

MARSHALL ISLANDS Communication Plan



Image by PACC RMI NPMU

Pacific Adaptation to Climate Change Project **Building Resilience to Climate Change in Pacific Communities**

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The PACC Communication Plan should provide a way forward for replication to other projects areas. I believe the success of any project depends on the support of our community leaders and stakeholders and a good communication strategy needs to be in place foremost to ensure the public is aware of the different development projects provided to them by the government.

Kommol Tata

Yumiko Crisostomo
OEPPC Director

ACRONYMS

PACC	Pacific Adaptation to Climate Change
SPREP	Secretariat to the Pacific Regional Environment Programme
GEF	Global Environment Facility
RMI	Republic of the Marshall Islands
RMI EPA	RMI Environment Protection Authority
CMI	College of Marshall Islands Land Grant
MICS	Marshall Islands Conservation Society
IWRM	Integrated Water Resource Management
MWSC	Majuro Water & Sewer Company

BACKGROUND OF PACC

The PACC Project is designed to promote climate change adaptation as a key prerequisite to sustainable development in Pacific Islands Countries. The Project objective therefore, is to enhance the capacity of the participating countries to adapt to climate change, including climate variability, in one of three selected key development sectors i.e. Food Production and Food Security, Water Resource Management and Coastal Zone Management.

The Project focuses on barriers identified through the situation analysis: supporting capacity building and mainstreaming of climate change adaptation at the national level; providing tools and guidelines, supplemented by practical demonstration of adaptation as both a process and on the ground activity; and through supporting regional approaches.

The overall goals of PACC are:

1. Improving capacity in Pacific Islands' governments to mainstream climate change into adaptation into government policies and plans;
2. Addressing the urgent need for adaptation measures through developing systematic guidelines for adaptation and demonstrating their use at a pilot scale in the coastal management, food security and water resources sectors; and
3. Laying the foundation for a comprehensive approach to address adaptation over the medium-long term at the regional level.

PACC will achieve these goals through the following strategies:

1. Implementing specific measures to address anticipated climate change risk for priority development areas through policy interventions and capacity support;
2. Building awareness and acceptance of the risks of climate change and the necessary conditions for adaptation at the policy level;
3. Developing mainstreaming methodologies to integrate key thematic issues into national development strategies; and
4. Increasing the adaptive capacity of human and biophysical systems through measures designed to reduce the adverse effects of climate change on the three key development sectors

The purpose of a National Communications Plan is to improve capacity, knowledge, and understanding of climate change and climate change adaptation, through the development and implementation of coordinated education and awareness programmes and communication strategies across the region enhancing the capacity of PICTs to address climate change issues.

Communicating the PACC Project results and lessons learnt to a wider audience at the regional and international level is critical and part of the overall project design.

BACKGROUND OF RMI PACC

Introduction

For PACC Marshall Islands, the project will demonstrate the benefits of taking climate change into consideration in the water sector so as to better prepare for future climate change risks. The PACC project hopes to address the issue of high evaporation rates of current water storage facilities in the Marshall Islands. Unrestricted water utilization levels for Majuro have been estimated to be about 45 gallons per person per day, which equals 170 L/p/d. Past projects planned for Majuro have targeted 40 gallon/day (g/p/d) with an estimated current population 1994 of 25 000 results in a daily consumption of 1 million gallon. Hence, the storage provided by the existing reservoirs (23 Mega gallons) is less than a month's supply in times of drought. This is a very vulnerable situation and if there is more El Nino like events in a future climate change scenario, serious socio-economic repercussion would come about for the island of Majuro.

Overall, the PACC project would promote a broad based integrated intervention that takes into consideration policy issues related to water conservation and quality particularly during droughts at the national and sectoral level. It also hopes to demonstrate a whole island approach to climate change adaptation that carefully considers water usage by other sectors particularly agriculture during droughts. A better understanding of the different vulnerabilities and risks for Majuro would provide valuable insight to improving the current and future adaptive capacity of Marshall Island people now and into the future.

The principal objective of the Pacific Adaptation to Climate Change [PACC] project therefore is to facilitate the implementation of long-term adaptation measures to increase the resilience of a number of key development sectors in the Pacific island countries to the adverse impacts of climate change. Marshall Islands became the twelfth country to be part of the PACC project on the 8th of December 2007. This development resulted in a country consultation carried out from the 19th to the 28th of February 2008 with government agencies, quasi-government organizations, and non-state actors.

Climate change impacts on several key sectors of a country. The key sectors are agriculture, water, infrastructure, health, and coastal zone. Impacts on these sectors are often magnified in small atoll island environments and have the potential to set-back development progress gained over the years. Key natural hazards that have the potential to negatively impact on these key sectors include: tropical storms and typhoons, high surf, and drought.

All these hydro-meteorological events are expected to increase in intensity due to climate change. Feedback from consultations carried out during the two weeks point to water as the critical sector that needs support from the PACC project. The efforts provided by the PACC project therefore would help inform future initiatives of government that are in the pipeline such as the construction of a new water reservoir by the Majuro Water and Sewer Corporation.

National Vision 2018 – Strategic Development Plan Framework 2003 – 2018

Vision 2018 consists of ten sustainable development goals for the Republic of the Marshall Islands to achieve by 2018. These two goals directly inform climate change efforts in the RMI, and are considered into the RMI PACC Communications Plan.

Goal 1: Operating in an interdependent World

1.2 Climate Change: Having adequately strengthened the institutional and procedural mechanism aimed at securing the maximum possible advantage on international and regional cooperation to minimize the adverse impact of Global Warming and Climate.

Goal 10: Environmental Sustainability

10.2 Strengthening the relevant institutions and improve procedural mechanisms, so as to be able to secure the optimum support from both international and regional efforts, in minimizing the adverse impact of climate change.

OBJECTIVES

This communication plan aims at making the Marshall Islands people aware of several key points:-

1. To raise awareness and educate the community on the subject of climate change and its impacts and the forms of adaptation
2. Educate the community on the importance and ways to conserve water and maintain quality drinking water
3. To raise understanding on the role of the PACC Project and its key partners and gain partnership from the community in making the project a success
4. To communicate PACC as the framework for climate change adaptation platform for the Marshall Islands
7. To showcase the efforts and progress of the PACC project to the region and around the world and the benefits it is bringing to the Marshall Islands community
8. Promote engagement of the community on climate change adaptation related issues
9. Share successes and lessons learnt from the PACC with national, regional and international audiences
10. To communicate to policy makers, PACC partner agencies the progress of the project at national level
11. To monitor and evaluate the success of the communications activities implemented

KEY MESSAGES

Project Visibility

1. The Pacific Adaptation to Climate Change project is the first adaptation project to be implemented in the region that responds directly to the call for urgent action by Pacific Leaders at the same time supporting the systematic and institutional capacity to address adaptation across the Pacific Islands region.
2. This project is helping build resilience and reduce vulnerability in the Marshall Islands community by addressing high evaporation rates of current water storage systems and facilities.

The Need to Adapt

3. Empowering the local community to adapt through a participatory process that combines bottom-up and top-down approaches is a Pacific approach to adaptation.
4. Adaptation to climate change will be manageable and cost effective when shared and carried out in a collaborative way between donors and communities that are affected.

How to Adapt

5. Promote the need conserve water and maintain quality drinking water by boiling before consumption, cleaning gutters and water tanks regularly

6. **CAMPAIGN MESSAGES**

1. “Save Water – Nothing Can Replace It”
2. “Water is Life – Preserving Water Preserves Life”
3. “Climate Change-Towards Water Security”
4. “Save Water Secure the Future” or “Kejbarok Dren non Iliju eo Ebolomen”
5. “Prepare for drought-Preserve the Water Lens” or “Bojak non drindrin in mejleb-Kojbaroke drenin aibojlo ko”

AUDIENCE

1. The local community – faces the reality of climate change every day and needs to understand the link between climate change and the water issues/concern; particularly women who play a major role in cooking, collecting water, etc
2. Media - to take the message further to other islands and to the region, reach a wide audience; and help reinforce the importance of water security and climate change adaptation
3. Ministerial and policy level – need to be aware of the progress of PACC at national level; use them to help instill the messages into the communities; to mention the efforts of PACC during high level meetings and gain further support for the climate change work in RMI
4. Stakeholders and NGOs – gain partnership to communicate to the community
5. Civil Society Organizations i.e. Youth Groups, etc
6. Church/Faith based Organizations

7. Donors (national, regional, international) – need to know how their funds are helping the people of RMI, making a difference to every individual impacted by climate change; also to gain further support for replication of climate change adaptation work in other affected areas of RMI
8. Schools – educate the young people on climate change and adaptation and train these young minds to take action and help RMI build resilience against climate through water conservation at home, taking their chores of cleaning the gutters at home seriously.
9. Aid partners - gain partnership in the climate change efforts of PACC and avoid duplication of work

PARTNERSHIPS

1. Office of Environmental Planning and Policy Coordination- Office of the President
2. Ministry of Resources & Development
3. Ministry of Education
4. Majuro Local Government Council
5. College of Marshall Islands – Land Grant
6. USP
7. RMI EPA
8. MICS
9. IWRM
10. MWSC

MEDIA STRATEGY

- A proper media contact list need to be developed both national and regional for dissemination of press releases (SPREP can provide support in terms of disseminating press release to the regional and international media)
- All new reports (assessment, technical, etc) released by PACC RMI should have an accompanying press release stating why people need to be aware of the report, etc
- Press release accompanied with at least 2 images (specifically action photos) should be sent out for every significant project event organised e.g. school competition, community service day, etc to get media coverage and circulate it to contact list for further distribution. Avoid sending passive images with your press release i.e. group shots from meetings, banners, etc, send shots of people in the field acting out PACC activities, etc
- A photo gallery of high resolution images to be maintained (of PACC activities, communities doing adaptation work, pilot sites, etc).
- Setting up of talk back shows and short documentaries with the local radio and TV stations as stated in the Action Plan.
- Utilize local celebrities, respected ministers, local village leaders to get your message across through the media and to the people

Checklist on all Outgoing Communication Materials

Press Releases

- Be sure to state clearly the name of the donors and agencies at the end of the press release as follows:
“The Pacific Adaptation to Climate Change Project is implemented by the United Nations Development Programme in partnership with the Secretariat of the Pacific Regional Environment Programme. It is nationally executed by the Office of Environmental Planning; funded by the Global Environment Facility and the Australian Agency for International Development with support from the United Nations Institute for Technical Research, Climate Change Capacity and Development.”
- Include your contact details at the bottom to allow the media to contact you for further information.
- Include at least two ‘action’ images to accompany the press release

Print Materials

- E.g. posters, pamphlets, banners, newsletters, etc
- Ensure all relevant logos are included in the right colors, state and in high resolution i.e. PACC logo, Cook Is National Seal, UNDP, SPREP, GEF, AusAID and the text “With support from UNITAR C3D+”
- ‘For further information’ details are included i.e. your title and contact details and the web address

MONITORING TOOLS

The activities recommended in the PACC-RMI Communications Plan have been prepared with foresight in order to ensure that work is available for monitoring.

1. Record and store all feedback from the PACC-RMI factsheets / brochures / posters etc
2. Record all radio live talkback sessions
3. Record all competition entries
4. Copies of all Promotional materials created
5. Storage of all film work documented
6. Results from survey
7. Hard copies of materials from PACC-RMI activities with schools
8. Electronic copies of all photographs taken

EVALUATION

An evaluation survey of the local community will be conducted as early as possible to determine the extent of knowledge and understanding of PACC in relation to climate change adaptation and risks. The result of this survey will be used as a guide in order to prepare communication materials that are appropriate at local and national level. The method of evaluation can be in a form of communication workshops, (with target groups such as students, Ministries, stakeholders, etc), observations, questionnaire, and interviews or households survey.

Another evaluation survey will be conducted at the end of the PACC-RMI which will and should show an increase in awareness and understanding of PACC, climate change and climate change adaptation due to all the communication work prepared under this plan.

Effective evaluation is important to determine the success of a project, there may be a need for outside assistance or expertise to carry out these evaluations.

POST-PACC COMMUNICATION MATERIALS

1. PACC-RMI written materials to be used as source material for reports, journals and case studies.
2. The 30min documentary outlining the progress of the PACC project each year
3. Exhibition/publication materials from school children from the school competition
4. Hard copies of all awareness materials developed from 2011 – 2013 (Live radio talkback sessions, etc)
5. Pull up banners, t-shirts, photographs, pens, caps, stickers, school and exhibition resources
6. PACC post survey result in PowerPoint presentation, reports, journals, etc
7. Comic lifestyle booklet depicting PACC activities.
8. GIS Data information already prepared by ADB-KBR

ACTION PLAN AND MATRIX

NOTE: this is to act as a living guide only, costs and activities can change according to circumstances.

Note also the costs are only estimates.

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	PACC can offer leveraging and/or co financing activities Messages to include listed message of Project Visibility & Need to adapt	TV Radio Newspaper Website Seminar Workshop Awareness Training Community, CC Day	1. Gov/Non Gov Consultations 2. Briefing Papers 3. Community Outreach 4. Fact Sheets 5. Publication: Mainstreaming Guide 6. Promotional Materials	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

<p>Component 2: DEMONSTRATION</p> <p>(To carry out adaptation interventions that would demonstrate measures to reduce their vulnerability in the selected development sector)</p>	<p>Build communities and national government knowledge on water resource management / the need for climate change adaptation / methods proposed under PACC</p> <p>Gain support and ownership from pilot community members</p>	<p>Pilot Communities Private Sector Government Media Private contractors</p> <p>GEF UNDP SPREP AusAID Potential Donors</p>	<p>PACC can offer leveraging co financing activities</p> <p>Messages to include listed messages of Project Visibility, Need to adapt & Ways to adapt</p>	<p>TV Radio Newspaper Website Seminar Workshop Awareness Training Community, CC Day</p>	<ol style="list-style-type: none"> 1. Gov/Non Gov Consultations 2. Fact Sheets 3. Community Outreach 4. Promotional Materials 5. Radio Show 6. Publication: Demonstration Guide 	<p>Media Other national projects NGO Government Community leaders</p> <p>\$10,000</p>	<p>Audience support the improvement of water resource management to incorporate climate change projections.</p> <p>Community ownership exists in the carrying out of the project demonstration</p>
<p>Component 3: COMMUNICATIONS & KNOWLEDGE MANAGEMENT; CAPACITY TO PLAN FOR AND RESPOND TO CHANGES IN CLIMATE</p> <p>(Range from technical backstopping support to training, website development, communication work and capturing lessons learnt)</p>	<p>Improve awareness, sharing experiences, educate and empower communities to take ownership of CCA</p> <p>New knowledge generated by to be systematically disseminated / shared lessons learnt, best practices</p>	<p>GEF AusAID UNDP SPREP Potential Donors Non Gov Government Communities Schools Media Private contractors</p>	<p>PACC can offer leveraging co financing activities</p> <p>Messages to include listed messages of Project Visibility, Need to adapt & Ways to adapt</p>	<p>TV Radio Newspaper Website Seminar Workshop Awareness Training Community CC Day</p>	<ol style="list-style-type: none"> 1. DVD Documentary 2. Regular press release/success stories via media 3. Regional/International Outreach via Side Events 4. Community Outreach via Special Day Events 5. Radio Talk Shows 6. Project Website: sprep.org/pacc-home 7. PEIN Database 8. Pacific Climate Change Portal <p>(KM)</p>	<p>Media Other national projects NGO Government Community leaders</p> <p>\$20,000</p>	<p>Audience are more aware of PACC and project gains more support and partnership</p> <p>There is community ownership of the project</p>

COMMUNICATION ACTIVITIES/PRODUCTS/TOOLS IN DETAILS

FROM 2011 TO END OF PROJECT YEAR

LIST OF COMM. TOOLS	DETAILS	Timeframe
Promotional Products:	<ol style="list-style-type: none"> 1. Tee Shirts: 100x tee shirts with logos and simple Water messages to raise project visibility and climate change adaptation awareness; 2. USB Wristbands: 100x 3. Calendar: 100x 4. Posters: 200x and will be in English and the local language 5. Banners: 2x Pull Up, 1x Hanging; are a creative way of informing your audience of what the project is and increase visibility of your work at meetings, events, etc 6. Stickers: 500x with message; a fun and effective way to raise visibility of PACC and awareness on climate change adaptation at community level. 	
Information Materials:	<ol style="list-style-type: none"> 1. Pamphlet: general information on PACC RMI 2. Fact Sheets: 1000x general facts of PACC RMI; Fact sheets will be in English and local language; it is a helpful way of converting all the science and technicalities of climate change facts and reports into everyday language for an audience with no knowledge of climate change. Sheets to include: 3. V&A Findings: 200x 1 page summary 4. CBA Findings: 200x 1 page summary 5. SEA PACC Findings: 200x 1 page summary 6. Video Documentary: Develop a 3x5min video on PACC RMI. Video documenting efforts throughout the project year covering the three climate change issues / the situation, the intervention/PACC efforts, and the impact to the people / direct benefits, etc. The documentary will be 15mins long or a 3 part series,etc. Video structure may change. 7. Cabinet Briefing Papers: quick 1-2 pagers that highlight aims, objectives and benefits of PACC and actions / progress to continuously gauge their commitment to the project. 8. Quarterly News/newsletter: provide articles detailing success story and achievements 	

Awareness and Education:

1. Side Events: to show case PACC RMI work at national level to the regional and international audience in events such as the UNFCCC COP, PCCR, SPREP Meeting, MCES, 2012 Forum Leaders Meeting etc
2. School/Local Competitions: (Art/Poster/Essay) An important initiative in teaching the young ones the importance of saving water and to learn about climate change adaptation and the role of PACC. It's important to build and nurture that knowledge into the younger generation. It is also a way of us listening and documenting their views on climate change adaptation.
3. Community Outreach: hold information, feedback and consultation sessions
4. Awareness consultations with Gov and Non Gov Organisations
5. Special Events (World Environment Day, World Water Day): allocate and distribute materials; school quiz; organize public march, etc

Media Strategy (and Awareness):

1. Quarterly Radio Talk Show: Help the audience build their knowledge on climate change adaptation, PACC efforts, gain the support of the audience and pass on campaign messages.
2. Media Monitoring: Maintain a folder collating all media coverage on PACC Nauru

Knowledge Management:

1. Pacific Environment Information Network (PEIN) Database
2. SPREP PACC Website: www.sprep.org/pacc-home
3. PACC RMI Website: create and develop a webpage (most probably within the OEPPC site)
4. Publications: Mainstreaming & Demonstration Guide
5. DVD documentary