

# S A M O A

## Communication Plan

### PACIFIC ADAPTATION TO CLIMATE CHANGE

“Building Resilience to Climate Change in Pacific Communities”



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(\*Living Document)



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## BACKGROUND OF THE PACIFIC ADAPTATION TO CLIMATE CHANGE PROJECT

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The PACC Project is designed to promote climate change adaptation as a key pre-requisite to sustainable development in Pacific Island 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:

- Improving capacity in Pacific Islands' governments to mainstream climate change adaptation into government policies and plans;
- 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
- 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:

- Implementing specific measures to address anticipated climate change risk for priority development areas through policy interventions and capacity support;
- Building awareness and acceptance of the risks of climate change and the necessary conditions for adaptation at the policy level;
- Developing mainstreaming methodologies to integrate key thematic issues into national development strategies; and
- 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 PACC SAMOA

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Climate change in the country is causing coastal erosion, flooding, storm surges and salt water inundation. Given that 70% of Samoa's population and infrastructure are located along the coast and low-lying areas, this puts a high proportion of the population at risk of the impacts of climate change and sea level rise. The PACC Project will assist the government to implement a community based integrated coastal protection model, which will increase the resilience of its coastal communities and infrastructure to the impacts of climate change.

Communications therefore plays a significant role in ensuring that this information is understood by communities at pilot site level, and its success and lessons learnt is shared at national, regional and international level.

This Communications Plan will assist PACC Samoa in communicating the effort of the Government and the PACC Project to the communities in helping them build resilience against climate change impacts, and how it is affecting the daily livelihood of the people.

The Plan outlines a list of activities to ensure that this information is successfully understood by the elders of the community right down to the schools.

Every success story of the project will have the opportunity of reaching various stakeholders at national level to gain their support and partnership for the Project. Lessons Learnt will be communicated to fellow country members within and outside the region.

All these information will then need to be strategically developed to be effectively communicated to donors and potential donors of the project and other stakeholders in the international arena.

This Communications Plan outlines various methods/activities to address each targeted audience to understand the PACC efforts happening in the region, at national level, at community level and at an individual level.

### ***National Concerns***

These concerns were highlighted in the PACC In country Consultation and considered under the development of the PACC National Communications Plan:

- a. Enhance networking and information sharing/exchange amongst national stakeholders to develop appropriate measures to address climate change, climate variability and sea level rise
- b. Strengthen institutional arrangements and enhance capacity to support efforts in addressing issues and concerns relating to climate change, climate variability and sea level rise. Recommended areas include information dissemination through communication networks and public outreach, training, strategic planning and participatory consultation workshops, the creation of expert panels to provide technical information as well as logistical support, equipment and materials

- c. Review existing laws and legislation to assess appropriateness in accommodating vulnerability and adaptation to climate change and climate variability for key sectors and communities
- d. Conserving and protecting of breeding grounds and habitats and species that are considered vulnerable to impacts of natural disaster and human induced activities
- e. Promote integrated planning or zoning to decentralize utilities and operations from being concentrated in Apia and exposed to coastal flooding and erosion and sea level rise as well as the promotion of integrated coastal zone management in managing coastal resources.

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## OBJECTIVES

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1. To raise awareness of all stakeholders on the role of PACC and its implementation adaptation efforts to stakeholders.
2. To create discussions and awareness at community level on issues on climate change and how it is impacting them and how they can make informed adaptation decision on the options made available to them
3. How the PACC efforts is helping the communities building their resilience and to sustain the project once complete
4. To mainstream climate change issues and adaptation measures into the school curriculum and further build the adaptive capacity at community level
5. To inform the leaders on how PACC is progressing and how it is contributing to the national sustainable development through the review of sector policies and on-the-ground activities taking place.
6. To promote PACC and share lessons learned to the regional and international level.

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## KEY MESSAGES

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- *Project Promotion and Visibility*
  1. Each stakeholder has a vital role to play in the integration work that PACC is doing on-the-ground
  2. The PACC Project is the on-the-ground adaptation project implemented in 14 countries in the Pacific region, that responds directly to this call for urgent action
  3. The Project can be set as a framework to deliver adaptation actions in Samoa and the rest of the Pacific region.
  4. PACC is the direct translation policies and assessments into concrete adaptation actions

- *The need for the Samoan community to learn to adapt*
  5. The people of Samoa will ultimately be impacted by the pressures created by climate change, and adaptation is an appropriate response strategy.
  6. As a major stakeholder and beneficiary, PACC encourages the bottom-up approach and community buy-in and ownership so that the importance of role-sharing is realized.
  
- *How they can adapt*
  7. Adaptation to climate change will be manageable and cost effective when shared and carried out in a collaborative way among communities affected.
  8. The communities need to build their capacity to help them make informed adaptation decisions through simplification of the climate science information and seminars from relevant stakeholders in an integrated approach
  9. Be climate smart/environmentally friendly.
  10. Think Green
  11. Our environment needs us as much as we need it

## TARGET AUDIENCE:

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### *National Level (Internal)*

1. Communities at large
2. Government Ministries
3. Non-government organisations
4. Schools
5. Media
6. The general public

### *Regional / International Level (External)*

1. Conference of Parties (COP)
2. Other non-government agencies
3. Global Environment Facility
4. Australian Agency for International Development
5. Other Potential Donors
6. UNDP
7. SPREP
8. etc

## PARTNERS

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1. Government Ministries
2. SUNGO – Samoa Umbrella of Non Government Organization
3. The Community members
4. Regional Project Management Unit, SPREP
5. UNDP
6. UNITAR

## MEDIA STRATEGY

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- 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 Samoa 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 MATERIALS

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### PRESS RELEASES

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- 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 Ministry of Natural Resources and Environment; 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

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- 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, Samoa 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

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

- Record and store all feedback from the products created by PACC
- Record all radio live talkback sessions
- Record all competition entries
- Copies of all Promotional materials created
- Storage of all film work documented
- Storage of all edited film work provided
- Hard copies of all advertisements produced as part of the multimedia package
- Results from survey
- Hard copies of materials from activities with schools
- Electronic copies of all photographs taken

## EVALUATION

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The results of the final survey at the end of the Samoa PACC 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 need for outside assistance or expertise to carry out this evaluation.

## POST PACC COMMUNICATIONS MATERIALS

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- PACC written materials to be used as source material for reports, journals and case studies.
- Documentaries outlining the progress of the PACC project each year
- Exhibition/publication materials from school children
- Hard copies of all awareness materials developed from 2011 – 2013 (TV ads, Live radio talkback sessions, full page ads in local newspaper and copies of radio ads)
- Pull up banners, t-shirts, photographs, school and exhibition resources
- PACC survey results

## ACTION PLAN AND DETAILED COSTS TILL END OF PROJECT YEAR

Please 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. There may be a need to seek outside support to provide assistance with ‘rolling out’ these materials for which the RPMU is prepared to support.

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>
<b>Outcome 1: MAINSTREAMING</b>  (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) Private works or road contractors  GEF UNDP AusAID SPREP Potential Donors	PACC can offer leveraging and/or co financing activities  Include listed message of Project Visibility & Need to adapt	Project Website Radio Talk show Video/TV Forums	Briefing Papers Pamphlets Banners Presentation Promotional Materials Publication: Mainstreaming Guide	Media Other national projects NGO  \$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><b>Component 2: DEMONSTRATION</b></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 climate change adaptation, efforts/interventions 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>Include listed messages of Project Visibility, Need to adapt &amp; Ways to adapt</p>	<p>TV Radio Newspaper Website Seminar Workshop Awareness Training Community, CC Day</p>	<p>Pamphlets Fact sheets Banner Poster Presentation Publication: Demonstration Guide</p>	<p>Media Other national projects NGO</p> <p>\$10,000</p>	<p>Audience support the improvement of coastal infrastructure to incorporate climate change projections.</p> <p>Community ownership exists in the carrying out of the project demonstration</p>
<p><b>Component 3: COMMUNICATIONS &amp; KNOWLEDGE MANAGEMENT; CAPACITY TO PLAN FOR AND RESPOND TO CHANGES IN CLIMATE</b></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>And listed messages of Project Visibility, Need to adapt &amp; Ways to adapt</p>	<p>TV Radio Newspaper Website Seminar Workshop Awareness Training Community CC Day</p>	<ol style="list-style-type: none"> <li>1. Regular Success Stories via Media/Newsletter</li> <li>2. Fact Sheets</li> <li>3. Side Events</li> <li>4. Community/School Forums</li> </ol> <p>(KM)</p> <ol style="list-style-type: none"> <li>5. PACC Webpage</li> <li>6. PEIN Database</li> <li>7. Pacific Climate Change Portal</li> </ol>	<p>Media Other national projects NGO</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

List OF COMM. TOOLS	DETAILS	Timeframe
<b>Promotional Products:</b>	<ol style="list-style-type: none"> <li>1. Tee Shirts: 200x</li> <li>2. USB Wristbands: 200x</li> <li>3. Pens: 200x</li> <li>4. Bags: 200x</li> <li>5. Pull Banner: 1x Illustrate in images PACC efforts and raise project visibility for meetings, etc</li> </ol>	
<b>Information Materials:</b>	<ol style="list-style-type: none"> <li>1. Pamphlets: 100x English; 100x Samoan; quick and easy to read general information of PACC Samoa</li> <li>2. Briefing Papers/Gov Briefings: 1-2 page highlight the need to adapt and support PACC efforts backed up by scientific facts</li> <li>3. Fact sheets: 200x to include facts from assessment findings i.e. CBA, SEA PACC, V&amp;A etc</li> <li>4. Newsletter: 4x Quarterly</li> </ol>	
<b>Awareness and Education:</b>	<ol style="list-style-type: none"> <li>1. Community Meetings / Workshops: Presentations and dialogue at community level</li> <li>2. Special Events: National Environment Week (November); distribute materials, do presentations and forums, displays, competitions in partnership with other projects.</li> <li>3. PACC Competitions: at local level; (Poster/Art/Poetry/Essay) compete during special events, etc</li> <li>4. School Forums</li> </ol>	
<b>Media Strategy (and Awareness):</b>	<ol style="list-style-type: none"> <li>1. News articles on MNRE monthly newsletter: provide an article / press release / success stories quarterly on achievements, progress, etc</li> <li>2. Local Television (TV1/TV3): This include Community Notices and Ads in partnership with other MNRE projects</li> <li>3. Media Monitoring: Maintain 1x Folder that collates all media coverage of PACC Samoa</li> <li>4. Update Website: Provide any relevant content to the PACC Samoa webpage currently hosted under SPREP</li> </ol>	

**Knowledge Management:**

1. Pacific Environment Information Network (PEIN) Database
2. SPREP PACC Webpage: [www.sprep.org/pacc-home](http://www.sprep.org/pacc-home)
3. PACC Samoa Webpage
4. Publications: Mainstreaming & Demonstration Guide
5. DVD documentary

