



CONSERVATION OUTREACH MANUAL

TIPS FOR BUILDING PUBLIC AWARENESS

Introduction

Environmental awareness campaigns should aim for the heart. Through emotions, culture and positive messages, they should provoke a lasting connection with nature and a desire to preserve it. In the Caribbean, some of the most successful campaigns have partnered with music, dance, cultural ambassadors, poetry, and art in order to transform how people interact with and respect their natural resources.

This manual is intended to help marine resource managers, agencies and organizations plan impactful awareness activities. It provides an overview of key concepts in communications, with examples to guide the reader through the development and implementation of community outreach programs.

The manual was produced by The Nature Conservancy based on best practices from a successful awareness campaign implemented across six Eastern Caribbean islands. The project is part of the International Climate Initiative (IKI) funded by The Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB) based on a decision adopted by the German Bundestag. Please use the following citation when referencing this manual:

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Identifying Goals, Objectives And Target Audiences

Before beginning any outreach, it is important to take the time to plan and strategize. Planning will help ensure more effective messages that reach your target audience, a wiser use of resources, and increased capacity to measure results and demonstrate success.

Step 1: Determine your Goal

A goal is a broad statement or purpose that aligns with the overarching aim of your conservation project or mission. Ask yourself, “what is the problem the campaign is trying to address?” and “why is this problem important to people?”

Examples of goals:

- To increase support for marine managed areas.
- To reduce threats to coral reefs.

Step 2: Define your Objectives

Objectives are formal statements that specify your exact intended outcome. You will use your objectives to measure your success, so take time to draft them carefully. It is not enough to say your objective is to “build more awareness,” you must consider why awareness is important and what specific outcomes it will have for the project.

TIP: All objectives should be S.M.A.R.T.

S - Specific M - Measurable A - Achievable
R - Relevant T - Time-oriented



Examples of objectives:

- To increase support for marine managed areas among fishers and coastal communities from “medium” to “high” by year 4.
- To host lionfish tasting and awareness events in 10 communities within the first 6 months of the project.

Step 3: Decide your Audience

Don’t list the “general public” as your target audience, outreach should consider and celebrate the uniqueness of each community or group. People are more likely to listen when a message hits close to home, so narrow down your target audience and get to know them.

Consider your resource users and jot down categories (eg. fishermen, hoteliers, tourists, business owners, school children). Consider questions such as: What motivates them? Where do they go for information? Where do they spend their time? What are they concerned about? What is their education level? What do they have the power to change?



PRACTICE: Fill out the remaining sections of this sample table:

Audience	Knowledge/Attitude to Gain	Where?	Activities
Fishers	Availability of alternative sustainable livelihoods within protected areas		Lion fish tournament and fish fry event
Students	The negative impact of pollution	School	School visits to project site
Government	Conservation should be an environmental, economic and national security priority		

The message is the most important part of any communication product and each word should be chosen purposefully.

Positivity:

People respond best to positive messages and studies show that [scare-tactics are not as effective](#). Instead of telling people what NOT to do, remind them why they should care about the environment, and how they will personally benefit from its protection.

Credibility:

Do thorough research. Environmental messages should always be backed by sound science.

Length:

Less is more! People can only process a limited amount of information at a time. The more you add, the less your audience will remember. As a scientist, you will be afraid of oversimplifying, but that is exactly what you need to do! Focus on people and nature, not projects details.

- For most audiences, a fact sheet should be about 2 pages and a video should under 3 minutes.
- If you need to reduce text, use active verbs. When possible, remove the words 'is', 'was', 'are' and 'were' from your document! Eg. Use "the reef **blocks** wave energy" instead of "the reef **is blocking** wave energy." Remove adverbs, eg. "conservation is **absolutely** necessary."

Proofing:

Ask someone to check for errors. If you can, ask someone from your target audience to look at your piece and provide feedback before you distribute.

A mural created by Shenique Stewart in St. Vincent and the Grenadines uses positive messaging to encourage Vincentians to protect marine life.
© The Nature Conservancy

TIP: How to Use Microsoft Word's Readability Indicator

- Click FILE
- Click OPTIONS
- Click PROOFING
- Make sure the "Show Readability Statistics" box is checked
- Save, close and re-open your document.
- Check the spelling and grammar. When Microsoft finishes checking, a pop-up box will show the readability statistics.
- Look at the score next to "Flesch-Kincaid Grade Level". This is the school grade level (American) that could comfortably read your text.
- For low-literacy audiences, aim for a score of 6.

How does it work? The Readability Score uses indicators such as the number of syllables per word and the number of words per sentence to assess the complexity of your writing.



Pitching your Story to the Media:

- Timing is key. Have your [press release](#) drafted ahead of big announcements and events, so you can release them to the media in time for the news to be fresh! If you don't have an event or announcement, connect your story to something timely, such as Earth Day or current events.
- Provide the journalist with a memorable summary, excellent photos/video, contacts for interviews and reasons why your story is exciting.
- Do your homework - research journalists and media channels and personalize your pitches only to relevant channels - tell them why your story matters to their audience.
- The first paragraph of a press release should provide a summary of the Who, What, When, Where and Why of your story, with the remaining details in the following paragraphs.
- If you invite the media to your project site, think about imagery - what would they take footage of? All stories need a visual.

Media Workshops

A great way to engage the media is to host a media workshop. Keep your content engaging and quick. Bring journalists to your project site and provide opportunities for photography. Organize to have key people at the workshop available for interviews. Be explicit about why your project matters, who is affected and the scope of the impact. All attendees should leave with content for at least one story.

TIPS for Interviewees

Provide the media with people they can interview - project managers are great, but they also like to talk to the people impacted. Interviewees should be talkative, knowledgeable about the project and its benefits, and able to speak in clear, simple terms. Before the interview, remind them to mention your organization!



WATCH

The Saint Lucia National Trust and Department of Fisheries conducted a workshop to sensitize the media about the Point Sables Environmental Protection Area. [Watch the news report.](#)

The media records a group of students at the Floating Classroom in Antigua's North East Marine Management Area.



Working with Key Influencers

One of the best strategies of campaigning is to get popular and trusted individuals to deliver your message instead of you and your team. People are accustomed to hearing conservation messages from scientists and NGOs, but these same messages will be memorable and far-reaching if you use respected public figures, such as popular artists.

Social Media Advice

Don't create a social media channel, such as a Facebook page, unless you have an audience that is active on social media, staff with specific responsibility to maintain the page, and content planned for at least a month in advance. It is better to have no page than a poorly maintained page.

TIPS: [Social Media](#)

- Always use engaging images for every post. People enjoy behind the scenes images - show them your team at work, the community enjoying the environment, and of course breathtaking nature images.
- Create a calendar and always have extra posts ready. Mark down important dates, such as launches, environmental days, and events.
- Write with personality. Social media can be more casual and people like to feel connected with your organization
- Aim for posting 1-2 times per week.
- Limit how often you ask your audience for donations or likes



FACE OF GRENADA

To promote awareness about marine managed areas, the Grenada Fisheries Division partnered with Face of Grenada, a [fashion-meets-activism contest](#). The models had fashion shoots in Grenada's Marine Protected Areas, used marine-inspired makeup and pitched projects such as the marketing of invasive lion fish products. This unique partnership helped the campaign team spread their message to fashion and beauty audiences that might not hear about conservation otherwise.

Face of Grenada 2015 winner Tiffany Evans. © Yuri Marryshow

Hosting Awareness Events

If you want to inspire a community to be sustainable and motivated to take action, you must bring the community together. The first thing to consider is how to make your activity fun, engaging and exciting. Then, fit your environmental message into the fun. Including your presentation in a hike, movie night, cookout or competition will always attract more participants than just advertising a meeting.

Enjoy nature! Host events outside in the environment you are protecting. The goal is not just to educate your audience about conservation, but to encourage people to enjoy nature, feel connected to their environment, and to make conservation part of their everyday culture.

Consider your Audience:

Think about your audience and what they would consider interesting and fun. Children may respond best to hands-on activities and moving quickly through educational stations. Fisherfolk may prefer to hold meetings outdoors. High-level business, governmental or scientific participants might prefer informational PowerPoint presentations.

Promotion:

For many activities, social media and radio are great ways to spread the word. Other events, such as galas or activities with schools and government officials will require formal invitations and permissions.

ASSEMBLE YOUR EVENT PLANNING TEAM

- Create a planning committee far in advance.
- Meet regularly and frequently, even if the event is still a month or two away.
- Set up a recurring meeting (eg. every Wednesday at 10am). It may seem unnecessary at first, but it is good to get status updates, and to ensure that people leave space open in their calendar.
- Assign responsibilities so that every item on your to-do list has a name next to it. Do not add items to the list, without discussing and notifying who is responsible.
- Send out meeting minutes after each meeting with updates on what was decided, outstanding items and who is responsible.

Youth in St. Kitts and Nevis participate in a beach clean up. © Department of Marine Resources



EVENT TIPS

- Take care of your staff or volunteers. Will they need water, lunch or bathroom breaks?
- Make sure your event is ZERO WASTE. Plan for trash removal, use reusable or compostable utensils and limit paper.
- Consider permissions and safety. Do you need permits to play music? Do you need first aid, security guards?

Sample Budget/To-Do List for Event Planning

Item	Notes	Responsible	Budget
Venue Logistics			
Space/tent rental			
Lighting			
A/V equipment	Projector, screen, speakers, microphone, cables/extension cords, electricity source		
Permission/security			
Signage			
Parking			
Tables & Chairs			
Podium			
Volunteers/staffing			
Decorations/displays			
Transportation costs			
		Total Venue	
Catering			
Food			
Beverages			
Utensils			
Trash disposal			
		Total Catering	
Entertainment			
Agenda			
Speakers/MC			
DJ/Music			
Activities/games			
Merchandise/ giveaways			
		Total Entertainment	
Promotions			
TV/Radio ads			
Social media promo			
Press release			
Photographer			
Media invitations			
Invitations/flyers			
		Total Promotions	
		Grand Total	

Recycled Art

Eg. Make [tote bags](#) with old T-shirts

Pin D' Kritter

A spin off the classic pin-the-tail-on-the-donkey! Paint (2) poster boards with ecosystems (eg. mangrove and coral reef). Draw (5) critters that you might find in each ecosystem on (10) circles of cardboard – fish, lobster, crab, birds, bugs, etc. Two teams will compete against each other on a board. One team member is blindfolded, while the other describes the animal on each circle without saying its name. Once the blindfolded teammate guesses the correct animal, they are given the cardboard animal and must walk, blindfolded, to the board, stick the animal to the board and return to their teammate to guess the next animal. The first team to get their 5 animals onto their board wins! (Tip – use Velcro on the board and animal circles)

Fishing Game

Print or draw species of fish onto slips of paper. Species that should not be caught (eg. turtle eggs, parrotfish) should be labeled (-2) or (-1), while sustainably caught sea food species should say (+1) or (+2). Laminate the slips and attach paperclips. Put the laminated slips into a bucket of water. Create two fishing rods (you can use sticks, string and bent paperclips). Let teams compete to catch the paper slips and keep score.

Other Ideas

- Print crossword puzzles or coloring sheets for your information booth: [mangrove puzzles](#), [ocean litter games](#), [marine life word search](#), [coral reef word search](#).
- Check this link for [22 Earth Day Games](#)
- Treasure Hunts are a fun and active way for families to get to know beautiful protected areas. Start early, engage sponsors for an attractive prize. If you get a great prize, use that to promote your event via social media or radio. Advertise early and register teams so you know how many clues to set on the day. Depending on the location(s) of your treasure hunt, you may need a volunteer at each station. See page 9 for an example.

Trivia

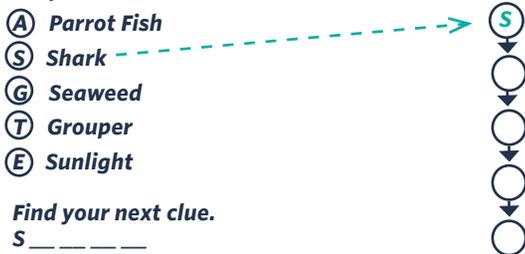
Trivia is a fun way to educate your audience. Make the questions appropriate for the audience. You can use PowerPoint slides on a projector, or just have a list that you dictate to players. Encourage participants to compete as teams for more excitement. You can also use your trivia questions to add an educational component to other games, such as:

- **Lionfish Hunt** – print or paint a poster with a lionfish image. Tape a plastic cup on the lionfish and ask people to throw a ping-pong ball into the cup after answering a trivia question. Give a prize for participants who get the ball in the cup.
- **Knock the Cans** – collect cans and paint them with colorful marine images. Stack the cans on a table and invite participants to knock the cans over with a ball after correctly answering a trivia question. Hide a prize in one of the cans (eg. candy or a keychain). If they knock the prize out they keep it!

A blindfolded teammate plays Pin D' Kritter during Mangrove Discovery Day in Saint Lucia's Point Sables Environmental Protection Area
© The Nature Conservancy



Treasure Hunt: Adapt this for your event!

Site	Activity	Clue Found At Site
Central location	Teams line up. Volunteer #1 blows a whistle and teams run to pull down envelopes that have been tied with string onto tree branches (prepare this ahead). Inside the envelope is a jigsaw puzzle. They must complete the puzzle to find the next clue.	CLUE #1: Jigsaw puzzle has writing on it that reads: Go to the boat for your next clue.
Boat	Volunteer #2 gives each team their next clue as they arrive. The clue is a food-chain word scramble.	<p>CLUE #2: Place the letter next to each species into the food chain, starting with the top predator. The letters spell out a word. That word is the location where you will find your next clue.</p> <p>(A) Parrot Fish (S) Shark (G) Seaweed (T) Grouper (E) Sunlight</p> <p>Find your next clue. S _ _ _ _</p> 
Stage	Clue #3 is taped to the side of the stage. The Clue is a partial logo for the teams to locate.	<p>CLUE #3 This is a partial image of a logo somewhere in the park. Find the logo and ask for your next clue!</p> 
Partner's Information booth	Volunteer #3 At your partner's booth they will get a list of True/False questions. After they complete each question, one partner will be blindfolded and the other will verbally direct their teammate to place balls (labeled Question #1 through #3) into baskets labeled either TRUE or FALSE	<p>CLUE #4 Answer these True/False questions. One team member will be blindfolded and the other must use their voice to direct their teammate to place a ball in the correct bin for each question.</p> <ol style="list-style-type: none"> 1. Coral reefs help protect the coast from erosion and flooding. T / F 2. Coral is a plant. T / F 3. Pollution and trash are a threat to coral reefs. T / F <p>When you finish, a volunteer will give you the next clue.</p>
	Volunteer #4 gives each team their next clue when they finish. The clue is a scavenger hunt.	<p>CLUE #5 Find 5 of the following items and bring them to The Nature Conservancy's tent for your last clue: Live insect, 3 left shoes, a green leaf, a bottle cap, a rock, a shell, something with a logo, a plastic bottle, a pencil, something orange.</p>
The Nature Conservancy's Tent	Volunteer #5 gives each team their final clue and a pencil. The clue is a description of a bird. Hang photos of birds around the area. The correct bird has "OFHNISIL" written on it. Teams have to unscramble the word "lionfish" and draw a picture of it.	<p>CLUE #6 Search for a picture of a bird that matches this description:</p> <p><i>This bird is all white with a yellow beak and yellow-gray legs. It has a short thick neck, a sturdy bill, and hunched posture. Often seen with cows.</i></p> <p>Unscramble the word on the photo. Draw a picture of the word that you unscramble on the back of this clue. Bring your drawing back to the finish line! The first team to complete this wins!</p>

Engaging Schools

The youth are perhaps the most important audience for conservation messages. Not only are they the future scientists, fishers and prime ministers, but they will also inherit the negative impacts of climate change that are a result of today's pollution and overconsumption. Children are one of the biggest agents of change; they are eager to learn, enthusiastic about hands-on activities, and concerned about their future.

School visits

Formally invite schools to bring students to your project site. Set up a tour that includes multiple stations with hands-on activities at each station, such as water quality testing, mangrove planting, games, etc. Keep the stations brief and fun. In the days before the trip, visit the school and give a brief presentation so the students know the key messages and come with questions.



Participants in the Youth Lion
Fish Cooking Competition
© St. Vincent and the Grenadines
Fisheries Division

Lionfish Cooking Competition

The St. Vincent and the Grenadines Fisheries Division hosted a lion fish cooking competition for schools. Students were provided with ingredients and asked to prepare unique dishes for a panel of judges. Not only did the students learn about the role lion fish play in threatening coral reefs, but they gained culinary and hospitality skills while having fun with the competition.

Measuring Impact

Evaluating your communications activities will help you determine if you were successful, how your audience responds to certain messages, and what to try in the future. Measuring impact involves collecting data and should be considered in your workplan before implementation begins, especially if you want to survey the audience before and after your campaign.

Changes through community awareness may be gradual, but are important nonetheless. The most critical results you will record are changes in peoples' hearts and minds, and not necessarily measurable impacts in the environment.

Questions to Consider:

- Does the audience remember your message?
- Are they familiar with the concepts?
- Do they believe conservation is important and can they identify reasons why?
- Has their new awareness inspired changes in their behavior?

Return to your initial objectives, did you accomplish what you set out to do? How will you measure your success?

Possible Indicators

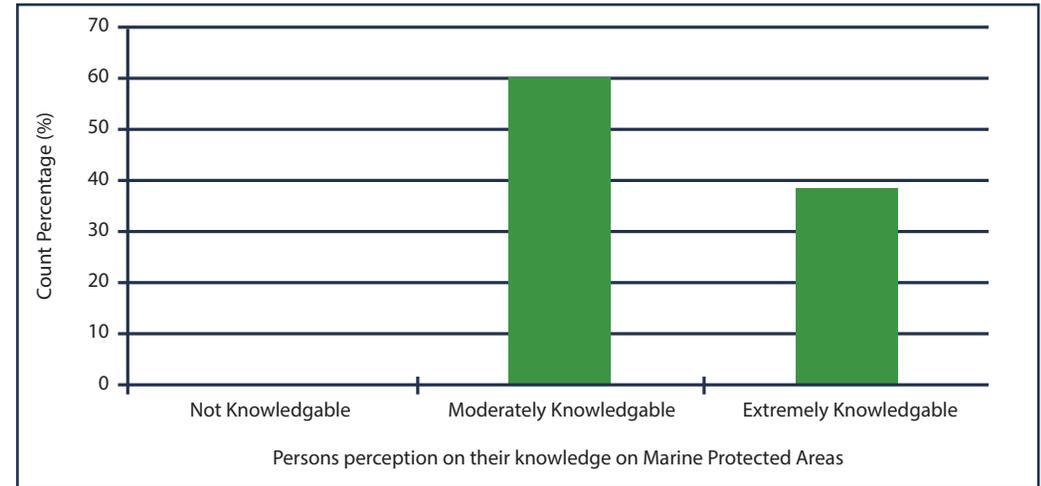
- **Outputs:** Report how many events, materials, activities you produced or implemented.
- **Reach:** During your activities, record the number of attendees. How many people typically listen to the radio station you spoke on? How many people liked your post on Facebook? How many people pass a billboard on a given day?
- **Engagement:** Did you have active participation in your events and activities? Did other community groups and partners get involved? Did you attract key spokespeople or influencers?

How many people participated in trash can painting in Dominica's Cabrits National Park Marine Section? Always record how many people attended your activities. This is a measure of reach, which is an indicator of impact. © The Nature Conservancy



Surveys are the primary way to collect data on communications preferences and impact, but should be used sparingly since many communities are tired of too many surveys.

- Keep questionnaires as short as possible. Less than 5-10 minutes.
- Use **GoogleForms** to create free, simple online surveys. Online surveys are quick and easy for some audiences, but other audiences will require and appreciate in-person surveys.



Person's perception on their knowledge on Marine Protected Areas in Grenada after participating in the Marine Protected Areas Awareness Month Launch, May 2015
© Grenada Marine Protected Areas Network

TIPS: Writing Survey Questions

- Only ask one question at a time
 - ⊘ NO - Did you attend a workshop and did you learn something?
 - ✓ YES - 1. Did you attend a workshop?
2. If yes, which of the following concepts did you learn?
[provide options]
- Avoid leading-questions, or questions that persuade the participant to answer a certain way.
 - ⊘ NO - Do you practice unsustainable fishing practices?
 - ✓ YES - Which of the following fishing methods do you use? [provide options]
- Use multiple choice rather than open-answer questionnaires to reduce your work analyzing the data afterward.
 - ⊘ NO - Why do you think that coral reefs are important?
 - ✓ YES - Are coral reefs important for the economy YES/NO
 - ✓ YES - Are coral reefs important for food security YES/NO
 - ✓ YES - Are coral reefs important for tourism YES/NO

Case Study: This is Who We Are

The This is Who We Are campaign was a successful awareness initiative that reached hundreds of residents of coastal communities on the islands of St. Kitts and Nevis, Antigua and Barbuda, Dominica, Saint Lucia, Grenada and St. Vincent and the Grenadines. These countries share marine resources and have similar cultures and economies, making them perfect for a collaborative campaign. The campaign was originally launched as a contest between the islands, which capitalized on both the recognition of a unified brand, and the fuel of friendly island rivalry, to spread awareness about marine managed areas.

The teams collaborated to develop the This is Who We Are theme, reflecting the unbreakable connection between Eastern Caribbean cultures and healthy, vibrant marine resources. Each country team received seed funding to launch their campaign and were encouraged to leverage local partnerships to generate additional resources.

Planning for Success:

Under the ECMMAN project, the six islands assembled campaign coalitions, comprised of marine resource management staff and non-governmental organizations employees with diverse backgrounds. The teams attended a campaign training workshop, hosted by PCI Media Impact, where they designed communications strategy briefs (see page 16) that detailed their target audiences, messages, activities and budget for a six-month awareness campaign.



Case Study: This is Who We Are

Sibling Rivalry: Campaign Competition

During the 6 months, the campaign coalitions received ongoing mentorship to implement the activities in their workplan and address arising challenges. Their campaign activities reflected the local cultures and uniqueness of each island, and included activities such as school presentations, movie nights, fishing tournaments, art competitions, trash bin painting, fashion shows, media workshops, flash mobs, body art, and cooking demonstrations. Due to the excitement generated by the competition and the interactive activities, the campaign teams attracted the support of local partners, corporate sponsors and the media.

The Grand Prize: Award Ceremony

At the end of the six-month competition, The Nature Conservancy hosted an Award Ceremony. During the Ceremony, the teams presented their successes to a panel of international judges. Judges selected winners based on their theory of change, creativity, impact, partnerships and sustainability. The winning countries received additional funding for future awareness activities.



THIS IS WHO
WE ARE

The logo, designed by Christabelle Andrews of Grenada, gave the campaigns a regional theme and brand.



Conservation you Can Dance to

All six islands partnered with popular local artists to write, record and produce **This is Who We Are** songs and music videos. The songs and videos gained recognition throughout the region and especially helped to reach the younger generation.

Check out five of the music videos at [nature.org/ThisIsWhoWeAre](https://www.nature.org/ThisIsWhoWeAre)

Helpful Resources:

Communication Tips

[Developing a Communications Strategy](#) by Reef Resilience

[Measuring the Success of Environmental Education Programs](#) by Canada Parks and Wilderness Society & Sierra Club

[Nature for All](#) campaign by IUCN

[Guide to Promoting Sustainable Behavior](#) by University of California

Developing Surveys

[Socioeconomic Monitoring Guidelines for Coastal Managers in the Caribbean \(SocMon\)](#)

[10 Tips for Building Effective Surveys](#)

[The KAP Survey Model](#)

Available Data

[Caribnode.org](#) by The Nature Conservancy

[Climate Change Knowledge, Attitudes and Behavioural Practices in the OECS](#)

[Knowledge Attitudes and Practices Study on Climate Change in Guyana](#)

Educational Videos

[Saint Lucia PSA: Protect the beach](#)

[Saint Lucia PSA: Respect the mangroves](#)

[Why are mangroves important?](#)

[What are coral reefs?](#)

[Coral Reef Ecology Curriculum](#)

[Grenada Marine Protected Areas](#)

[Marine Protected Areas](#)

A school presentation on marine conservation in Antigua and Barbuda. © Antigua and Barbuda Department of Environment



1. Summary of campaign

The This is Who We Are campaign will build relationships with stakeholders and encourage them to share stories and experiences for environmental awareness. This innovative and dynamic campaign will bring together stakeholders such as fisherfolk, hoteliers, other private sector organizations and other organizations.

To achieve these objectives “SEA Our Life” targets stakeholders from the communities of the proposed Marine Protected Area, schools and the public to participate in the various activities hosted by the division. Fishers from neighboring MPAs will be invited to share their success stories with fishers operating within the new protected area. The “SEA Our Life” campaign will be implemented through high impact videos, environmental theater productions, radio programs, fun fairs, mascots, and photography and art competitions, among others. In addition, it is our hope to run some of the campaign activities in conjunction with selected local private sector organizations including hotels, banks, restaurants and cinema.

2. Introduction into Marine Management Status in your country

Following the launch of the Caribbean Challenge Initiative, Grenada completed its Protected Areas System Plans. It is expected that Grand Anse Marine Protected Area will be declared with the support of the ECMMAN Project. This campaign will contribute to the ECMMAN objective to ‘strengthen the capacity of adaptive management of MPAs in Grenada with the aim of enhancing the effectiveness and impact on the livelihood of coastal communities, as well as on biological diversity and ecosystem services’ so that locals are fully aware and involved in the process of designation.

3. Campaign goals

- To promote and foster partnerships with key stakeholders in the Grand Anse MPA Area.
- To cultivate understanding and build relationships among key stakeholders throughout Grenada’s MPAs
- To educate and change the perception of fisherfolk on the benefits of marine protected areas.
- To gain support from MPA stakeholders, potential sponsors, community officials and the general public.

4. Key target audiences and rationale

- a. Schools should be a building block for the education and dissemination of information generally, since children/ youth are the future of any nation and are also considered vehicles through which messages are communicated to the wider population (parents and relatives).
- b. Communities and community groups are considered influencers “on the ground,” and can assist in educating, teaching, sensitizing and policing.
- c. Government Ministries & Departments are strategic partners with a stake in development, environmental protection, and food security.
- d. Media houses are partners in national education and sensitization also to engage the public in MPA activities.
- e. Private sector, Hoteliers are partners in lobbying, providing financial, technical and other support for the MPAs.
- f. Businesses that use the MPA (Dive shops etc.) are strategic partners that could provide support for the management and protection of the MPAs and who have a vested interest in the sustainability of MPAs.

Campaign Brief: Desired Change

Core Issue #1: Getting Grand Anse stakeholders involved and interested in the MPA management

Target audience/s	Desired Knowledge	Desired Attitudes	Desired Behaviors	Barriers to Change	Solutions to Barriers
	Identify knowledge that you desire your target audience to gain as a result of your campaign.	Identify attitudes that you desire your target audience to change as a result of your campaign.	Identify behaviors that you desire your target audience to change as a result of your campaign.	Identify existing barriers your target audience has to changing behaviors. Eg. social norms, lack of knowledge, lack of infrastructure, lack of alternatives	Identify existing solutions in the intervention communities to the barriers you identified.
Target audience 1: Community/ General Public	The public will be well informed of the intention to establish an MPA in Grand Anse; as well as the importance and benefits protected areas	Persons will refrain from viewing MPAs as a means to rob them of their liberties (livelihoods, way of life, recreation) and understand that MPAs are a means of safeguarding their future	Once understanding of the benefits of MPAs are rooted in their minds, communities will spread the word to others and work along with MPA managers (eg. compliance)	<ul style="list-style-type: none"> Lack of concern Lack of knowledge/ understanding False assumptions/beliefs Lack of willingness to receive information 	<ul style="list-style-type: none"> Use of innovative mediums Use of incentives to spark interest Active engagement of all stakeholders at management meetings
Target audience 2: Private Sector/ Hoteliers	Businesses such as hotels and dive operators will know that the success of their business is greatly dependent upon the success of healthy marine/coastal ecosystem and that they need to play a bigger role in assisting MPA managers to ensure a thriving ecosystem for all	Private sector entities will recognize the importance of networking and collaboration with other stakeholders. Eg. Hoteliers will not only have a working relationship with the dive shops but also a better relationship with other resource users, eg. fishers	Private sector entities will utilize their influence and financial resources to assist MPA managers in raising awareness and fostering compliance and good environmental practices on and around their properties	<ul style="list-style-type: none"> Lack of interest in resource management Lack of networking with other stakeholders Very little use of influence on the public or policy makers as well as very little use of financial resources to assist in marine/coastal management 	<ul style="list-style-type: none"> There is a strong Hoteliers Association. Some hotels are affiliated with and house dive shops on their properties Support fishers would cull lionfish by creating a market for lionfish.
Target audience 3: Media Houses	Media ambassadors will be well informed about the value of MMA	Media Ambassadors will believe that they are a crucial link for building and strengthening the public's knowledge about the marine environment and can influence their desire to participate in the management of MMAs	Media ambassadors will participate in training workshops and will transfer their learning via their broadcasts.	<ul style="list-style-type: none"> There is little communication between MPA managers and media houses. Media houses seldom see MPA related news and events as important 	<ul style="list-style-type: none"> MMA managers ready and able to provide the information necessary for media ambassadors to disseminate.
Target audience 4 Grand Anse Fishers	Fishers will be informed of the intention to establish a protected area in Grand Anse, and the importance and benefits to the sustainability of their livelihoods	Fishers will believe that the establishment of an MPA is in their best interest	Fishers will participate in all consultations regarding policy and decisions making process	<ul style="list-style-type: none"> Fishers generally don't participate in the management of MMAs Fishers tend to view MPAs as a threat to their livelihoods and way of life 	<ul style="list-style-type: none"> Engagement of known fishers in a specific geographic area Use of incentives to get fishers more actively involved Utilize meetings facilitated by fishers who are already benefiting from existing MPAs

Campaign Brief: Activities and Budget

Target Group/ Audience	Activities	Objectives/Description	Expected Outcomes	Total Budget
Target audience 1 Grand Anse Stakeholders (Private Sector, Hoteliers, public)	Activity 1 Gala	<p>A Gala will:</p> <ul style="list-style-type: none"> - showcase Grenada's marine ecosystem resources - show correlation between healthy marine ecosystems and economies - promote ecotourism and importance of marine conservation - exhibit and/or auction photography, art and craft competition entries to boost awareness - encourage hoteliers to register their hotels to take a pledge to assist MMA managers 	These activities will help raise awareness of marine ecosystem conservation and habitat protection while also building relationships between MMA managers and hoteliers.	
	Activity 2 Learning Exchange	<p>Fisheries Division will facilitate workshop with involve hotel management registered to take the MMA pledge. This workshop should:</p> <ul style="list-style-type: none"> - Demonstrate measures practices that can be implemented by hotel staff and guests to assist in marine management - Outline measures to reduce negative impacts on the marine environment (solid waste & sewer pollution, etc.) - Share experiences/stories of hotels where some/all of the outlined measures are implemented successfully. 	This learning exchange program will help hoteliers to develop a time oriented 'plan of action' for making changes in their hotels.	
Target audience 2 Media Houses	Activity 3 Familiarization Tour	Media house representatives will be invited to tour the proposed area for the establishment of the MMA, participate in snorkeling or discover dive activity geared towards 'opening their eyes' to the beauty of the area and sensitizing them on the importance of protecting it.	This tour would heighten sensitization of media personnel to MPA's	
	Activity 4 Identify an Ambassador	Identify and develop a relationship with at least one person in each media house. This relationship will facilitate efficient transfer of information between MMA Managers and media entities and ensure information is constantly shared with the public. Ambassadors will also participate workshops, which will build their knowledge of the marine environment.	This will improve communication between the MPA Managers, media houses and the public	