



Pacific Adaptation to Climate Change Project: TONGA

Communication Plan 2010 - 2013

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*(*Living Document)*

COMMUNICATION PLAN

2010 - 2013



*Building resilience to climate change for
Tonga's communities*



The Pacific Adaptation to Climate Change Project is implemented by the United Nations Development Programme in partnership with the Secretariat of the Regional Environment Programme, and funded by the Global Environment Facility and the Australian Agency for International Development, with support from the United Nations Institute for Training and Research.

PACC Tonga is nationally executed by the Ministry of Land & Environment and Climate Change & Natural Resource.



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BACKGROUND THE PACC PROJECT

The PACC Project is designed to promote climate change adaptation as a key prerequisite to sustainable development in Pacific Island Countries and Territories (PICTs). 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.

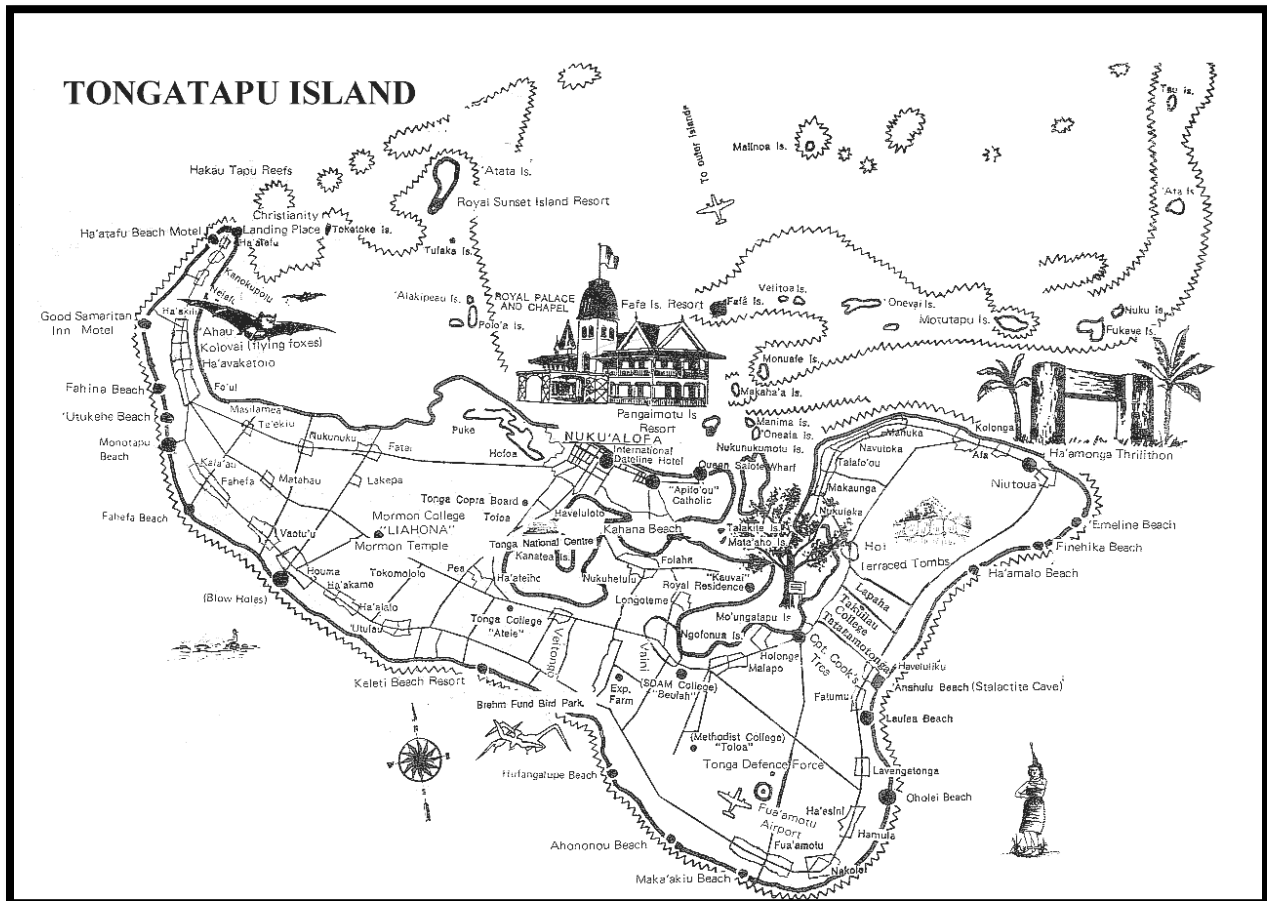
The overall goals of PACC are:

- Improve capacity in PICT's Governments to mainstream climate change into adaptation into government policies and plans;
- Address the urgent need for adaptation measures through developing systematic guidelines for adaptation and demonstrating their use at a pilot scale in the coastal zone management, food security and water resources sector; and
- Lay the foundation for a comprehensive approach to address adaptation over the medium-long term at the regional level.

Communicating the PACC Project and its efforts, sharing the lessons learned on the 'need' and 'how' our Pacific communities can adapt to a wider audience at the national, regional and international level is critical and part of the overall project design.

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.

BACKGROUND OF PACC TONGA



Thematic Area: Water Resource Management

"Improving the current Hihifo water infrastructure to address current and future water problems that would be worsened by climate change."

Changing rainfall patterns in Tonga mean that water shortages have become a reoccurring problem, especially for the northern villages of Haatafu, Ahau and Kanokupolu in the Hihifo district. In these villages, the water pressure is now so low that water only runs in the morning and sometimes at night. The PACC project is using climate change models, technical expertise and traditional knowledge to enhance the current Hihifo water infrastructure, and ensure that people in Hihifo have access to good clean water.

In response to these issues, PACC Tonga is developing climate-resilient water management practices at the community level. There are many adaptation initiatives that will be carried out in order to make this project successful: implementation of water conservation, water use efficiency, protection of groundwater, and the harvesting and storage of rainwater. Completed activities to date include: climate change awareness programmes at the primary school level, coupled with the dissemination of learning materials, textbooks, story books, brochures and detailed information presented in the local language. A

PACC TV Program and Radio announcement were also issued. Site specific vulnerability and adaptation (V&A) assessments have been completed.

A socioeconomic survey to collect information about the current water use situation was launched, in coordination with a water distribution survey and underground water monitoring.

Improved management and maintenance of water supply networks to reduce wastage will also reduce vulnerability in both urban and rural areas. In Hihifo, improved waste-water management will require training in maintenance of taps, tanks and pipes as well as access to appropriate hand tools. As part of PACC Tonga's community consultations, planning efforts involving rural landholders, departments of lands, agriculture, forestry, mines, water supply and environment will facilitate training and promote the development of more climate-resilient infrastructure.

Expected Outcomes

By piloting climate change adaptation measures in water resource management, the PACC Tonga project will increase resilience and enhance the adaptive capacity of communities in the Hihifo District. With coastal and ground water management systems, coastal areas and agricultural land will be protected. Effective plant rehabilitation at coastal areas would be an additional benefit.

The project expects relevant plans and programmes to incorporate climate risks in the water sector in Tonga. By addressing water issues in Tonga, the threats posed by climate change can be mitigated. Consultations with various departments, government and national authorities will improve science and the local technical knowledge base. This will improve community awareness, provide a better understanding of climate change and disaster risks, and promote sustainable use of water resources. With a better knowledge base, effective early warning systems will be in place with effective health care and disaster response initiatives which will increase resilience to climate change impacts.

Based on Tonga's needs, the PACC project is focused on improving water resource management. The PACC Tonga project is using climate change models, technical expertise and traditional knowledge to identify, evaluate, design and demonstrate appropriate adaptation actions that will enhance the current Hihifo water infrastructure and improve the livelihoods of the people by providing them with clean potable water.

OBJECTIVES

1. Raise the visibility of the project and key partners (i.e. SPREP, UNDP, GEF, AusAID, MECC, etc)
2. Raise awareness and understanding on how PACC is increasing the resilience of the communities in Tonga (particularly the pilot sites) to gain further support from the community and form partnerships with national organizations with similar objectives
3. To provide accessible PACC Tonga information
4. Create and sustain awareness on climate change and the need for adaptation in relation to water resource management at community level
5. To share success stories and lessons learnt from the PACC Tonga experience
6. Raise interest of Media in reporting on PACC- related issues
7. Capacity building on water operation and management

KEY MESSAGES

Project promotion and visibility

- The PACC project can be set as a framework to deliver adaptation actions in Tonga/the Pacific.
- PACC is implemented in the region to respond directly to this call for urgent action while supporting the systemic and institutional capacity to address adaptation across the Pacific islands region.

The Need to adapt

- Climate change is a reality and the time to adapt is now
- At the core of climate change are people. People's lives and livelihoods will ultimately be impacted by the pressures created by climate change.
- Climate change is putting a lot of pressure on Pacific countries abilities to achieve their sustainable development and poverty alleviation strategies.
- The sustainable development of the Pacific islands region hinges on the level of engagement of Pacific islanders in this critical issue.

How to adapt

- 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;
- Cost effective and culturally appropriate technologies can enhance communities' resilience to climate-related risks;

- Mainstreaming climate change should not mean transferring full climate change adaptation costs to Pacific island Governments.
- Empowering the local community to adapt through a participatory process that combines bottom-up and top-down approaches is a Pacific approach to adaptation;
- Adaptation to climate change is best dealt by addressing current day vulnerabilities to climate effects;
- Climate change will impact on many different sectors of Pacific Islands' economies hence it needs to be treated as a major economic, social and environmental risk.

TARGET AUDIENCE

National level (Internal)

1. School Students
2. Youth Groups
3. Government Ministries
4. Non-Government Organizations
5. School teachers and parents
6. Community leaders and elders
7. Business Sector

Regional / International Level (External)

1. Global Environment Facility
2. Australian Agency for International Development
3. Potential Donors
4. UNDP
5. SPREP
6. Etc

TACTICS

Community Level

Focusing on pilot community was as 6 villages located on the Hihifo district pilot site, with total population of 2203. High level of understanding on climatic impacts on water resource was a result of PACC community consultation were responses concern more on the urgent need on water management and hardware materials. Adaptation to climate change capacity is the concern for communication activities Develop of the communication activities and material for community, focusing on the adaptation level via water resource sector. Community members concern a need to strengthen the communication with PACC PMU, Regional PACC PMU, Key stakeholders and Donors on the progressive of PACC implementation.

Printing and Visual communication materials were chosen to build and generate the adaptive capacity of all communities to climatic impact on water sector. Printing materials such as newsletters, resource booklet, brochure, banners and site billboard were providing by PACC Tonga for communities and public information concern.

Dissemination of information on the implementation states were comes on the form of workshop and meeting with a PACC Water committee were as representatives from each villages include Town Officers and district water committee member also present.

Awareness program for schools were also provided focus on the basics of climate weather, climate change, coastal erosion, sea level rise and water management. Tee shirt and brochure were also provide for the visibility of PACC. Printing material is low cost effective and most variety of tactics to generate repeat impressions over time via multiple channels. This also help fast distribute to PACC audience.

National Level

Target audience on this level will be more similar with community but mainly focusing on the adaptive capacity level and information disseminate generally. This were communication campaigns integrate all key stakeholders and community on awareness level.

PACC Tonga hosted a Key stakeholders consultation and district workshop outline the general need to address water sector impact by climate change.

PACC Tonga provide direct line contact and contact e-mail for PACC PMU were people can accesses to information need verbally or by electronic copies, Launching of PACC and Focal Point website (www.mecc.gov.to) speed up the fast track of getting information. Generally accesses to PACC update information also link to other related organization and donors.

PACC Tonga hosted TV and radio broadcasting program play a major role on dissemination information coverage reach outer island. National events such as Environment week raise the awareness campaign of PACC.

Regional level

Participation of PACC Tonga to high level meeting, training and technical workshop also contribute to the capacity building of PACC country staff. Presentation and showcase of PACC Tonga communication material also build the attention of donors and regional organization.

PARTNERS

1. Tonga Water Board
2. Geologist Division (Ministry of Land & Environment and Climate Change & Natural Resource
3. Ministry of Health
4. Ministry of Education and Woman's Affairs (Hihifo Government Schools) & (Tonga Government Primary Schools and Secondary Schools)
5. Hihifo District and Town Officers Committee
6. Tonga Community Development Trust
7. Civil Society Forum of Tonga
8. Tonga National Youth Congress
9. Community leaders and elders
10. Faith based Organizations (Church Leaders)
11. JICA
12. AusAID Volunteers
13. Embassy of China

ACTION PLAN AND DETAILED COSTS

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	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. Briefing Papers 2. Gov/Non Gov Consultations 3. Community Outreach 4. Promotional Materials 5. Publication: Mainstreaming Guide 6. Local TV Program	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 / need for climate change adaptation / adaptation methods undertaken by PACC</p> <p>Gain support and ownership from pilot community members</p>	<p>Pilot Communities Private Sector Government Media Private contractors 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. Community Outreach 3. Promotional Materials 4. Newsletter 5. Local TV Program 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. Regular Success Stories by Media & Newsletters 2. School Visit/Forums 3. Special Day / Side Events 4. Gov/Non Gov Consultations 5. Community Outreach 6. Promotional Materials 7. Local Competitions 8. Local TV Program <p>(KM)</p> <ol style="list-style-type: none"> 1. Training Workshop 2. PEIN Database 3. PACC Webpage 4. DVD Documentary 5. Publications 	<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

LIST OF COMM. TOOLS	DETAILS	Timeframe
Promotional Products:	<ol style="list-style-type: none"> 1. Tee Shirts: 200x with campaign messaging 2. USB Wristbands: 90x 3. Posters: 200x explaining the impact of climate change and the need to adapt as it affects Tonga's water resource sector 4. Banner: 2x Pull Up & Slide; Used as a backdrop in media interviews, meetings, group pictures, etc 5. Billboard 	<ol style="list-style-type: none"> 1. July 2011 2. Sep 2011 3. TBC 4. March 2011 5. March 2011
Information Materials:	<ol style="list-style-type: none"> 1. Information Pamphlets: 200x full details of PACC and its efforts for Tonga; quick easy to read brochures that explain activities, aims, benefits and outcomes 2. 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. 3. Fact sheets: 200x to include facts from assessment findings i.e. CBA, SEA PACC, V&A etc simplified for an average reader 4. Quarterly Newsletter: 4x year, detailing success story and achievements 	<ol style="list-style-type: none"> 1. March 2011 2. Last date of each quarter 3. TBC 4. Last date of each quarter
Awareness and Education:	<ol style="list-style-type: none"> 1. School Visits/Forums: 2x year; to be done before school competitions to provide information for students on the subject of climate change adaptation. 2. School Competitions: (Drawing/Drama/Essay/Singing) Competition 3. School Curriculum to incorporate climate change adaptation 4. Community Outreach / Face to face consultations: hold information, feedback and consultation sessions 5. PACC Comic & Photo Stories 6. Special Events (World Environment Day, World Water Day): allocate and distribute materials; school quiz; organize public march, etc 7. Awareness consultations with Gov and Non Gov Organisations <p>TRAINING:</p> <ol style="list-style-type: none"> 8. Basic Plumbing: 2 week workshop with community members 9. National Management and Policy: 1 week training workshop with expertise and law firm consultant 10. Health and Safety: 1 week training workshop 11. Climate Change Adaptation: 4x Awareness Workshop; 4x Action Awareness 	<ol style="list-style-type: none"> 1. Q1 and Q3 every year 2. Q1 and Q3 every year 3. TBC 4. Q2 and Q4 every year 5. TBC 6. Event dates 7. Q2 and Q4 every year 8. TBC

Media Strategy (and Awareness):	<ol style="list-style-type: none"> 1. Radio Talk Shows: 1x Quarter; 10-15mins depending on arrangement with radio station 2. PACC TV Program (Documentary) 3. PACC TV Theme 4. Media Monitoring: Maintain a folder collating all media coverage on PACC Nauru 	<ol style="list-style-type: none"> 1. TBC 2. TBC 3. July 2010 4. Every Quarter
Knowledge Management:	<ol style="list-style-type: none"> 1. PACC Tonga Webpage: www.mecc.gov.to 2. Pacific Environment Information Network (PEIN) Database 3. SPREP PACC Website: www.sprep.org/pacc-home 4. Publications: Mainstreaming & Demonstration Guide; Handbook for Water Monitoring and Management; Water Resource Booklet 5. DVD documentary 6. (plus above listed information materials) 	<ol style="list-style-type: none"> 1. March 2011 2. Every Quarter 3. Every Quarter 4. TBC 5. TBC

Media Strategy

- A proper media contact list need to be developed both for national and regional dissemination of press releases (SPREP can provide support in the regional and international dissemination)
- All new reports (assessment, technical, etc) released by PACC Tonga should have an accompanying press release stating why people need to be aware of the report, etc
- Press releases should be accompanied with at least 2 images (specifically action photos) and should be sent out for even significant project event organized e.g. school competitions, community service day, etc to get media coverage and circulate it to contact list for further distribution. Avoid sending passive images with your press releases i.e. groups 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) and be made available upon request
- Set up regular talk back shows and short documentaries with the local radio and TV stations as stated in the Action Plan
- Utilize local celebrities, respected ministers or community 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 Programmed in partnership with the Secretariat of the Pacific Regional Environment Programmed. It is nationally executed by the Ministry of Environment and Climate Change; funded by the Global Environment Facility and the Australian Agency for International Development with support from the United Nations Institute for Training and Research, Climate Change Capacity and Development.”
- Include your contact details at the bottom to allow the media to contact you for further information
- Include a least two ‘action’ images to accompany the press release

Print/Audio/Visual Materials

- Ensure all relevant logos are included in the right colours, state and in high resolution i.e. PACC logo, Tonga Coat of Arms, SPREP, UNDP, GEF, AusAID and the text “With support from UNITAR C3D+”
- ‘For further information’ details are included i.e. your title and contact details including the web address

MONITORING TOOLS

The activities recommended in the Action Plan have been prepared with foresight in order to ensure that work is available for monitoring:

- Record and store all feedback from the 15 fact sheets created by PACC
- 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 advertisement 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

The results of the final survey at the end of the Tonga PACC Project will and should show an increase in awareness and understanding of PACC, climate change and 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 this evaluation.

POST PACC COMMUNICATION MATERIALS

1. 10x PACC Tonga written materials to used as source material for reports, journals and case studies
2. 2 x 10 min video outlining climate change adaptation and the work of PACC
3. Materials from competition saved for publications and exhibition
4. Hard copies of all awareness materials developed from 2012 – 2013 i.e. TV/radio talk show and adverts/community announcements, newspaper adverts, newspaper articles on PACC Tonga.
5. PACC Reports
6. Banners, tee shirts, images, etc
7. PACC survey results

ANNEX

PACC Communication Activities

SCHOOL AWARENESS



PACC Billboard



PACC Banners



Launching of PACC Website



Community Consultation



National Environment Week



TWG Meeting and Consultation



PACC Regional PMU Consultation and Monitoring visit



PACC TONGA

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