (APWF).⁴ However politicians need to be continuously informed and updated on the benefits of IWRM, how it will be implemented in Niue and to award champion NWSC goals in their respective electorates.

NWSC will continuously to act by ensuring that water issues are integrated throughout all relevant ministries and support the NWSC in the coordination of these efforts. Development of water policies and projects is the best way to ensure the long term sustainability of Niue's water supply. It is important to know that water is a whole of Government Issue and not just the remit of one department.

Politicians and Cabinet Ministers will be given verified researched reports and materials that explain the benefits of IWRM to Niue. NWSC with the assistance of SOPAC have completed a Cost Benefit Analysis for the Niue Water Safety Drinking Plan. There is also a need to show our politicians that there is international aid and development funding potential for implementing Integrated Water Resource Management and for future projects that supports IWRM as a backup strategy. That both politicians and community to show a desire for better water management and that there is political capital to be gained from championing water issues.

Politicians and Cabinet Ministers will receive water information through Cabinet briefings, local national workshops presentations, participations at International forums on water, through local, regional and international media, internet and email, newsletters, village councils and churches

Who do they trust receiving information from, on this issue:

- Scientists and economists from regional scientific organizations like SOPAC, SPREP, SPC
- Donor agencies and international bodies (UN agencies, ADB, AOSIS, etc)
- Other governments working on similar issues
- Their own ministries and departments (public works, health, etc)

To develop a message it is important to consider the following points:

- Why should our target audience care about this issue
- What common emotion does this issue tap into the audience
- What will motivate the audience to change their behavior
- What are the critical message facts/elements that need to be included in the message?
- What one sentence incorporates all of the above?
- Messages may need to be identified for each individual piece of campaign work.

* The '**message**' is a one sentence phrase that encapsulates the campaign's core argument and compels the target audience to change the way they think/ behave

Long Term Development Goals:

"The health of Niue people, its economic growth and ability to adapt to climate change relies on ensuring Niue's water is properly managed. Today's management of water will ensure that Niueans will enjoy clean fresh water for generations to come."

ii. Village councils:

⁴ At the 1st APWF, then Prime Minister Mititaigimene (Young) Vivian said: "Water is the essence of life and we in Niue value it greatly as one of the most important resources that we have".

There are 14 villages in Niue and 14 village councils. And the churches are the most powerful groups to get communities to act. Most village decisions are taken through the council and rely on church group and other smaller ethnic group to support. Recent community water management work with Alofi North and Alofi South shows that village councils are very receptive to protecting and conserving water and are vital allies in raising community awareness and action around water issues.

What do they currently think?

They currently do not know too much about water issues and lack awareness of things like:

- Cost of water supply to government and government and community responsibility
- Water quality, sanitation and health issues.
- Threats to water supply.
- The importance of, and methods for, water conservation and protection.

However, they are very interested in learning more and participating in water management.

But the community is not forthcoming if government is to impose a levy on water. But the communities need to be convinced of the reasons and benefits of, any such move (if indeed this goes ahead). They need to know that water is not free and has a real cost and that they can reduce this cost by conserving water and/or adopting other supply alternatives.

What do we want them to believe/think/act?

- To know that water is not a 'free' resource and that there is increasing government costs in supplying water. However, village leaders can help reduce these costs (and possible tariffs) by leading water conservation efforts.
- To understand that water issues affect all communities, not just their own, and that there is a responsibility for villages to do their part for the national good.
- Clean water = healthy people.
- Act by helping educate their communities on the benefits of water conservation, how to conserve water and stop water pollution.
- Communicate back to government community concerns of water issues and solutions that would work well for their communities.

How will they be convinced? Why should they believe what we say?

- Need to approach them with people they trust (e.g. Member of Parliament, pastor, etc) for a meeting that explains Niue's water issues and the goals of the NWSC, what role they have to play in it, and the benefits to them.
- Use easy to understand materials/presentations to explain the concepts and goals of IWRM.
- Listen to their concerns and involve these and village councils in activities so that they have ownership over key parts of the process.
- They will believe what we say by using examples of where IWRM has worked before and by showing them benefits.

How do they receive their information?

- face to face meetings,
- presentations,
- reports,
- radio, TV,
- churches

Who do they trust receiving information from, on this issue (scientists, government bodies, sportspeople, celebrities etc)?

- There is some distrust of government at the village council level but this may have more to do with lack of engagement or perceived lack of transparency. It is important that government sectors pushing water management reform (PWD, Environment and Health) engage village councils, present the issues and solutions in an open forum and respond to questions. This will improve trust and encourage participation.
- Foreign experts/scientists
- People of standing: members of parliament, pastors, village elders.
- Celebrities

What activities (fun and serious) would help get the message across to them or spur action?

- Village council meeting with a focus on what the government is planning doing and why? And to listen to the thoughts of the villagers on the issue to see where differences can be ironed out or compromised. (Could be part of the NWSC water road show).
- Village water song writing competitions
- Village water conservation competitions (billboard slogan competition)
- Water leaks/pollution surveys

Kau Fakalataha, Leveki moe Puipui e Vai ha Niue ke tumau e mea moe humelie e vai he aho nei moe anoiha

Or: Conserve and manage Water today by all Niueans will ensure pure clean water our future generation and forever more.

iii. Councils of Churches, Deacon forums, Pastors

The Church is highly influential in the Niuean society. Church run 'Deacon Forums' are where many village affairs and politics are dealt with. Deacon Forums can impose such things as area closures, etc. Communities trust their pastors, and church support is needed if public campaigns are to be successful.

What do they currently think?

The National Council of Churches is generally supportive of the NWSC's work and its head, Reverend Jackson, publically supports moves to ensure the equitable supply of clean water to all stakeholders. The church may be concerned at any move to charge for water or other infrastructure as wealth is not equally distributed in many communities.

What do we want them to believe/think/act?

- We need them to see the benefits of what we're doing for their communities.
- To act by supporting our objectives by preaching the benefits of water conservation, and to use their services as a means of raising awareness on water issues.

How will they be convinced? Why should they believe what we say?

- By showing the benefits of the NWSC's goals to their communities.
- By working with them to develop appropriate messages for their congregations.
- By showing that the work is in the best interest of Niue and not a cynical exercise by government to raise revenue or a move that will lead to financial hardship.
- By involving them in discussions about water and giving them ownership for message dissemination and education.

How do they receive their information?

- Face to face meetings,
- presentations,
- water education materials,

- through national/regional/international council of churches

Who do they trust receiving information from, on this issue (scientists, government bodies, sportspeople, celebrities etc)?

- Government departments,
- Experts
- Other church leaders (regional and international)

What activities (fun and serious) would help get the message across to them or spur action?

- Church based days of action
- Opening events: e.g. new water infrastructure (tanks, pipes, water meters, etc) 'opened' and blessed by the local pastor.
- Being involved in any community activities

Water is god's gift to its people and this gift must not be abused and must be managed properly for the health and wellbeing of all Niueans.

iv. School children/youth, educators

There are two main schools in Niue: Niue Primary and Secondary schools. In the past secondary students were effective in helping to monitor water quality in villages. Many youth in Niue have an international outlook and spend a considerable part of their lives in places like Australia and New Zealand. Educating children now is a good way to ensure that future generations of Niueans will use water wisely and be prepared for negative impacts of climate change. Educators are also looking at ways to give lessons learned in the classroom practical on the ground applications for their students.

Awareness activities in schools are an effective way to reach children and youth. Besides using activities, events and information materials in schools, there is also discussion about creating a subject specific to water in the secondary school curriculum.

What do they currently think?

They currently have limited awareness of the way natural water systems work in Niue and need more awareness on ways to conserve water and stop pollution. They are the next generation and need to know how protecting water benefits their future and how their behavior affects water.

What do we want them to believe/think/act?

- Believe that water is a finite resource that needs to be protected and well managed.
- To understand how Niue's geology relates to water.
- To know that there is a cost to water and that by conserving water these costs can be reduced.
- To act by conserving water at home and by showing their parents and elders water conservation methods.
- To actively participate in finding ways to conserve, protect and manage water supplies, at school and at home.

How will they be convinced? Why should they believe what we say?

- By using captivating education materials (posters, brochures, dvds) that explain the situation in simple terms and that are relevant to their experiences.
- By putting water issues into the school curriculum so that it is part of their daily learning.
- By showing by doing: Having schools implement water conservation schemes (etc) in which students participate.

- By creating or tying into events (World Water Day etc), that they participate in (singing competitions, poster designing, etc).

How do they receive their information?

- Through teachers
- Curriculums
- Activities
- Mass media: TV, radio
- Visually: posters, dvds, comics etc

Who do they trust receiving information from, on this issue (scientists, government bodies, sportspeople, celebrities etc)?

- Teachers
- Pastors
- Experts
- Celebrities
- Government

What activities (fun and serious) would help get the message across to them or spur action?

- Singing competitions
- School based competitions (designing a water poster, etc).
- **One that was discussed in a meeting in Suva:** Water simulation exercise for youth parliament, where those involved are given a budget and finite allocation of diesel and told they have to supply a village with water. However as the activity is underway, suddenly one or both of the key resources is affected ie: price of diesel goes up or you don't have enough diesel. Participants then have to decide how they will continue to supply water, take money from other departments (education, health etc), rely on non diesel reliant water supply (eg rainwater tanks... but then where do they get the money for those?), or start charging people to make up the shortfall.
- Carrying out practical surveys as part of their curriculum.

The Message (What is the one thing that we will tell them to achieve the required result?)

My suggestion: As the inheritors of Niue's future you have a responsibility, now, to protect Niue's water in order to have a healthy society and climate proof future.

v. Niue Council of Women and other Women Group

Niue is a patriarchal society where men hold most of the power. Women are usually seen but not heard. Women's key responsibilities are looking after the children and household duties. A lot of women also work. Mothers will care about family health. There is also Council of Women, which is an important part of the National Government. Their influence traditionally, has been through awareness raising campaigns. There is one woman pastor. Women are extremely powerful in influencing the way water is used in day to day life and can be the catalyst for change within communities. It is therefore extremely important that they are empowered with knowledge of and practical solutions to water issues.

What do they currently think?

What do we want them to believe/think/act?

How will they be convinced? Why should they believe what we say?

How do they receive their information?

- Receive information: face to face meetings, reports, presentations

Who do they trust receiving information from, on this issue (scientists, government bodies, sportspeople, celebrities etc)?

What activities (fun and serious) would help get the message across to them or spur action?

The Message

What is the one thing that we will tell them to achieve the required result?

That everyone on Niue will understand that God created all living things on earth and water is a free gift from Jesus will ensure safety, security and stability in our lives today and forever more.

B. Secondary

i. Donors

Donors like to see that their money is being spent productively and that work is progressing. They also like to receive stories and information so that they can promote the work they are doing to their funders. Promoting good work to donors also increases the potential for funding more water projects, or IWRM related projects in Niue.

They will be convinced by showing them (through regular updates, reporting, newsletters, country visits) successful roll out of the project.

ii. NGOs

NGOs can be quite helpful in implementing projects, reaching communities or raising awareness. They need information on what the project is setting out to achieve and where it fits in with their own objectives.

iii. Tourists

The tourism industry is something the Niue Government wants to grow. Niue's pristine environment is a unique selling point to the growing legions of eco-conscious people in the world. Showing and promoting the work Niue is doing to protect its environment and as a tropical paradise that is an "eco-destination" is a way to tap into this market.

Message:

"Niue is an eco-friendly country and while you're here you should be eco-conscious".

6. Slogan

The Theme of the Niue Waters Steering Committee is:

"Sustainable Integrated Water Resources and Wastewater Management for Niue"
"Kau Fakalataha, Fakaaoga, moe Leveki e Vai ha Niue"

7. Campaigns

There are a number of possible awareness campaigns that can be rolled out by the NWSC over the next two years. The following are suggestions based on community concerns and government and project priorities I noticed while in Niue. They remain suggestions and can be more campaigns can be added to or these deleted as the NWSC sees fit.

Each of the campaign boxes below can be extracted as mini-communication strategies depending on what campaign the NWSC decides to run. They are in no particular order of importance.

Water Conservation Campaign: Fix the leaks

Aim

This campaign aims to raise awareness of the work Government (in particular PWD water) does to supply water to communities and how they are trying to conserve water by maintaining and updating water infrastructure. Its main aims however are to do the following:

- Educating people that they need to do their part by fixing leaking taps, ensuring water is not left running, and reporting broken pipes (etc) to PWD.
- Educate people in methods of water conservation (the word 'leaks' in this sense means any drain on the water system, a tap or hose left on etc.).
- Have communities understand the costs to government of leaks and water wastage, and where government responsibility ends and individual responsibility begins.
- To increase understanding of the role water meter installation has to help government determine water usage in order to better plan water allocation.

Audience

Communities, Households and Private Sector water users.

What do we want them to do?

Conserve water.

Report leaks and water wastage in their neighborhoods.

Fix leaks in their own houses.

Slogans (suggestions from Alofi meetings)

*Keep Fresh Water Clean
Water Wise for Life*

Materials

These materials should do one, some, or all of the following: explains the cost of wasted water to Niue provides tips on water conservation, gives people a sense of community responsibility when it comes to water conservation.

- Posters: To be hung in meeting halls, public kitchens and bathrooms.
- Brochure: That explains the costs to government (and the people) of water wastage, the benefits of conservation, governments use of meters to detect usage and waste, ways individuals can conserve, who to call when leaks are detected.
- Television advertising: Two or three 30 to 45 second ads that explain water conservation methods make people aware how much leaks cost Niue, inspire people to act. One example (previously discussed) is a continuous shot of a leaking tap with the end tagline: "Boring isn't it? This leaking tap wastes xxx amount of water a year and costs the government xxx. Don't be a Drip: Don't Waste a Drop. Be water wise, fix all leaking taps".

Community Strategy

- Engage communities through a 'Niue Water Road Show' where the types of presentations given to Alofi North and South village councils are given to all village councils and both schools.
- How to fix the problem workshops, which looks at basic DIY plumbing procedures so that people can fix leaks or put in place water saving shower heads etc.

- Create community challenges along the theme: Song competitions, craft competitions, bill board painting, and “Proud to be 100% leak free” villages.

Media strategy

Media should be used to contextualize the water conservation issues at the beginning of the campaign – things like costs to government, savings from the latest round of leak repairs, the purpose of the roll out of meter installations and latest findings from already installed meters, and infrastructure repairs and upgrades, for the purpose of water loss management – in order for people to see government commitment and action on the issue. Wherever possible this should be done when consultants, plumbers, water quantity assessors, etc are in Niue, as a ‘hook’ for media.

The campaign should then focus on promoting and congratulating the efforts of communities to conserve water and run profiles on communities and individuals that are making a difference (creating grassroots heroes). Any quantitative improvement in water conservation should be promoted and celebrated in the media. (This can even be done by installing a large display outside PWD that shows how much water is being saved nationally that changes when there is noticeable improvements).

The NWSC should negotiate a regular radio timeslot with BCN (maybe monthly) to update all water activities, improvements, new campaigns etc.

All stories going to media should go to print, radio and TV and be placed on the government website.

Water Protection Campaign: Keeping Niue’s water pure

Aim

This campaign seeks to educate all Niueans on threats to Niue’s water supply from land based activities. These include: pollution from waste oil, piggeries, septic tanks and sewage, agriculture, changing land use (e.g. migration to the upper terrace), climate change and other threats.

There is a perception in communities in Niue that water supplied by government is contaminated. This campaign, therefore, also seeks to inform and reassure people of the quality of Niue’s ground water and the steps taken by the Ministry of Health to test and ensure that water supplied to people is pure.

Audience

Businesses, Government, Villages and Households

What do we want them to do?

- Take steps minimize any threats to Niue’s water lens from activities they are involved in. Such as: power generation, business, agriculture, waste management, animal husbandry, and all sewage systems (drop toilets, septic tanks).
- Ensure that all new residential and business development takes into account the possible impact it might have on Niue’s water lens and that proper planning, that Environment Impact Assessments are carried out and that proper legislation is in place to regulate threats to water (Government audience).
- Understand Niue’s water geography/geology and how land base activities impact it.
- Know that they have access to some of the purest freshwater in the world and trust in government’s ability to supply clean water.

What do people need to know?

- What are the threats to the water lens
- What they can do to minimize these threats (at government, community/business and household levels).
- What is the quality of Niue’s water (in comparison to water elsewhere in the world). And what steps are taken to monitor the quality of this water.

Slogans

*Pure water from a pure Niue
Water care is people care
Clean Pristine Water for good health
Conserve Water for future and wealthy Niue
Report all leaking taps helps save cost to water supply*

Materials

These materials should do one, some, or all of the following: Explain what threats exist and how to minimize the threats. Explain Niue's hydro-geology and how human activity affects it.

- Educational posters: These can be step by step posters that explain how to deal with individual threats. For example a poster depicting good and bad piggery management.
- A Brochure: that explains the geological make up of Niue, its water lens, the threats and ways to minimize those threats.
- Television advertising as part of an overall water public service announcement package. For example: A 30 second spot could highlight the work being done by Health to monitor and test water quality containing shots of monitoring at different sites, lab work etc.
- Presentations addressing above issues for a water road show.
- Government billboards.
- Briefing papers for government and business that look at the threats and steps to be taken to minimize threats.
- School curriculum on Niue's hydro-geology, threats, solutions, with practical school activities to deal with threats.

Community Strategy

- Engage communities through a 'Niue Water Road Show' where the types of presentations given to Alofi North and South village councils are given to all village councils and both schools.
- Water threat hotspot monitoring for each village, done by village councils, communities, or schools.
- At least one 'whole of community' water threat minimization project per village. E.g. solid waste clean up, village hall septic tank repair, building a 'best practice' pig pen, etc etc.
- Best 'water safe' village competition.

Media Strategy

At the start of the campaign the most important messages to get out will be the threats Niue's water and ways to minimize threats. This should be done as part of a themed water week, or even water month and use all available mass media outlets (TV news, radio, print).

Consideration should be given to publicizing the results of water quality monitoring on a regular basis. This can be as part of a monthly NWSC radio program or as a TV news story (when new information is made available). If there is a serious or dramatic water quality threat detected in any test site the NWSC should be seen to pro-active in dealing with the situation by making a public statement and publicizing steps taken to remedy the situation. This will build trust and confidence in Niue's reticulated water supply.

Community, business and government efforts to deal with any water threat should be publicized in the media and congratulated.

The NWSC should negotiate a regular radio timeslot with BCN (maybe monthly) to update all water activities, improvements, new campaigns etc.

All stories going to media should go to print, radio and TV and be placed on the government website.

Rainwater Tank Safety and Maintenance Education Campaign

Aim

As the PACC project progresses and rainwater tanks are installed in communities there will need to be an education campaign on how to properly maintain roofs, guttering, and water tanks in order to minimize possible contamination. This could also include how to monitor water quality of RW tanks using H2S kits.

NOTE: Niueans have a long history of using RW tanks and much of this may already be common knowledge but a reminder would be good. SOPAC also has many educational and training resources available through its Water Services section.

Audience

All people receiving rainwater tanks.

What do we want them to do?

- How to set up their houses for RW tank installation. E.g. best placement of tanks, guttering installation, filters, plumbing, etc.
- Their responsibility to the upkeep and maintenance of rainwater tanks.
- Possible threats to tank water and how to mitigate these threats (cleaning gutters, no overhanging trees, etc etc)
- How and when to clean tanks.

Slogans:

*Water from Heaven is free we must catch for all
Water Tanks for Niueans is a bonus for all
Water from the Rain is clean and free of microbes*

Materials

- Water safety kits (SOPAC can supply these)
- Posters: How to maintain your tank.
- TV and radio public announcements: RW tank safety

Community Strategy

- Hold rainwater tank installation and safety workshops before the tanks are put in. Maybe have a demo house in each village.
- Organize annual rainwater tank maintenance days. For example: RW tank day where all tank owners or villages follow steps to clean guttering, maintain pipes and filters, etc.

Media Strategy

- A short RW tank safety and maintenance documentary that can be aired at key times during the year.

8. Action Plan

(The below matrix and table was developed by SPREP Communications as guide to the Niue PACC Project)

ACTION PLAN MATRIX

Objective of your project	Desired Comm. Outcome	Target Audience	Key Message(s)	Comm. Channels	Comm. activities, products	Resources & Partners	Success Indicators
<i>These are the goals of the project – not of the comm. strategy</i>	<i>What you want to achieve from the comm. you will do?</i>	<i>Clearly define to make sure you create messages accordingly:</i>	<i>What is it you want the audience to know / learn?</i>	<i>How does this audience get its information? Who has “influence” over them?</i>	<i>What tools or products do you need to deliver the message (through identified channels)?</i>	<i>Budget required Other partners who can assist</i>	<i>Quantifiable measurements agree to beforehand reflecting critical success factors of the project</i>
Outcome 1: MAINSTREAMING (To develop national or sector policies; integrate climate change into existing policies to assist the countries deliver immediate vulnerability)	Climate Change Policy to be understood at all levels for better coordination and resilience Enhance collaboration and partnerships with key stakeholders - less wasted resources and time - solicit support from stakeholders	Government Donors Private Sector NGO and CSO Schools Media Communities (i.e. Men, Women, Youth, Children) GEF UNDP AusAID SPREP Potential Donors	Climate Change Adaptation is everyone’s business To include listed message of Project Visibility & Need to adapt	TV Radio Newspaper Website Seminar Workshop Awareness Training Community CC Day	Briefing Papers Pamphlets Banners Presentation Promotional Materials Publication: Mainstreaming Guide	Media Other national projects NGO Government Community leaders \$10,000	There is better coordination among all sector levels Support is gained from target audience to mainstream climate change into policies, regulations etc Better understanding of the role of PACC

Component 2: DEMONSTRATION	To share the best alternative for improvement in drainage system and climate resistant crops in other vulnerable areas	Pilot Communities Private Sector Government Media Farmers in Sites Commercial Operators	There are crops that can survive and withstand flood and salt inundated areas And listed messages of Project Visibility, Need to adapt & Ways to adapt	TV Radio Newspaper Website Seminar Workshop Awareness Training Community CC Day	Model Pamphlets Factsheets Banner Poster Presentation Publication: Demonstration Guide	Media Other national projects NGO Government Community leaders \$10,000	Audience support the alternative improvement in drainage system and climate resistant crops in vulnerable areas Community ownership exists in the carrying out of the project demonstration
Component 3: COMMUNICATIONS & KNOWLEDGE MANAGEMENT; CAPACITY TO PLAN FOR AND RESPOND TO CHANGES IN CLIMATE	Improve awareness, sharing experiences, educate and empower communities to take ownership of CCA New knowledge generated by to be systematically disseminated/shared lessons learnt, best practices	Communities Schools Private sectors Government Media Private and Commercial Operators GEF AusAID UNDP SPREP Potential Donors	We can be resilient to Climate Change And listed messages of Project Visibility, Need to adapt & Ways to adapt	TV Radio Newspaper Website Seminar Workshop Awareness Training Community CC Day	Project Website Newsletter School Forums Special Day Events:	Media Other national projects NGO Government Community leaders \$20,000	Audience are more aware of PACC and project gains more support and partnership There is community ownership of the project
(Range from technical backstopping support to training, website development, communication work and capturing lessons learnt)							

COMMUNICATION ACTIVITIES/PRODUCTS/TOOLS IN DETAILS

ACTIVITIES	DETAILS	Timeframe
Promotional Products:	<ul style="list-style-type: none"> i. Tee Shirts: to raise general awareness (through slogans) and as a promotional tool ii. USB Wristbands: 100x iii. Posters: both informative/educational and general awareness-raising. For the general public they need to be simple, use clear easy to understand images, text and slogans. iv. Banners: to go with activities, events and campaigns v. Water Mascot: a character that can be developed to take the water message to schools, appear on public service announcements and educational materials and be at water activities and events. 	2013
Information Materials:	<ul style="list-style-type: none"> i. Cabinet Briefing Papers: A series of briefing papers explaining the goals, progress, available opportunities under the PACC, IWRM, NWSC etc; quick 1-2 pages highlighting aims, objectives, progress, benefits, of PACC/IWRM/NWSC/etc and the actions (legislation, etc) that government needs to do to support this. ii. Fact Sheets/Brochures: A series of well designed, short (4 page max) information booklets that explain PACC/NWSC processes; summary of facts from assessment findings i.e. V&A, CBA, SEA PACC, EIA, etc in simple English/local language iii. Talking points/briefing notes: for politician delivering a speech in relation to climate change adaptation for Niue in the national, regional, international arena. Briefing notes that give concise information, messages and talking points to Niue's water issues, work on water resource management and climate change adaptation. 	Q4 2011 - Q3 2012
Awareness and Education:	<ul style="list-style-type: none"> i. Road Show Presentations: to compliment the factsheets; will be simple to understand and not very technical. ii. School materials: fact sheets, activities and curriculum based tasks for students; informative materials and activities to teach students of both primary and secondary school the importance of water, water safety and health, water conservation, etc 	Q1 2011 - Q1 2012
Media Strategy (and Awareness):	<ul style="list-style-type: none"> i. Water Issues TV Program/DVD: general awareness tool that explains what the main water issues facing Niue are and solutions to the problems. As a way to show who in government is working on the issues and what they're doing, promote the NWSC (PACC/IWRM) and explain what communities and individuals can do to help; Broadcasted on Niue TV and saved to DVDs and used in schools and meetings; To be 	Q2 2011 - Until end of project year

edited down to public service announcements and TV Ad Spots

Knowledge Management:

- i. Pacific Environment Information Network (PEIN) Database
- ii. SPREP PACC Website: www.sprep.org/pacc-home
- iii. PACC Niue Website: a website that promotes the work of the NWSC, community activities, school activities, etc
- iv. Publications: Mainstreaming & Demonstration Guide
- v. DVD documentary
- vi. Pacific Climate Change Portal

Q2 2012 - Until end of project
year

9. Media strategy

Media outlets in Niue

NOTE: A proper media contact list for all possible media outlets/production houses and key journalist editor contacts needs to be development. See Appendix 2 for a template.

Print:

- 1 Newspaper, The Niue Star (weekly), produced in New Zealand.
- TTN the government newsletter

TV:

- Run by Broadcasting Corporation of Niue (BCN)
- Twice a week news service.
- Local commercials can be aired on the station and should be between 30 and 45 seconds long. Prime time rates apply for the nightly news slots and sports events.
- A local production house, Kilokutz, have the facilities to produce TV ads and documentaries.

Radio:

- 1 Government radio stations (BCN), one private radio system (popular with youth no content except music).
- Department radio programmes are run by BCN and flexible and accessible.
- Possible to ask them for special shows and airtime, quite flexible.
- Talkback shows: people calling up on a topic. Easy access.

Producing things in country:

- 1 studio specializing in sound, TV commercials and DVDs (Kilokutz).
- Printing: reports and brochures but not banners and posters.

Regional/International Media targets

Print:

- Pacnews
- New Zealand Herald
- Stuff.co.nz
- Islands Business
- Wire Services including: Xin Hua, AAP, AFP, Reuters, Pacnews

TV:

- NZ One
- ABC Australia Network
- Al Jazeera (sounds crazy but they're really interested in Pacific stories and are particularly interested in water).
- SPC Pacific Way

Radio:

- ABC Pacific Beat
- Radio NZ International
- BBC World service

Media Strategy

- All new reports should have a media hook and an accompanying press release that goes out to both local and the regional news agencies listed above.
- Key spokespeople for water issues (champions, experts, community leaders, politicians) need to be identified so that media have different people they can interview.
- Setting up talk back shows with local radio so that people can call in and ask questions and air their opinions is a good way to be inclusive and get your points across.
- Media in NZ that is popular with NZ based Niueans should be targeted so they understand what is happening in Niue and support our efforts.
- Big stories, preferably with a human angle, need to be identified for feature articles in magazines, newspapers, or for overseas radio interviews.
- There should be at least one story every quarter for the Pacific Partnership Newsletter; however the more stories the better as these can be developed into stand alone articles, be put up on the SOPAC water (and Niue water) websites, and/or go into other newsletters and publications.
- A photo database of activities, people doing work, meetings, and beauty shots of Niue, should be developed in order to provide media with relevant pictures. NOTE: media like active pictures of people doing things in the field, everyday life and/or events. They do not like passive shots such as: group photographs from meetings, banners, set up portrait shots. A fantastic photo is enough to get a story run on its own.

APPENDIX 1

MEDIA CONTACT SHEET FOR NIUE

(NOTE: This is just to serve as a template for the development of contact list)

Media Outlet	Contact	Phone	Fax	email	Notes
Niue Star	Michael Jackson (Publisher)	683 4293	683 4268	niuestar@niue.nu	A weekly newspaper produced out of New Zealand and servicing the Niue community in NZ and Niue. Interested in water articles specifically on conservation, climate change and development.
Broadcasting Corporation of Niue (BCN)	Trevor Tiakia (General Manager)	683 4026	683 4217	sunshine@mail.gov.nu	BCN is interested in pre-produced radio spots for broadcast, press releases. They run departmental programmes and talk back shows. Runs a news service. Willing to take pre-produced TV content, will run Government public service announcements free. Advertising on the station costs \$xx.xx per 30 second spot.
PACNEWS (Suva based regional newswire)	Makereta Komai (editor)	+679 3315732		pacnews@connect.com.fj pacnews1@connect.com.fj	Pacific newswire service that runs press release Pacific wide. Stories are picked up by most regional media (including Aus, NZ) and sometimes international media.
Radio New Zealand International	Walter Zweifel (news editor)	+64 4 474 1437		news@rnzi.com	Regional NZ radio station based in Wellington. Very interested in Pacific stories.
Radio Australia (Pacific)	Clement Paligaru (Pacific news journalist)	+ 61 3 9626 1500		pacific.ra@abc.net.au Paligaru.Clement@abc.net.au	ABC Pacbeat programme broadcasts to all countries in the region.
Niue Government	Niu Tauevihi	683 4200		niu_t@hotmail.com	Production of weekly electronic government newsletter for public view