



Organization of Eastern Caribbean States (OECS)  
Environment and Sustainable Development Unit (ESDU)  
OECS Protected Areas and Associated Livelihood Project (OPAAL)

## Regional Consultation for an Awareness Strategy on Protected Areas

July 14-16<sup>th</sup>, 2008  
St. Kitts Marriott Resort and the Royal Beach Casino, St. Kitts and Nevis

### **FINAL REPORT**

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## ACRONYMS AND ABBREVIATIONS

CARICOM	Caribbean Community and Common Market
CARIMAC	Caribbean Institute of Media and Communication, UWI
CCA	Caribbean Conservation Association
CCCCD	CARIMAC's Caribbean Centre for Communication for Development
CERMES	Centre for Resource Management and Environmental Studies, UWI – Barbados
CERN	Caribbean Environmental Reporters Network
CREP	Caribbean Regional Environmental Programme
CSME	CARICOM Single Market and Economy
CTO	Caribbean Tourism Organisation
DPPE	Department of Physical Planning and Environment, St. Kitts and Nevis
ECFH	Eastern Caribbean Financial Holding
ESDU	Environment and Sustainable Development Unit
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FFEM	Fond Français de l'Environnement Mondial (FFEM)
GEF	Global Environmental Facility of the International Bank for Reconstruction and Development (the World Bank)
KAP	Knowledge, Attitudes and Practices
MAFF	Ministry of Agriculture, Fisheries and Forestry, Dominica
MAFLF	Ministry of Forestry Lands and Fisheries, Grenada
MALMRAI	Ministry of Agriculture, Lands, Marine Resources & Agro Industry, Antigua and Barbuda
MHSSEE	Ministry of Health, Social Security, the Environment and Ecclesiastical Relations, Grenada
N&T	Necessary and Sufficient
NTO	National Tourism Organisation
OAS	Organisation of American States (OAS)
OECS	Organization of Eastern Caribbean States
OPAAL	OECS Protected Areas and Associated Sustainable Livelihoods Project.
PA's	Protected Areas
PMC	Population Media Centre
PMS	Participating Member States
PMU	Project Management Unit
PSA	Public Service Announcement
REA	Regional Environmental Awareness Programme (CREP)
REIN	Regional Environmental Information Network (CREP)
SGD	St. George's Declaration
SLUSWMS	St. Lucia Solid Waste Management Authority
SMART	Specific, Measurable, Achievable, Realistic and Time-Bound
TCMP	Tobago Cays Marine Park
UWI	University of the West Indies
UWI	University of the West Indies

## **EXECUTIVE SUMMARY**

From July 14<sup>th</sup> to 16<sup>th</sup>, 2008, 37 representatives from six countries in the OECS came together at the St. Kitts Marriott Resort to develop national communication action plans and a regional communication strategy to promote public awareness of the benefits of protected areas (PA's). The regional consultation was sponsored under the OECS Protected Areas and Associated Livelihoods Project (OPAAL).

The OECS Secretariat through its Environment and Sustainable Development Unit (ESDU), in partnership with the International Bank for Reconstruction and Development (the World Bank) acting as an Implementing Agency of the GEF; the Fond Français de l'Environnement Mondial (FFEM) of the Government of France; and the Organisation of American States (OAS), is responsible for implementing the OECS Protected Areas and Associated Sustainable Livelihoods (OPAAL) Project.

As a preliminary activity to the preparation of the regional strategy, an extensive "Knowledge, Attitudes and Practices" (KAP) survey on environmental awareness (including protected areas) was undertaken in the six participating member states of OPAAL. The survey was to provide practical support for improved protected areas management within a broader environmental programme to all persons in the Eastern Caribbean - one that takes into account broad-based awareness and understanding of the close relationship between the economic, social, cultural and environmental elements of life in small islands. One of the major goals of the consultation was therefore to share the results of the regional KAP survey. The objectives of the three-day consultation were as follows:

1. To build the capacity of member states in communication strategy development;
2. To provide an understanding of experiences and lessons from comparable regional strategies;
3. Get national input from Member States on the Strategy and National Action Plans;
4. Arrive at consensus on the strategy and National Action Plans

The goal of the consultation was to:

- a) produce a draft regional public awareness strategy to promote wider understanding of the importance of protected areas (PA's) within the OECS
- b) and to also produce six (6) draft national public awareness action plans – one for each participating country

During the course of the workshop, participants were introduced to the fundamental steps and principles involved in strategic communication planning and were also exposed to key case studies of regional experiences that provide very rich 'lessons learnt' to flesh out and illustrate their theoretical learning. The in-depth examination of the OECS-OPAAL "Knowledge, Attitudes and Practices" (KAP) survey formed the cornerstone for the consultation as a whole and provided the needed data to inform both the national action plans and the regional strategy.

During two additional days of intense country working group sessions, a total of six draft national action plans were produced and a regional strategy was also formulated. In depth discussion of the regional strategy framework generated considerable debate among the participants, but ultimately also generated consensus for a solid regional approach which will be further elaborated in the months following the workshop and which is expected to support the work of the national initiatives.

The 3 day intensive exercise will go a long way to ensuring that people in the OECS region not only know about the economic and environmental benefits of PA's, but also that they actively enjoy visiting protected areas and adopt environmentally friendly practices and behaviours that will help to sustain PA's for future generations.

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## ***1. Background and Rationale for the Consultation***

The OECS Secretariat through its Environment and Sustainable Development Unit (ESDU), in partnership with the International Bank for Reconstruction and Development (the World Bank) acting as an Implementing Agency of the GEF; the Fond Français de l'Environnement Mondial (FFEM) of the Government of France; and the Organisation of American States (OAS), has been implementing the OECS Protected Areas and Associated Sustainable Livelihoods (OPAAL) Project.

The project recognizes the importance of sustainable management of natural resources and rich biodiversity in small vulnerable states, such as those of the OECS. Governments of the OECS Participating Member States (PMS) have made significant commitments to protecting their countries' resources as signatories to international conventions and through policy statements, legal and institutional instruments, recent environmental programs, and financial support of conservation activities through budget allocations. At the sub-regional level, the OECS Member States in 2000 issued and subsequently endorsed the St. George's Declaration (SGD) of Principles for Environmental Sustainability in the OECS, which includes a commitment to the conservation of biological diversity and the protection of areas of outstanding scientific, cultural, spiritual, ecological, scenic and aesthetic significance.

States have also begun translating their international and regional commitments into real efforts at the national level. They have also recognized the importance of establishing protected areas as the primary method of preserving biodiversity and conserving valuable natural resources assets. There remain significant impediments to the full realization of a framework for managing protected areas that can protect the region's biodiversity from further degradation.

Through OPAAL, the OECS Secretariat hopes to assist governments in the region with conserving biodiversity of global importance through the management of biological resources and critical habitats in their respective states. It is also envisaged that through OPAAL, Member States will be better able to manage selected demonstration sites and promote the involvement of civil society and the private sector in the planning, management and sustainable use, both at the site and national levels.

As part of initiatives to fulfill Component 3 of OPAAL, the secretariat is in the process of developing a regional awareness strategy for protected areas. This strategy will include six (6) national awareness action plans – one for each of the six participating member states of OPAAL.

As a preliminary activity to the preparation of the strategy, an extensive “Knowledge, Attitudes and Practices” (KAP) survey on environmental awareness (including protected areas) was undertaken in the six participating member states of OPAAL. The survey was to provide practical support for improved protected areas management within a broader environmental programme to all persons in the Eastern Caribbean - one that takes into account broad-based awareness and understanding of the close relationship between the economic, social, cultural and environmental elements of life in small islands. Results of the survey therefore provide a baseline, which includes substantial instructions, lessons, observations, and recommendations

that will inform the development of the awareness strategy. The findings of the Survey will serve as the single most important resource for this awareness strategy.

In order to simplify the preparation of the strategy and to secure broad consensus on certain elements, the OECS-ESDU hosted a regional stakeholder consultation from July 14<sup>th</sup> to 16<sup>th</sup>, 2008 to discuss in detail, the findings of the survey and to engage stakeholders in discussions on the development of the strategy. Suggestions and proposals from this workshop will inform the strategy development. This report constitutes the proceedings of the workshop.

## ***2. Workshop Objectives***

The objectives of the three-day consultation were as follows:

5. To build the capacity of member states in communication strategy development;
6. To provide an understanding of experiences and lessons from comparable regional strategies;
7. Get national input from Member States on the Strategy and National Action Plans;
8. Arrive at consensus on the strategy and National Action Plans

## ***3. Expected Outputs***

The goal of the consultation was to:

- c) produce a draft regional public awareness strategy to promote wider understanding of the importance of protected areas (PA's) within the OECS
- d) and to also produce six (6) draft national public awareness action plans – one for each participating country

## ***4. Description of Participants***

A total of thirty-seven (37) people participated in the consultation of whom twenty-seven (27) represented six countries of the OECS including: Antigua and Barbuda, Dominica, Grenada, St. Kitts and Nevis, St. Lucia, and St. Vincent and the Grenadines. Four persons served as resource persons and provided regional case study public awareness examples. Two persons served as the overall coordinators for the consultation exercise (one from OPAAL-OECS and the other a consultant from CARIMAC's Caribbean Centre for Communication for Development (CCCCD). Two senior representatives from the OECS-ESDU also participated, and two other administrative staff from the OECS completed the total number of participants. A full list of participants and contact information is included in the appendix.

## ***5. Venue and Dates***

The consultation was held from July 14<sup>th</sup> to July 16<sup>th</sup> at the St. Kitts Marriott Resort and the Royal Beach Casino, Frigate Bay, St. Kitts and Nevis.

## **6. Format of the Consultation**

The consultation utilized a multi-pronged methodology to achieve its goals and objectives and relied on the following four (4) main pillars:

- a) Various technical and theoretical presentations were made by the Consultant on the nature of the strategic communication planning process and the key essential components needed for the design of a successful strategy, in order to ensure that all participants had a similar theoretical understanding;
- b) Case study examples of actual public awareness approaches were also presented by four resource people in order to better illustrate these same theoretical principles and to also identify best practices and key lessons learnt from other Caribbean experiences;
- c) An in depth examination of the OECS-OPAAL “Knowledge, Attitudes and Practices” (KAP) survey formed the cornerstone for the consultation as a whole and provided the needed data to inform both the national action plans and the regional strategy;
- d) And finally, the consultation made use of working handouts and country breakout groups to produce the overall final products.

Among all these elements – and throughout all moments of the consultation - active participation, discussion and engagement by all were strongly emphasized.

The remainder of this document summarizes the key proceedings, recommendations and outputs that emerged. A digital compilation of all the main PowerPoint presentations was distributed on the closing day of the consultation. Hence the report does not attempt to reiterate the presentations that were made in full, but rather seeks to touch on the key points that were contributed.

## **7. SUMMARY OF MAIN PRESENTATIONS**

### **7.1 DAY I – MONDAY JULY 14<sup>TH</sup>**

#### **7.1.1 Opening Ceremony**

At 9:00 a.m., the consultation was opened with a prayer from Pastor Joseph Henville. Ms. Tecla Fontenard, Communication Specialist of OPAAL, chaired the opening ceremony and then invited Mr. Randolph Edmead –Director, Physical Planning and Environment, Ministry of Physical Planning and Sustainable Development, St. Kitts and Nevis to bring welcome remarks on behalf of his Government. Following Mr. Edmead’s welcome, Mr. Keith Nichols, Head of the OECS-ESDU at the OECS Secretariat also gave welcome remarks on behalf of the OECS.

At this point, Ms. Tecla Fontenard invited the participants to introduce themselves so that everyone present would know each other. She also introduced Dr. Maria Protz – Consultant and Co-ordinator, as well as the resource people present and the administrative staff who were providing support to the sessions.

Following an overview of some other logistical and housekeeping matters, the opening ceremony was concluded at approximately 9:30 a.m.



## Main Proceedings from the Morning Sessions

### 7.1.2 OPAAL – Scope, Outputs and Achievements (Mr. Keith Nichols, Head OECS-ESDU)

In order to provide the participants with a clear understanding of the purpose of the consultation, Mr. Keith Nichols then provided a comprehensive background of the OPAAL project as a whole and illustrated exactly how this particular workshop on public awareness was related to the other main dimensions of the OPAAL initiative.

Specifically, Mr. Nichols stressed that:

The OPAAL project sought to promote the many benefits of protected areas, including:

- Conservation of species & genetic diversity
- Maintenance of environmental services (food security, coastal protection, aesthetic value)
- Education
- Sustainable tourism & recreation
- Protection of cultural features & traditional attributes
- Sustainable extractive use of natural resources
- Scientific research

Recognising that a range of threats affect protected areas, which included:

- Climate change
- Resource depletion
- Solid, liquid & air borne pollutants (e.g. hormones, antibiotics)
- Invasive species
- Physical alteration
- Diseases
- Limited understanding of ecological processes
- Inadequate funding
- Conflicting vision for PAs
- Unused/irrelevant/weak management tools

In addition, Mr. Nichols reminded participants of OPAAL's main objective which was:

*To contribute to **conservation of biodiversity** of global importance in OECS by **removing barriers to effective management** of PAs and increasing **involvement** of civil society and private sector in **planning, management and sustainable use of these areas***

Mr. Nichols then outlined the key components of the OPAAL project as follows:

- **Component 1: Policy, Legal and Institutional**
  - Assessing Policy, Legal & Institutional arrangements
  - Development of a harmonized framework
  - Updating of PA systems plans
- **Component 2: PA Management and Associated Livelihoods**
  - Preparing and implementing management plans

- Evaluating livelihood opportunities and supporting sustainable livelihoods
- Public awareness of sites
- **Component 3: Capacity Building for PA Planning & Management**
  - Regional/national training & capacity building
  - Regional environmental awareness study (KAP)
  - Public Awareness Strategies and PA Programme
- **Component 4: Project Management, M&E , Info Dissemination**

Finally, Mr. Nichols thanked the staff at the OECS for all the hard work they had done to organize the workshop and then thanked all of the participants for their presence and commitment to the process. Lastly, Mr. Nichols reiterated his confidence that the consultation would yield solid and important results.

### ***7.1.3 Setting the Context for the Regional Consultation (Ms. Tecla Fontenard, OPAAL)***

With the background to the OPAAL project clearly defined, Ms Fontenard then set the context for the consultation on public awareness within the OPAAL project. The key points Ms Fontenard emphasized at this juncture were that:

The point of the workshop was not to promote OPAAL per se or to brand OPAAL regionally, as that was already being done, under a separate component of the project; rather, the point of the regional consultation was to raise environmental literacy and to promote awareness of protected areas, with respect to why they are important, what threatens them, and so forth.

Ms. Fontenard also re-emphasized the goals and objectives of the consultation and reminded participants of the outputs and outcomes that were expected to result. A coffee break was then offered.

### ***7.1.4 What is Strategic Communication? & Steps Involved in Strategic Communication (Dr. Maria Protz, Consultant)***

At this point, the morning session had run a little over time. Thus in an effort to put the timing back on track, Dr. Protz merged her first two presentations. The purpose of both were to clearly outline to the participants what is meant by ‘strategic communication’, and also ensure that all the key steps involved in strategic communication planning were understood by everyone.

In the first instance, Dr. Protz clarified the differences among various types of communication including:

- General Public Awareness
- Public Relations
- Technical Communication
- Environmental Education
- Social Marketing and Behaviour Change communication, and
- Communication for Development.

She emphasized that strong communication strategies have elements of each of these different communication approaches, but that it is important to understand that each approach serves specific purposes and that they are not necessarily the same.

Ultimately however, Dr. Protz stressed that strong communication strategies must result in behaviour change and impact on the ground. Raising awareness is an important first step in this process, as people need information in order to make sound decisions. Unless there is behaviour change, communication cannot be deemed successful.

With the distinctions between the different types of communication delineated, Dr. Protz then provided an overview of the key steps involved in the communication planning and design process. The aim of this presentation was to stress the importance of planning communication activities – not according to assumptions, but according to data with clear goals, objectives, appropriate implementation activities and indicators for measuring progress and impact.

This presentation was supplemented with considerable handouts. It was recognized that in the scope of the three-day workshop, not all of the critical steps could be achieved (especially monitoring and evaluation design decisions and budgeting considerations), but the following steps were especially emphasized as being critical to achieve, during the course of the workshop:

1. Defining the problem to be addressed;
2. Considering the results of a Knowledge, Attitudes and Practices (KAPs) Survey (which OPAAL had already done for the region);
3. Analysing and prioritizing the gaps in the KAPs that resulted in order to determine appropriate gaps in communication to be addressed;
4. Determining appropriate primary and secondary audiences (with a view to identifying which audiences would address 80% of the problem, if targeted);
5. Setting an appropriate overall goal that was specific, measurable, achievable, realistic and time-bound (SMART)
6. Establishing appropriate objectives to achieve the goal (also to be SMART)
7. Using additional tests such as the “Necessary and Sufficient” (N&T) test to verify goals and objectives
8. Keeping the *Main Thing, The Main Thing*
9. Identifying appropriate communication activities to achieve the objectives identified
10. Setting appropriate output, process and impact indicators for monitoring and measuring results.

With these theoretical principles outlined, the consultation then shifted to examination of specific case study experiences from the region to learn lessons from implementing strategic communication in practice.

***7.1.5 Regional Awareness Campaigns – Case Study #1 – Caribbean Conservation Association (CCA) – Caribbean Regional Environmental Programme (CREP) – Julius Gittens, Environmental Journalist***

Mr. Gittens, an independent journalist from Barbados, was asked to provide an overview of lessons learned through the Caribbean Regional Environmental Programme (CREP) with which he had been closely involved. In his presentation, Mr. Gittens suggested that CREP had many similar characteristics to OPAAL – in that - it was a regional initiative which sought to build capacity through pilot demonstration projects in 13 different CARIFORUM countries, especially in significant ecological areas with high economic value. Like OPAAL, the CREP also sought to enhance public awareness through a Regional Environmental Awareness programme, the REA. CREP also encouraged networking and collaboration among local environmental managers among both government and NGOs. This particular dimension was entitled the Regional Environmental Information Network or REIN and was an internal communications mechanism for persons working directly with the programme. Training and capacity building were also major CREP components.

With respect to its communication activities, Mr. Gitten's was quite critical of CREP. He suggested that there were "too many acronyms and abbreviations – regional and internal communication were challenging and, complicated" as a result. When he asked participants if they had ever heard of the REA, the REIN or the RAAN, no one had.

Initially meant to involve a collaborative approach among the Caribbean Conservation Association (CCA), the University of the West Indies (UWI) and the Caribbean Environmental Reporters Network (CERN), CREP suffered from competition among its partners, as well as among the REIN, the REA and other internal components.

The other reasons why Mr. Gittens felt that CREP was not very successful, as far as communication was concerned, was that it relied too heavily on mainstream mass media, and neglected small or more popular media formats. At the same time though, he suggested that CREP did not cater sufficiently well to the mainstream media and hence did not get mainstream attention, relying too much on a 'press release' approach that was rarely effective. This was also unfortunate, he suggested, since it assumed readership in a region where the print media is not the preferred channel of communication.

It also suffered from a limited lifespan, as all projects do, and for this reason Mr. Gittens emphasized that communication needed to be mainstreamed throughout all development planning, not only left to the implementation of projects. CREP was also highly centralized, according to Mr. Gittens and was burdened with considerable bureaucracy and administrative tasks which took energy away from what it should have been doing.

Despite its challenges, when asked what good came out of CREP, Mr. Gittens did say that it produced material which could still be of use today in the region, including:

1. A series of five-minute radio programmes for distribution on Amenity Areas as part of its **IslandBeat** series – 2003-2004

## 2. A series of print features on aspects of CREP Amenity Areas for IslandBeat Print Features

In advising participants to avoid the mistakes of CREP, Mr. Gittens suggested that the national action plans resulting from the OPAAL workshop should consider using **a range of media**, such as:

- Publishing **postcards** from amenity areas
- Staging **Public fora**
- Getting involved in **Community Media** (newspaper/community radio)
- Using **Public theatre** and **music**
- **Public Service Announcements**
- Engaging influential **talk show hosts**
- Creation of own media sources and publicly accessible archives in order to take advantage of the era of social networks, ‘free new media’ and increasing Internet access (Free websites, Blogs, *YouTube*, *Facebook*, *MyPodcast*),

Mr. Gittens’ presentation triggered some hearty discussion among the participants, especially with respect to the amount of money that had been spent and which Mr. Gittens seemed to indicate had been essentially wasted. But this helped to strengthen the argument being made in the current OPAAL workshop that strategic communication planning was essential, and thus, the mistakes from the CREP experience should not be repeated.

Following Mr. Gittens’ presentation, the consultation broke for lunch.

### ***7.1.6 Regional Awareness Campaigns – Case Study #2 – Social Marketing as a Strategy for Environmental Education: The CASE of RARE Radio – Mr. Alleyne Regis***

After lunch, a second – very vibrant case study presentation was provided by Mr. Alleyne Regis, Technical Director of Rare Radio, St. Lucia. Mr. Regis provided an overview of the work of RARE Radio in St. Lucia– an initiative of the Population Media Centre (PMC). RARE, he explained, is focused on “inspiring grassroots social and environmental change” and uses drama to motivate positive changes in human and environmental health.

According to Mr. Regis, RARE is highly effective in fostering positive behaviour change, for three main reasons:

First, it is a long-running serial drama not tied to a specific project. The long-running nature of the radio drama thus:

- allows time for the audience to form bonds with the characters.
- allows time for the characters to evolve in their thinking and behavior (at a believable pace).

Secondly, RARE is real emotional entertainment – not just educational in the traditional sense. This, Mr. Regis suggests, creates “emotional ties to audience members that influence values and behaviors more forcefully than purely cognitive information.”

Thirdly, RARE is based on real people and uses realistic models for role modeling behaviour and behaviour change choices that audiences can relate to and consider in their own context.

RARE is also effective, Mr. Regis further stressed because it:

- focuses on behavior change as a program goal
- emphasizes and invests in research to ensure real-life context
- uses sophisticated audience research methods (focus group experiments to test for resonance).
- uses multiple media to target the message.
- focuses its efforts in countries/regions with highest need.
- supports local producers and writers to create indigenous programs.
- works with national & local broadcasters to air locally-produced programs.
- Conducts regular monitoring to verify impact.

Mr. Regis' presentation was especially relevant to the consultation because it emphasized the importance of adopting all of the steps outlined for strategic communication that had been outlined in the morning sessions. It further illustrated that effective communication is not a quick fix, but requires detailed planning, research and testing over the long-term to be successful.

#### ***7.1.7 Overview of Types of Media Options and Media Activities for Consideration (Dr. Maria Protz)***

Following the RARE case study, Dr. Protz provided a short presentation on the various types of communication activities that participants could consider using in their strategies. The presentation was accompanied by a matrix handout that indicated whether or not the media choices listed facilitated two-way participatory communication processes or were more appropriate for one-way, top-down messages. It also included basic budgetary considerations and indicators for which types of audiences might be most appropriate for their use.

In her presentation, Dr. Protz stressed the importance of “thinking outside the box” and encouraged the participants not to fall into traditional modes of communication, as both Mr. Gittens and Mr. Regis had also emphasized.

In reviewing and discussing the media options presented on the handout, some participants raised concerns about budgetary considerations. St. Kitts & Nevis, in particular, were concerned that their national action planning process should begin not with a ‘wish list’ of media activities, but rather the budgetary realities and limitations they faced. “What is the point of selecting a variety of media if we can’t afford to actually do them?” it was asked.

Dr. Protz acknowledged the concern, but responded by saying that a better planning approach is the ‘objective/task’ method which first establishes appropriate goals, objectives and indicators for measuring impact, and which then looks at what media activities can be designed to achieve these objectives in an affordable manner.

It was also recognized that the 3-day nature of the workshop did not allow sufficient time to really get into a full-fledged discussion on budgeting which requires a workshop in its own right. But she assured participants that budgetary considerations would be dealt with through follow-up work on the national action plans with the individual countries in the post workshop period.

### ***7.1.8 Case Study Experiences on the Use of Various Mass Media – Mr. Julius Gittens***

The last session for the day involved an additional presentation by Mr. Gittens on the use of community media. Mr. Gittens shared the case of a PANOS and CANARI workshop that recently been held in Laborie, St. Lucia to initiate community awareness about climate change. The Laborie experience sought to capture community voices with respect to climate change and resulted in a community newsletter which helped to raise awareness. His presentation reiterated his recommendation to use a wide-range of both mass media and small or community media when planning public awareness strategies and it further reinforced the recommendations made by both Mr. Regis and Dr. Protz in their presentations.

This completed the end of Day One's activities and the workshop closed at 4:00 p.m. on time as originally scheduled despite starting a little late with the opening ceremony and going overtime during the morning's presentations.

## **7.2 DAY II – TUESDAY, JULY 15<sup>TH</sup>, 2008**

### ***7.2.1 Regional Awareness Strategies – Case Study #3 – The Case of the Caribbean Single Market Economy (CSME) – Mr. Salas Hamilton, Communication Specialist, CSME Unit, Barbados***

Day II started off with two additional case study experiences, the first of which was a presentation by Mr. Salas Hamilton who shared the experience of raising awareness about the CARICOM Single Market and Economy (CSME). Mr. Hamilton started by pointing out the challenges facing the CSME in the region, including:

- Shifting implementation time frames
- 14 million population
- Different languages and different ethnic, religious, cultural groups
- Plans mostly donor funded
- Need for increased Caribbean information sharing
- Transportation challenges (it is getting increasingly expensive to travel within the region and to foster a regional sense of identity)

To counter these challenges, the CSME has promoted the following key messages:

- a) A Stronger Voice in the Global Economy
- b) Creating Prosperity, Job and Opportunities for all
- c) Preserving our Unique Cultures; Creating a Shared Caribbean Identity

To promote the CSME regionally, Mr. Hamilton said the following strategies have been adopted:

- Face to Face and one-on-one communication

- A Team of Spokespersons (that can be called on to speak about the CSME in various countries)
- A Regional Mass Media Campaign
- Collaboration with Key Players
- Audio Visual Material
- Advocacy, Training and Seminars

The main products that the CSME have produced over the past four years have included:

- |  |  |
|--|--|
| • Youth Campaign Strategy                | • Miss Caribbean Talented Teen (PR)                        |
| • Baseline Survey                        | • Suriname Radio Series                                    |
| • Advertising Impact Assessment          | • Full Page Newspaper Advertising on Implementation Status |
| • Newspaper Editors Workshop             | • Advertising in Cricket and Olympic Broadcasts            |
| • Base for CSME Website                  | • Country Missions   |
| • Booklet: Free Movement Work and Travel | • Lectures and Presentations                               |
| • Advertising Campaigns                  | • Collaborations   |
| • Bill Boards                            | • Youth Advocacy Training                                  |
| • Video Public Service Announcements     | • Spokespersons Workshop                                   |
| • Jingles                                |  |

The range of media activities shared in the CSME presentation were identified as being particularly relevant and useful for both the regional and national action plans. Mr. Hamilton also shared some dynamic PSA advertisements that were very well received by the participants – striking a positive note of pride. Also very useful to this presentation was Mr. Hamilton’s frank budgetary account of what the above activities have actually cost to implement.

***7.2.2 Regional Awareness Strategies – Case Study #4 – Marketing to the Visitor – How to get Your message to the Tourism Market – Ms. Maria Fowell, Senior Manager, Marketing and Corporate Communications, Eastern Caribbean Financial Holding (ECFH).***

The final case study presentation was provided by Maria Fowell of the ECFH (the former Director of Tourism for St. Lucia) who shared advice on how to target a very critical audience for protected area awareness strategies - the tourists who come to the Caribbean region. She emphasized that trying to raise awareness of environmental issues among tourists is challenging because they come to relax, have fun and rest – not to be educated. She outlined the specific socio-economic characteristics of today’s tourism visitor to the region and indicated that they now do considerable research before making their final destination selection. As a result they are far more knowledgeable and sophisticated than their previous counterparts.

Ms Fowell’s presentation also offered some very constructive tips for national action plans that might wish to target this particular audience. First she suggested, it is important to get ‘the message right’ by asking:

- What message do we want to convey to the visitor?



- What image do we want to portray?
- What knowledge do we want them to leave with?
- Is this message different to the message targeted at nationals?
- What behavioural change are we anticipating from the visitor?
- What are we trying to get the visitors to do?/What is the desired achievement?

She also had very insightful ideas related to potential communication channels for this audience, including:

- National Tourism Organization (NTO) websites
- Other tourism websites e.g. CTO, Expedia etc
- Guide Books – e.g. Frommers & Fodors (also online)
- Travel magazines
- Local Visitor Guides
- Educational brochures and leaflets at protected areas
- Tourist Information Centres
- Appropriate signage at airports & attractions
- Seminars, presentations & lectures
- Local TV (including tourist visitor channels, where available) and newspapers (to a lesser extent)
- Use of local community persons (she noted that visitors are sometimes interested in how the site might benefit the nearby community, and, if local communities are involved in telling their stories, visitors may more likely to be attracted to this site, as they want to engage with local people on their visits.

Most importantly, Ms Fowell emphasized that:

- The message may be serious but the delivery does not have to be. Remember they are on vacation, therefore simplify the message
- There is only a small window of opportunity to get your message across as you do not have the benefit of lengthy campaigns
- Visitor main focus is on relaxation – therefore may be difficult to get their attention
- It is also important to get the support from tourism authorities

### ***7.2.3 The OECS KAP Survey – Findings, GAPS and Recommendations*** ***Ms. Tecla Fontenard – Communication Specialist - OPAAL***

With the close of the case study presentations, the consultation then shifted to it's most important dimension – presentation of the findings from the OPAAL “Knowledge, Attitudes and Practices” (KAP survey) by Ms. Fontenard.

Ms Fontenard outlined the purpose of the KAP and the various areas that it covered as well as the two main audiences that were targeted: household level respondents in each country; and environmental departments/institutions.

She explained that the KAP found considerable differences among countries with respect to media consumption, but that overall people claimed that radio was the main way in which they received their environmental news and information, while TV was still seen as more credible, and more effective. The KAP further revealed that print was rarely relied on for environmental information, with the exception of Antigua and Barbuda which appeared to have quite high newspaper readership. Surprisingly, the internet and some of the new web-based forms of communication channels (You-Tube, Face Book, and so forth) were scarcely mentioned as credible channels.

Trusted messengers for environmental information, according to the survey, were identified as teachers, people in the news and environmental officers in all countries surveyed.

The KAP also revealed that there was significant work to be done to improve environmental knowledge and literacy within the OECS, not only with respect to PA's, but to environmental issues in general.

The KAP survey as a whole is a huge, highly detailed study and a seminal piece of work that can be used to not only guide communication strategies related to Protected Areas, but also for any other type of environmental education programme. Highlights of the KAP were also prepared as detailed handouts in addition to the presentation so that participants could have the reference material at hand, after the presentation to digest the information presented. Country specific handouts were also prepared to assist the working groups develop their own national action plans.

Most importantly, the KAP identified the starting points for improving Environmental Awareness of PA's. Small group consultations were recommended, a mix of mass media and small media should be employed, local illustrative examples should be used wherever possible, a social marketing approach should be utilized that would emphasise behaviour and attitudinal change; and impact indicators should be established to measure success.

### ***Discussion:***

Both during and following the KAP presentation, there was considerable discussion. There was some questioning as to the validity of some the data by some countries who found the results for their own countries surprising. In addition, as environmental officers who would have been expected to play a role in the survey, some participants claimed to not have been aware of it.

By and large though, the majority of the concern with the KAP was with respect to its findings related to the Environmental Department, not the household level data. As the household level data was what was most critical to the design of the national action plans, and participants were comfortable with the results for this audience level, the discussion rested and it was possible to then move into the working group sessions.

## 8. WORKING GROUP SESSIONS

### *8.1 Introduction to the Working Group Sessions*

To get the working groups off to a constructive start, packages of country specific data were provided to each group and template handouts were distributed to assist them in their design process.

Before beginning, groups were advised that:

- They were not to worry about budgeting at this point in the process, but instead were to focus on getting their goals, objectives, activities and indicators right.
- They were to use the data from their own country specific packages, as well as all the other handouts that had been provided during the course of the consultation, and to also draw from the case study experiences for ideas in developing their own national action plans.

More specifically, working groups were given the following tasks:

**Task A:** Review the Current Reality Sheets and the GAPS in the KAPs tables that were distributed and to then prioritize the gaps that were specific to their own group (i.e., identify four (4) gaps that they felt were absolutely critical for them to address over the next 2-3 years and be able to defend and justify their decision during plenary.

**Task B:** Set an overall S.M.A.R.T communication goal for their working group.

**Task C:** Set S.M.A.R.T communication objectives for achieving their overall goal.

**Task D:** Describe their primary target audience and identify any secondary audiences that might be necessary to address. Use the data sheets to describe these audiences in as much detail as possible.

**Task E:** Review the KAP data on media preferences and the handouts on media choices (media matrix) as well as drawing on the illustrative examples of the case studies, identify appropriate communication activities to achieve the groups objectives (such as public relations, drama, Environmental Education, etc.). Use the template provided as a guide and also identify a timeline (when) ideally the activities should take place.

**Task F:** Identify appropriate S.M.A.R.T output, process and outcome indicators for each of the objectives and corresponding communication activities.

**Task G:** List any and all agencies/organizations (government programmes, NGOs, etc.) and 'synergistic' related activities that the group knows might serve as potential partners for achieving their overall communication strategy.

**Task H:** Identify at least 2 journalists/talk show hosts, etc., with which the group will commit to try and establish a long-term relationship to assist them in their strategy.

This was a tall order, but with the tasks clearly identified, the groups then began their work as country teams and the resource persons assisted them on an as needed basis. One group of selected participants and resource persons was identified to separately focus on actions for the regional strategy.

## **8.2 DAY III – WEDNESDAY, JULY 10<sup>TH</sup>, 2008**

For most of the morning on the third and final day of the consultation, the six country working groups and the one regional working group continued to prepare their draft strategies.

Starting after coffee break and then again after lunch, presentations were made back in plenary. The overall goals and objectives of each action plan, and the complete draft regional strategy are presented here in summary form, along with the key points raised during discussion and feedback. The full draft action plan presentations are however provided as appendices.

### ***8.2 Plenary Presentations***

Few of the countries could complete all of the tasks given and also prepare either a flipchart or PowerPoint presentation for plenary. However, all were able to identify the relevant gaps in the KAPs that they wanted to address through their national action plans and they were also able to articulate an overall goal and set of objectives they wished to accomplish by 2010. Most countries also identified specific media activities for achieving their objectives and in some cases were able to articulate specific output or impact indicators. In most instances, process indicators were not completed due to time constraints.

Most of the countries were also successful at identifying synergistic programmes and partners to work with to implement their action plans, and also identified key journalists and/or talk show hosts with whom they were especially going to target for support in generating awareness.

These outputs were quite satisfactory as it was not expected that the teams would finalize their national action plans during the course of the workshop, but rather they would produce a sort of ‘bare bones skeleton’ that could inform the awareness strategy preparation by the Consultant and may be further fleshed out in the post-workshop period. The most important outputs were the goals and objectives, and all teams delivered these essentials.

The team working on the regional strategy was quite thorough and identified a set of eight (8) activities to serve as pillars for the regional strategy.

For the purpose of this report, only the key priority gaps in the KAPs, the overall goal, and the main objectives for each country national action plan are presented in narrative format here as the full output from each working group is presented in the appendix of the report. Each is still very much a “work in progress” as many elements still need to be completed through the work of

the consultant. However, the ‘big ticket’ items are presented within the body of the report as these generated the most discussion and feedback. These are given in alphabetical order.

The regional presentation however is presented here in full and not included in the appendix as it constitutes that main output from the consultation.

### **8.2.1 ANTIGUA AND BARBUDA – NATIONAL ACTION PLAN**

The gaps in the KAPs prioritized as most important for Antigua and Barbuda were as follows:

1. Increased environmental education and awareness of protected areas
2. Understanding the importance of PAs and the benefits that can be derived from them
3. Increased interest and involvement in protected areas
4. Knowing and understanding the legal and institutional framework for the management of protected areas

#### ***Communication Goal:***

By 2010, at least 50% of households in Antigua and Barbuda should be engaged in the reduction or eradication of harmful environmental practices (*such as littering, illegal sand mining, mangrove destruction, destructive fishing practices, indiscriminate clearing of land and removal of soils*) and exhibit an increase in sustainable environmental practices, based on their understanding of the importance and benefits of protected areas.

#### ***Communication Objectives to achieve the above goal:***

By 2010, there should be:

1. An 80% increase in the environmental education and awareness of Antiguan and Barbudans about PA's
2. At least 60% increase in the number of households who understand and know the important benefits (cultural, socio-economic, environmental, etc.) of Protected areas
3. At least 25% of households outside PA's and at least 75% of households within PA's will be involved in sustainable environmental practices (such as proper garbage disposal, good fishing practices, good land management, etc.)

Discussion of Antigua and Barbuda's overall goal generated considerable debate over just how specific public awareness strategies should aim to be with respect to improved behavior. As written, their goal was quite specific indeed, but also rather ambitious (i.e., not necessarily realistic or achievable – 50% was a high indicator to set). There was also questioning with respect to what was meant by “exhibiting an increase” (i.e., by how much?, etc.). Overall though, it was felt that the goal was specific, but that it might need a little more massaging to get just right.

Generally the objectives that this group articulated to achieve their overall goal were considered to be well written, but again a little bit ambitious.

### **8.2.2 DOMINICA – NATIONAL ACTION PLAN**

Dominica identified the following gaps in the KAP as priorities for their country:

- Few people claimed to be ‘very familiar’ with environmental issues (only 18.0% overall)
- Little awareness of many environmental terms and literacy (although this was audience differentiated)
- Need to increase interest to learn more among those who are less educated.
- People need to know that they can visit Protected Areas, where they are, how they can enjoy them, and so forth

#### ***Communication Goal:***

By 2010, increase by 70% visits by nationals to protected areas in Dominica and increase participation in environmental campaigns.

#### ***Communication Objectives:***

1. By end of Year One, 70% of nationals would be able to identify the main protected areas and know their location.
2. By the end of Year One, 50% of nationals will understand the importance of the sustainable use of natural resources and the positive impact on their livelihoods.
3. By end of Year One, there will be a 40% increase in family type activities held in protected areas. There will be at least 6 picnics held in the first year.

Generally speaking, Dominica’s articulation of its overall goals and objectives were considered to be very SMART by most of the participants.

### **8.2.3 GRENADA – NATIONAL ACTION PLAN**

The Gaps in KAPS identified as critical to Grenada were:

- **Clarity:** The need to clarify the technical terminologies in relation to protected areas (Protected areas, endemic, ecology, Forest Reserve, National Park etc.)
- **Networking:** Establish, institutionalise and foster linkages among environmental agencies in order to have cohesiveness and coordination
- **Initiatives:** Encourage and support more proactive initiatives to be undertaken towards environmental awareness on a national level
- **Advocacy:** Promote the environment by highlighting the importance of protected areas through dissemination of information.

#### **Communication Goal:**

Increase key stakeholders (community, policy makers, NGO’s etc.) participation/involvement by 20% in sustainable co-management of Protected Areas by 2012

### **Objectives to Achieve the Goal**

1. Raise the awareness of the population on key terminologies in relation to protected areas by year one (1)
2. Build capacities of key stakeholders to promote co-management initiatives of protected areas by year four (4)
3. Develop institutional frame work for collaboration and coordination among agencies relative to protected areas management by year four (4)

Grenada contributed a very well designed PowerPoint presentation, with specific activities to meet their goals and objectives, but unfortunately, many of the objectives they identified (and the subsequent activities to achieve these objectives), were actually outside the scope of communications and public awareness. For example, building capacity of stakeholders to become engaged in co-management of PAs as well as “developing institutional frameworks” involve other type of development interventions – not public awareness or behaviour change communication. The consultant will need to give Grenada focused attention in the post workshop period.

### **8.2.4 ST. KITTS AND NEVIS – NATIONAL ACTION PLAN**

The priorities identified as critical for St Kitts and Nevis were that:

1. Residents of SKN do not know about PAs in the Federation
2. Residents of SKN do not know why PAs are important (including economically)
3. Residents of SKN were the least aware of the protection of cultural sites
4. Residents of SKN were not aware of specific threats to the environment (such as over fishing)

#### ***Communication Goal:***

By the end of 2010, there will be an increase of 20% in both resident and overseas visitor-ship to protected areas in the federation.

#### ***Communication Objectives:***

1. By the end of Year 1, five persons will be trained in education and promotion associated with PA's
2. By the end of Year 1, 50% of residents will be able to identify the existing and potential PAs in the country, what they do, and why they are important.
3. By the end of Year 1, launch a promotional awareness initiative in SKN to educate persons about the benefits of PAs and to encourage visitor-ship.
4. By the end of Year 2, 60% of residents in SKN will be able to communicate a range of opportunities and practical ways in which individuals can be involved in helping to sustain and develop PA's.

The target audiences that SKN choose to prioritize were residents and tourists, with tour operators identified as a secondary audience.

Of all the country presentations, the one by SKN was the most detailed, thorough and SMART. Discussion revealed that Objective 3 was actually a media activity and should be articulated differently in order to truly be written in objective format. SKN was well on its way to finalizing its national action plan.

### **8.2.5 SAINT LUCIA – NATIONAL ACTION PLAN**

The team from the country of St. Lucia provided an excellent PowerPoint presentation in plenary and identified the following priorities from the KAP survey:

- Low awareness of PAs, and importance to natural resource conservation
- Low awareness of benefits to be derived from PAs (social, economic)
- Few people know that they can visit, enjoy and protect the PAs (ownership)
- There is a need to inform and educate that natural resources are finite, and must be managed/used sustainably

#### ***Communication Goal:***

By the end of 2010, 60% of the Saint Lucian public is aware that through sustainable use of PAs, they will benefit socially and economically as well as assist in the ecological protection of the areas.

Communication Objectives articulated by St. Lucia included:

- By end of 2010, 60% of Saint Lucian public will become aware of the concept and location of PAs
- By December 2010, 60% of Saint Lucian public understand the ecological and economic importance of PAs
- By end of 2010, 60% of the St. Lucian public will understand the link between sustainable use of the PA and continued economic activity
- By December 2010, 60% of St. Lucians make use of the recreational opportunities provided by PAs to both residents and visitors to the country.

Plenary discussion triggered debate here as well on just how specific (i.e., SMART) the overall communication goals and objectives needed to be. As worded above, for example the objectives do not indicate specifically **WHAT** the public will need to become aware of; or understand, or make use of, and so forth. The more precise fine-tuning of the goals and objectives are to be done in the post workshop period.

### **8.2.6 ST. VINCENT AND THE GRENADINES – NATIONAL ACTION PLAN**

The following priorities gaps in the KAPs were identified by the team from St. Vincent and the Grenadines:

- Limited awareness of the importance of protected areas and it's link to protecting and conserving biodiversity
- Poor dissemination of information pertaining to protected areas, their uses for recreational, ecological and economical benefits, management and conservation.
- Limited knowledge of government policies and programmes towards PA's



- Lack of awareness on how individuals and communities need to work together with Government to enhance environmental management.

***Communication Goal:***

To have 5 new management agreements in place with community based organizations involved in the co-management of protected areas by 2010.

***Communication Objectives:***

1. To increase by 70% the awareness of the importance of PAs and their link to protecting and conserving biodiversity by June 2010.
2. To provide continuous dissemination of information pertaining to PA's, their uses for recreational, ecological and economical benefits, management and conservation, whereby 75% of the general public will be well informed by year end of 2010
3. To increase by 50% the knowledge of government policies and programs towards PAs by July 2009
4. To increase by 50% the involvement of individuals and communities working together with the government to manage protected areas by 2010.

At first glance, the goals and objectives presented by SVG seemed to be outside the purview of communications, but the country team insisted that they must have the infrastructure, policy and legislation in place to encourage the formation of new management agreements and this is what they wanted their national action plan to deliver. Confident that their "stock was on the shelf", their overall goal as found to be quite clear and SMART in that case, as were their objectives.

### **8.3 OVERALL REGIONAL STRATEGY**

With the country national action plans presented, it was then possible to better consider what the regional strategy should do. Ultimately, the regional strategy should seek to strengthen the goals and objectives of the national action plans, by providing regional outputs that are beyond the capacity of any one country to deliver. Based on the findings of the KAP, there certainly were gaps in knowledge, attitudes and practices that could only be addressed at the regional level and this was the task of the regional team to discern. Members of the regional working group included Alleyne Regis, Carmel Haynes, Emlyn Jean and Julius Gittens.

***The Overall Regional Goal Proposed by this working group was:***

By 2011, at least 8 out of 10 citizens in OPAAL participating member states aware of OECS protected areas and understand the **legal concept** of a protected area within their own countries and across the OECS, leading to an appreciation of the significance of these PAs to their livelihoods.

No specific objectives were articulated to achieve this overall, so this will still need to be fleshed out in the post workshop period. However, the regional team did identify the key target audiences and specific activities (eight in all) to be used to achieve the overall goal.

### **Target Audiences**

- Broadcasters and Journalists in OPAAL member countries
- OPAAL member Government Information Services
- General public and PA stakeholders
- Government agencies
- Private Sector (Coastal developers, Tourism operators)

Main message offered:

**“Protected Areas are our future”**

– *Our air. Our food. Our life.*

*The future is worth protecting.*

### **Activity #1**

Create a **Slogan** by August 2008

- **Main audience:** General Public
- **Output indicator:** Slogan created and employed in all OPAAL regional/national communication activities
- Suggested slogans:
  - a) “Our Future is worth protecting”
  - b) “It’s the Caribbean, Naturally”
  - c) “The Future is **Green**”

### **Activity #2**

Create a generic **Radio Jingle**, adaptable for national messages

- **Main audience:** General Public
- **Output indicator:** Jingles distributed and aired on OECS radio stations, with versions adapted for national use

### **Activity #3**

Regional Media Awareness Initiative

A mix of workshops, training sessions, networking opps., one-on-ones and briefings over 2008-2009

- **Main Audiences:** GIS media workers, Editors, Reporters, Producers, Talk Show Hosts
- **Output Indicators:** Organised 2 regional workshops, 5 training sessions, 3 networking opportunities, quarterly briefings, with confirmed attendance by 65 % of invitees; and regular one-on-ones with media workers in a time-frame to be agreed upon by individual national focal points

### **Activity #4**

Create generic **PSAs** for multiple mass media, adaptable for national messages

- **Main audience:** General Public
- **Output indicator:** PSAs distributed and aired on OECS TV stations, with versions adapted for national use

**Activity #5**

**Rare Radio Drama** in pre-production for OECS over 3rd and 4th Quarter 2008 – available for messaging on OPAAL themes.

- **Main audiences:** OECS General Public
- **Output indicator:** By end of year one of series, Protected Areas messages are included in main storylines.

**Activity #6**

Contact with Tourism Industry & Media through regional conferences: Caribbean Media Exchange on Sustainable Tourism (CMEx) and CTO, CHA.

- **Main audience:** Regional Tourism Stakeholders
- **Output indicator:** Presentations made at three main hotel/tourism conferences

*Note: National focal points responsible for making contact with their national tourism authorities, hotel and tourism associations, etc.*

**Activity #7**

Create a PA focused series of cartoon shots that will be sent to OECS TV stations

- **Main audience:** Children ages 3 to 12
- **Output indicator:** Cartoon shots aired during early prime time on OECS TV stations, with inserts adapted for national use

**Activity #8**

Set up a **Regional Networking Initiative**

- a) Dovetail message with similar regional awareness programs. Especially St. George's Declaration initiatives
  - b) Protected Areas intranet and public portal
  - c) Align with similar projects such as SusGren, MarGov, CERN, RARE, CCA
- **Main audience:** PA Stakeholders and General Public
  - **Output indicator:** Increased Information and Communication among Stakeholders and increased Website traffic from within and outside the region

To some extent, the regional activities proposed by the respective working group were deemed very important, as these would serve as critical reference in the preparation of the draft strategy. As a result, it was necessary to build consensus for its recommendations among the entire wider group of country representatives. For this reason, time for in-depth debate on what had been presented was allowed.

While there was rather heated debate on some elements of the proposed regional activities, fortunately, overall the participants endorsed the key recommendations emerging from the regional presentation and felt that the regional team had done a good job of capturing the missing elements that would strengthen the needs of their own national action plans. The complementarity offered was much appreciated. The regional initiatives, albeit only a fraction of strategy, was seen to provide many of the missing general 'public awareness' links, that would allow the countries to focus on more specific activities that would lead to behaviour change outcomes.

Before the official close, Dr. Protz referred participants back to the overall goals and expected outputs of the 3-day workshop and found agreement from the participants that its objectives were indeed achieved and elements of the National Action Plans had been accomplished.

Participants were also asked to complete the workshop evaluation form before leaving.

And finally, to officially close off the proceedings, Mr. Peter Murray of the ESDU thanked all of the participants for their involvement in the process and expressed his satisfaction with the outputs achieved. He also thanked the main co-ordinator – Ms. Tecla Fontenard for organising the workshop and managing the process as well as the OECS-OPAAL support staff who worked so hard to ensure its success.

### ***9. FINDINGS FROM THE EVALUATION***

Results from the evaluation (Appendix D) indicate that overall participants were very pleased with the results from the 3 day consultation and were very happy with its outputs and content. A total of 23 out of 27 possible evaluation forms were received indicating an 85% response rate.

Several persons did indicate that more time should have been spent for the working groups to solidify their national action plans, but this had to be tempered with the need to also provide important necessary theoretical information and case study experiences which the majority of respondents also reported to be essential. This also would have been difficult to reconcile with another interest expressed by the participants which was to have had an opportunity to go on a field trip or to see a little bit of the host country outside of workshop activities. Difficult tradeoffs had to be made.

Not everyone was happy with the venue. Air conditioning in the plenary room was far too cold and internet access in the hotel was also very expensive, as were meals. But the rooms were considered very luxurious and comfortable and a very nice treat for most participants.

Overall though, the evaluation findings indicate that the workshop offered something for everyone and achieved its objectives. All of the sessions, while not necessarily deemed critical by all, were highly valued by others. Thus the organizers should feel pretty content that they offered something of considerable substance for everyone.

### **10. MAIN CONCLUSIONS, RECOMMENDATIONS AND WAY FORWARD**

In the course of its three day life, the regional consultation had successfully achieved its objectives, namely that:

1. The capacity of member states in communication strategy development had indeed been built;
2. An understanding of experiences and lessons from comparable regional strategies had been provided;

3. National input from Member States on the Strategy and National Action Plans had certainly been provided and;
4. Consensus on the key elements of regional strategy and National Action Plans had been achieved.

In addition to these achievements, it was suggested that brainstorming for a regional slogan should continue with input from all of the participating countries over the months of August and September.

However, a lot of work still remained to get the national action plans and regional strategy in place. Participants were anxious to know what follow-up activities were planned to allow them to complete their national action plans, and in this regard the following activities were stated:

1. A workshop report was to be prepared for distribution in August.
2. Dr. Protz was to summarize all of the country working group presentations and provide comments for further finalization with individual countries. This was to be done over the month of August and would feed into a final regional strategy document due for completion by the end of September 2008.
3. Likewise, the draft regional strategy will be shared over the month of August with feedback to be received by September for the finalization of a regional strategy by the end of September.

Ultimately however, the workshop fulfilled its purpose and opened the doors to further collaboration for a regional communication strategy that will raise public awareness on the importance of Protected Areas within the OECS and also identified areas in which the OECS can help to strengthen the work of Member States as they embark on their own National Action Plans.

# Appendices

## APPENDIX A: PROGRAMME

Monday July 14, 2008		
8:30 - 9:00	<b>Opening Ceremony</b>	
9:00 - 9:15	<i>Introductions</i>  <i>OPAAL Background and Objectives</i>	Keith Nichols Head, OECS-ESDU
9:15 - 9:30	<i>Setting the context for the regional Consultation</i>	Tecla Fontenard Communications Specialist, OPAAL
9:30 - 10:30	<i>What is Strategic Communication?</i>	Maria Protz Consultant
10:30 - 10:45	<b>Break</b>	
10:45 – 11:30	<i>Steps involved in Strategic Communication</i>	Maria Protz Consultant
11:30 – 11:45	<i>Overview of Case Study Experiences</i> <i>What has worked in the region?</i>	Maria Protz Consultant Tecla Fontenard Communications Specialist, OPAAL
11:45-12:30	<i>Regional Awareness Campaigns – the case of the CCA/CREP</i>	Julius Gittens Environmental Journalist Barbados
12:30 - 1:30	<b>Lunch</b>	
1:30 – 2:10	<i>Social Marketing as a strategy for environmental education: the case of RARE:</i>	Alleyne Regis Technical Director, Rare Radio Saint Lucia
2:10 - 3:00	<i>Overview of Types of Media Options and Media Activities for Consideration</i>	Maria Protz Consultant
3:00 – 4:00	<i>Case study experiences on the use of various mass media</i>	Julius Gittens Environmental Journalist Barbados
<b>End of Day I</b>		

	<b>DAY II</b> <b>Tuesday July 15, 2008</b>	
9:00 – 9:45	<i>Regional Awareness Strategies – the Case of the CSME</i>	Salas Hamilton Specialist, Communications CSME Unit, Barbados
9:45 - 10:30	<i>Marketing to the visitor- how to get your message to the tourism market?</i>	Maria Fowell Senior Manager, Marketing and Corporate Communications Eastern Caribbean Financial Holding (ECFH), Saint Lucia
10:30 - 10:45	<b>Break</b>	
10:45 - 12:30	<i>The OECS KAP Survey (conducted in the six OPAAL Participating Member States)</i>	Tecla Fontenard Communications Specialist, OPAAL
12:30 - 1:30	<b>Lunch</b>	
1:30 – 2:00	The OECS Strategy for Protected Areas: 1. Elements of the Strategy –Introduction to the handouts and outputs; 2. Instructions to Work-groups	Maria Protz Consultant
2:00 - 5:00	<u>Working Groups/Sessions</u> 6 national groups – to make inputs into national action plan 1 regional group – to make inputs into regional action plan	Resource persons and consultant to provide assistance to working groups
<b>End of Day II</b>		
	<b>DAY III</b> <b>Wednesday July 16, 2008</b>	
9:00 – 10:45	<u>Working Groups/Sessions continued</u> ▪ 6 national group ▪ 1 regional group	Resource persons and consultant to provide assistance to working groups
10:45 – 11:00	<b>Break</b>	
11:00 – 12:30	<u>Plenary – Group presentations and discussions</u> Presentations on national elements Presentation from regional elements	Representative from national working groups
12:30 - 1:30	<b>Lunch</b>	
1:30 – 4:00	<u>Plenary – Group presentations and discussions continued</u> Presentations on national elements Presentation from regional elements	Representative from national working groups
4:00 – 5:00	Final discussions, Way forward and Wrap Up	Maria Protz Consultant Tecla Fontenard Communications Specialist, OPAAL



**APPENDIX B:**  
**LIST OF PARTICIPANTS**

	NAME	JOB TITLE	MINISTRY/AGENCY	ADDRESS	CONTACTS
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**APPENDIX C.1.**  
**ANTIGUA AND BARBUDA**

**Priority Gaps in the KAPs that Antigua and Barbuda are Addressing**

- Increased environmental education and awareness of protected areas
- Understanding the importance of Pas and the benefits that can be derived from them
- Increased interest and involvement in protected areas
- Knowing and understanding the legal and institutional framework for the management of protected areas

***Communication Goal:***

By 2010, at least 50% of households in Antigua and Barbuda should be engaged in the reduction or eradication of harmful environmental practices, such as littering, illegal sand mining, mangrove destruction, destructive fishing practices, indiscriminate clearing of land and removal of soils, and exhibit an increase in sustainable environmental practices, based on their understanding of the importance and benefits of protected areas.

***Communication Objectives:***

By 2010, there should be:

1. An 80% increase in the environmental education and awareness of Antiguan and Barbudans about PA's
2. At least 60% increase in the number of households who understand and know the important benefits (cultural, socio-economic, environmental, etc.) of Protected areas
3. At least 25% of households outside PA's and at least 75% of households within PA's will be involved in sustainable environmental practices (such as proper garbage disposal, good fishing practices, good land management, etc.)

***Target Audiences:***

***Primary –***

Students (primary School and tertiary)

Householders

***Secondary –***

Government agencies (especially environmental

Private sector

NGOs and CBOs

Religious organizations and other groups

***Media Activities and Time Line for Each Specific Objective***

***Objective 1:***

An 80% increase in the environmental education and awareness of Antiguan and Barbudans about PA's

***Media activities***

- Interactive radio/TV programs
- Awareness assembly @ individual schools, speakers and radio contests
- Brochures and other promotional material
- Fieldtrips/tours of protected areas

***Indicators:***

Output: Not completed

Process: Not completed

Outcome: Not completed

***Objective 2:***

At least 60% increase in the number of households who understand and know the important benefits (cultural, socio-economic, environmental, etc.) of Protected areas

***Media Activities:***

- Interactive radio/TV programs
- Awareness assembly @ individual schools, speakers and radio contests
- Newspaper feature articles
- Public service announcements
- Road shows to different communities

***Indicators:***

Output: Not completed

Process: Not completed

Outcome: Not completed

***Objective 3:***

At least 25% of households outside PA's and at least 75% of households within Pas will be involved in sustainable environmental practices (such as proper garbage disposal, good fishing practices, good land management, etc.)

***Media Activities:***

Community-based competition and incentives

***Indicators:***

Output: Not completed

Process: Not completed

Outcome: Not completed

***Synergistic Programmes and Activities***

Not yet completed.

***Contact persons:*** Mr. Philmore James and Ms. Anika Caleb-Browne

## APPENDIX C.2. DOMINICA

### Priority Gaps in the KAPs that Dominica is Addressing

- Few people claimed to be ‘very familiar’ with environmental issues (only 18.0% overall)
- Little awareness of many environmental terms and literacy (although this was audience differentiated)
- Need to increase interest to learn more among those who are less educated.
- This is a huge gap. People need to know that they can visit these sites, where they area, how they can enjoy them, and so forth

#### ***Communication Goal:***

By 2010, increase by 70% visits by nationals to protected areas in Dominica and increase participation in environmental campaigns.

#### ***Communication Objectives:***

1. By end of Year One, 70% of nationals would be able to identify the main protected areas and know their location.
2. By the end of Year One, 50% of nationals will understand the importance of the sustainable use of natural resources and the positive impact on their livelihoods.
3. By end of the year, there will be a 40% increase in family type activities held in protected areas. There will be at least 6 picnics held in the first year.

#### ***Target Audiences:***

***Primary*** – Children aged 5-16, primary schools and secondary schools, young people aged 16-40

***Secondary*** – Adults aged 40 and over

#### ***Media Activities and Time Line for Each Specific Objective***

***Objective 1:*** By end of Year One, 70% of nationals would be able to identify the main protected areas and know their location.

##### ***Media activities and time line***

- Production of 10 minute videos on protected areas
- Production of jingles for radio and TV using voices of children

#### ***Indicators:***

##### ***Output:***

Two Videos on the Parks by June 2009 and December 2009

Five jingles within 6 months

***Process:*** not yet completed

***Outcome:*** not yet completed

***Objective 2:*** By the end of year 1, 50% of nationals will understand the importance of the sustainable use of natural resources and the positive impact on their livelihoods.

##### ***Media activities and time line***

- Organize quizzes and debates to encourage participation by young people
- Meetings in collaboration with village councils

#### ***Indicators:***



**Output:**

Daily quizzes on radio station  
 Monthly meetings in different communities  
 Organize 2 debates with the clubs

**Process:** not yet completed

**Outcome:** Not yet completed

**Objective 3:** By end of the year, there will be a 40% increase in family type activities held in protected areas. There will be at least 6 picnics held in the first year.

- Organize field trips for children to protected areas
- Recreational activities planned at sites
- Work with popular figures in society to develop video spots

**Indicators:****Output:**

One trip every 3 months during environmental days based on calendar  
 Produce four (4) 30 second videos

**Process:** None completed as yet

**Outcome:** None completed as yet

**Synergistic Programmes and Activities**

Environment Corner  
 From all Angles  
 Talking Point  
 The Heng  
 In Depth  
 Youth Program  
 DYEO

**Partners****Government Agencies:**

Forestry, Wildlife and Parks  
 Ministry of Tourism  
 Environmental Coordinating Unit  
 Ministry of Health and Environment  
 Government Information Service  
 Youth Division  
 Ministry of education  
 DOWASCO  
 DOMELEC

**Others:**

Environmental Youth Group  
 WEF Waina Kubuli Ecological Foundation  
 NAYA – Youth in Agriculture  
 ATREC  
 SLIC – Sustainable living

***Programmes:***

Environmental Corner  
From All Angels  
Talking Point/RUM  
Indepth Report  
The Henge  
Matt in the Morning

Talk Show Hosts – Alex Bruno

***Contact person:*** Jacqueline André

***Comments from plenary:***

Targeting schools to create demand for visits to parks is fine, but what other audiences need to be considered?

### APPENDIX C.3. GRENADA

#### Priority Gaps in the KAPs that Grenada is Addressing

##### Gaps in KAPS critical to Grenada

- **Clarity:** Clarify the technical terminologies in relation to protected areas (Protected areas, endemic, ecology, Forest Reserve, National Park etc.)
- **Networking:** Establish, institutionalise and foster linkages among environmental agencies in order to have cohesiveness and coordination
- **Initiatives:** Encourage and support more proactive initiatives to be undertaken towards environmental awareness on a national level
- **Advocacy:** Promote the environment by highlighting the importance of protected areas through disseminated of information.

##### Communication Goal:

Increase key stakeholders (community, policy makers, NGO's etc.) participation/involvement by 20% in sustainable co-management of Protected Areas by 2012

##### Objectives to Achieve the Goals

##### 1. Raise the awareness of the population on key terminologies in relation to protected areas by year one (1)

Activities	Process/timeline
1.1 Disseminate information through all media to general population	Cross word puzzlers in news paper Teacher workshop Television clippings
1.2 Facilitate consultations with stakeholders	Twelve (12) focus group workshops

##### 2. Build capacities of key stakeholders to promote co-management initiatives of protected areas by year four (4)

2.1 Conduct capacity need assessment	Conduct survey analysis to determine stakeholders' skills and competence
2.2. Provide training relative to needs	conduct specialized technical workshops as identified necessary
2.3. Establish the necessary co-management structures	Informed by analysis
2.4 Procurement of tools/equipment	

##### 3. Develop institutional frame work for collaboration and coordination among agencies relative to protected areas management by year four (4)

3.1 Audit to ascertain the existing and non-existing relationships among stakeholders
3.2 Develop necessary linkages and institutional structures
3.3 Develop and implement monitoring structures

##### Primary Audience:

- General Population (with emphasis on communities close to the protected areas)

- Media (print, electronic and performing arts)
- People (schools, policy makers cabinet, politicians, permanent secretaries, departmental heads, NGO's, private sector)

#### **Media preferences**

- Radio
- T'V
- News paper
- Community consultations
- School programmes
- Performing Arts
- Workshops
- Utility Bills/general mails (promotional messages)
- Mobile Phones
- Emails

#### **List of Stakeholders**

- **Inter Agency Group of Development Organization (Agency for Rural Transformation (ART), Grenada Community Development Agency (GRENCODA) etc.)**
- **Grenada Solid Waste Management Authority**
- **National Water and Sewage Authority**
- **Environmental Health (MOH)**
- **Forestry and Parks Department (MOA)**
- **Fisheries Division (MOA)**
- **Ministry of Education/Educational Institutions**
- **Sustainable Development Committee**
- **Physical Planning (MOF)**
- **Chamber of Commerce**
- **Conference of Churches**
- **Ministry/Board of Tourism**
- **Hotel Association/Taxi Operators/Tour Guides**

#### **Identification of Media Personnel**

- Mis. Lynda Straker
- Mr. Leslie Pierrie
- Anthony Greenidge (Jerico)
- George Grant
- Louis Smith (GBN)

#### ***Comments from the discussion:***

Many of the activities listed are more like development interventions beyond what communication and public awareness can actually do.

**APPENDICE C.4.  
ST. KITTS AND NEVIS**

**Priority Gaps in the KAPs that St. Kitts and Nevis are Addressing**

1. Residents of SKN do not know about Pas in the Federation
2. Residents of SKN do not know why Pas are important (including economically)
3. Residents of SKN were the least aware of the protection of cultural sites
4. Residents of SKN were not aware of specific threats to the environment (such as over fishing)

***Communication Goal:***

By the end of 2010, there will be an increase of 20% in both resident and overseas visitor-ship to protected areas in the federation.

***Communication Objectives:***

1. By the of Year 1, five persons will be trained in education and promotion associated with Pas
2. By the end o year 1, 50% of residents will be able to identify the existing and potential Pas in the country, what they do, and why they are important.
3. By the end of year 1, launch a promotional awareness initiative in SKN to educate persons about the benefits of Pas and to encourage visitor-ship.
4. By the end of year 2, 60% of residents in SKN will be able to communicate a range of opportunities and practical ways in which individuals can be involved in helping to sustain and develop PA's.

***Target Audiences:***

***Primary –***  
Residents  
Tourists

***Secondary –***  
Tour Operators

***Media Activities and Time Line for Each Specific Objective***

***Objective 1:***

By the of Year 1, five persons will be trained in education and promotion associated with Pas

***Main activities:***

Train 5 persons (3 SKs and 2 Nev) by February 09 as environmental educators/promoters using an experienced, overseas consultant.

***Indicators:***

Training – 3 months full time training including field work  
5 trained educators

Output: Not yet completed

Process: not yet completed  
Outcome: not yet completed

***Objective 2:***

By the end of year 1, 50% of residents will be able to identify the existing and potential PA's in the country, what they do, and why they are important.

***Media Activities:***

Conduct survey on current visitor-ship of existing and potential Pas by February 2009  
Produce (obtain still footage, film and edit) a professional video of PA's by February 2009

Carry out workshops and field trips for teachers, students, community groups, tour/taxi operators by December 09

**Indicators:**

**Output:**

Survey results  
Video and PowerPoint produced  
12 workshops and 30 field trips

**Process:** not yet completed

**Outcome:**

Increased awareness  
Increased visitors

**Objective 3:**

By the end of year 1, launch a promotional awareness initiative in SKN to educate persons about the benefits of Pas and to encourage visitor-ship.

**Media activities:**

Panel discussion of launch on Earth Day – April 2009  
Distribution of DVDs, brochures and fact sheet by March-Dec 2009  
Jingle promotion on radio and TV – March 09 until?  
Media tour of sites (march 09)

**Indicators:**

**Output:**

Panel discussion X2  
Media promotion 2X weekly  
Fact sheets/brochures 200,000 in total

**Process:** not yet completed

**Outcome:**

Further increased awareness and # of visitors

**Objective 4:**

By the end of year 2, 60% of residents in SKN will be able to communicate a range of opportunities and practical ways in which individuals can be involved in helping to sustain and develop PA's.

**Media activities:**

Exit survey by December 2010  
Distribution of fact sheet/brochures by year 2  
Further field trips and workshops – year 2

**Indicators:**

**Output:**

Survey analysis completed  
Workshops completed in all community groups  
Field trips carried out in all primary and secondary schools including college level

**Process:** not yet completed

**Outcome:**

60% increase in awareness

***Synergistic Programmes and Activities***

Brimstone Hill Fortress National Park Society

NHCS

SCHS

UNESCO SIV

Journalists to Partner With:

Glen Bart – SKNIS

Let's talk – Von Radio

Heritage Matters – Winn FM

Observer

Choice FM

ZIZ

SKN Vibes.com/Nevis Pages.com

**Contact person:** Randolph Edmead (director DPPE)

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Comments :

Good goal – SMART

#3 is an activity – not an objective

# - training materials produced

Objective #2 – how will the video be used?

Promotional strategies – churches, school visits

Has potential for regular mainstream marketing

**APPENDIX C.5.**  
**SAINT LUCIA**

**Priority Gaps in the KAPs that St. Lucia is Addressing**

- Low awareness of PAs, and importance to natural resource conservation
- Low awareness of benefits to be derived from PAs (social, economic)
- Few people know that they can visit, enjoy and protect the PAs (ownership)
- There is a need to inform and educate that natural resources are finite, and must be managed/used sustainably

***Communication Goal:***

By the end of 2010, 60% of the Saint Lucian public is aware that through sustainable use of PAs, they will benefit socially and economically as well as assist in the ecological protection of the areas.

***Communication Objectives:***

1. By end of 2010, 60% of Saint Lucian public will become aware of the concept and location of PAs
2. By December 2010, 60% of Saint Lucian public understand the ecological and economic importance of PAs
3. By end of 2010, 60% of the St. Lucian public will understand the link between sustainable use of the PA and continued economic activity
4. By December 2010, 60% of St. Lucians make use of the recreational opportunities provided by PAs to both residents and visitors to the country.

***Target Audiences:***

***Primary Target Audience***

Residents of communities in and adjacent to PAs

***Secondary Target Audiences***

students and teachers at all levels of the education system (Pre-school to tertiary level).

***Media Activities and Time Line for Each Specific Objective***

***Objective 1: By end of 2010, 60% of Saint Lucian public will become aware of the concept and location of PAs***

<b>MEDIA</b>	<b>ACTIVITIES</b>	<b>TIMELINE</b>
<ul style="list-style-type: none"> <li>• Video</li> <li>• Public presentations/ Community meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Develop skit</li> <li>• Play video at 12 community meetings and schools</li> </ul>	Jan 2009 Jan – Jun 2009
<ul style="list-style-type: none"> <li>• TV and Radio</li> </ul>	<ul style="list-style-type: none"> <li>• Develop TV and radio jingles</li> <li>• Public Service Announcements (PSAs)</li> </ul>	Jan – Feb 2009  Mar – Jun 2009



<ul style="list-style-type: none"> <li>• TV</li> <li>• Radio</li> <li>• Newspaper</li> <li>• Site visits</li> </ul>	<ul style="list-style-type: none"> <li>• Launch (on site) competitions (school and general public) (quiz, photo, essay, debate, etc)</li> <li>• Print newspaper articles</li> </ul>	May-July 2009
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**Indicators:**

Output: Not yet completed

Process: Not Yet completed

Outcome: Not yet completed

**Objective 2:** By December 2010, 60% of Saint Lucian public understand the ecological and economic importance of PA's

MEDIA	ACTIVITIES	TIMELINE
Banners	Design and display banners in strategic locations	Jun – Aug 2009
TV Radio	Host discussions (live and recorded)	Jun – Aug 2009
Billboards	Design and display billboards	Aug – Dec 2009
Print	Display banners in newspapers Print informative brochures	Jun – Dec 2009

**Indicators:**

Output: Not yet completed

Process: Not Yet completed

Outcome: Not yet completed

**Objective 3:** By end of 2010, 60% of the St. Lucian public will understand the link between sustainable use of the PA and continued economic activity

MEDIA	ACTIVITIES	TIMELINE
Television	Create and broadcast factoids Host discussions / talk shows (bilingual)	Jan – Jun 2010
Radio	Create and broadcast factoids Host discussions / talk shows (bilingual)	Jan – Jun 2010
Print	Create and print factoids	Jan – Jun 2010

Workshops	Hold discussions with resource users	Jan – Mar 2010
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Output: Not yet completed

Process: Not Yet completed

Outcome: Not yet completed

**Objective 4:** By December 2010, 60% of St. Lucians make use of the recreational opportunities provided by PAs to both residents and visitors to the country

MEDIA	ACTIVITIES	TIMELINE
Radio TV Print Flyers Internet	Advertising	Jan – July 2010

**Indicators:**

Output: Not yet completed

Process: Not Yet completed

Outcome: Not yet completed

**Synergistic Programmes and Activities**

- Ministry of Education
- Ministry of Physical Development and the Environment
- Saint Lucia National Trust
- Ministry of Agriculture, Lands, Fisheries and Forestry
- Tour Guide Associations
- Funding agencies
- PA Managers
- Marketing Agencies (e.g. Right Angle Imaging)
- Saint Lucia Tourist Board
- Community Groups
- Media (radio, TV, print)
- Southern Tourism Development Corporation
- Community Development Officers
- Chamber of Commerce

**Media Personalities to Target**

- **Radio**
  - Andre Paul
  - Sam ‘Jouk Bois’ Flood
- **TV**
  - Rick Wayne
  - Timothy Poleon
- **Print**
  - Voice (YO! (youth magazine))
  - Tourism magazines (Tropical Traveler, Visions)

**Comments from the discussion**

Very good GAP analysis

Goal could be more specific in terms of what is meant by 'assistance' 60% target might be ambitious

Objective #1 – points 2&3 could be merged

#\$ what is meant by make use of recreational opportunities

Audience – if you want to reach 60% - do these correspond

Objective #2 – Bananas – not N&T for this objective

Billboards can only say so much

Synergy with Banyan production in Trinidad and Tobago

Objective 3 – didn't quite get to the output indicators

Good identification of journalists to partner with

**APPENDIX C.6.**  
**ST. VINCENT AND THE GRENADINES**

**Priority Gaps in the KAPs that St. Vincent and the Grenadines is Addressing**

- Limited awareness of the importance of protected areas and it's link to protecting and conserving biodiversity
- Poor dissemination of information pertaining to protected areas, their uses for recreational, ecological and economical benefits, management and conservation.
- Limited knowledge of government policies and programmes towards PA's
- Lack of awareness on how individuals and communities need to work together with Government to enhance environmental management.

***Communication Goal:***

To have 5 new management agreements in place with community based organizations involved in the co-management of protected areas by 2010.

***Communication Objectives:***

1. To increase by 70% the awareness of the importance of Pas and their link to protecting and conserving biodiversity by June 2010.
2. To provide continuous dissemination of information pertaining to PA's, their uses for recreational, ecological and economical benefits, management and conservation, whereby 75% of the general public will be well informed by year end of 2010
3. To increase by 50% the knowledge of government policies and programs towards Pas by July 2009
4. To increase by 50% the involvement of individuals and communities working together with the government to manage protected areas by 2010.

***Target Audiences:***

***Target Audience:***

***Primary Audiences:***

General public  
Communities  
Community groups

***Secondary:***

Government agencies  
Private sector  
Schools  
tourists

***Media Activities and Time Line for Each Specific Objective***

***Objective 1:***

To increase by 70% the awareness of the importance of PAs and their link to protecting and conserving biodiversity by June 2010.

***Media Activities:***

PSAs (3 per year)  
Newspaper pullouts (monthly articles)  
Brochures and flier  
workshops

***Indicators:***

**Output:** not fully determined

**Process:** not yet completed

**Outcome:**

Decrease in deforestation

Improved fishing practices/methods

Improvement in waste management within PAs

**Objective 2:**

To provide continuous dissemination of information pertaining to PA's, their uses for recreational, ecological and economical benefits, management and conservation, whereby 75% of the general public will be well informed by year end of 2010

**Media Activities**

booklets by June 2009

posters

Documentaries – December 2008

Signage/Billboards – January 2009

Town hall meetings

**Indicators:**

**Output:** not yet completed

**Process:** not yet completed

**Outcome:**

Increased visits to PA's

Increase in alternative livelihoods

Increase in educational research

**Objective 3:**

To increase by 50% the knowledge of government policies and programs towards PAs by July 2009

**Media Activities:**

Local TV program – 3 per year (April June, September 09)

Talk shows – continuously, numerous debates

Town Hall meetings – quarterly starting September (main audience – communities) 4 per year in various areas throughout the country

**Indicators:**

**Output:** not yet completed

**Process:** not yet completed

**Outcome:**

Increased enforcement of laws

Increased prosecution

Decrease in offences

**Objective 4:**

To increase by 50% the involvement of individuals and communities working together with the government to manage protected areas by 2010.

**Media Activities**

- Training seminars (March 09 – 4 per year) Target Audience - Communities
- Training workshops for Capacity building – Target Audience – Communities – 4 per year by April 09
- networking

**Output:** not yet completed

**Process:** not yet completed

**Outcome:**

Properly managed sites

Economic benefit from community involvement and poverty alleviation activities

***Synergistic Programmes and Activities***

Sustainable grenadines project

Global environmental facility – small grants programme

Tourism development project

Integrated forestry management and development programme

Various government agencies, NGOs, CBOs, programs for Pas

***Journalists to partner with:***

Jimmy Prince (API)

NBC (Radio)

Karib Kable

SVG TV

The News newspaper

***Contact person:***

Aloma Williams [-aloma@yahoo.com](mailto:-aloma@yahoo.com); [damspring@hotmail.com](mailto:damspring@hotmail.com)

## APPENDIX D

### FINAL EVALUATION RESULTS

Respondents were asked to rate from 1 (dissatisfied) to 5 (very satisfied) those categories which apply as follows:

Scale: (1) Dissatisfied  
 (2) Not Satisfied  
 (3) Somewhat Satisfied  
 (4) Satisfied  
 (5) Very satisfied

A total of 23 out of 27 possible evaluation forms were received. Please note that not all respondents answered all questions and so the results for each do not tally up to 23 responses in each case.

In the cases where written comments were submitted, these are provided verbatim.

After each question, a short analysis is provided:

#### **(1) About the Program**

- a) Topic was timely: 2-1; 3-3; 4-7; 5-12
- b) Topic was appropriate for audience: 4-14; 5-9
- c) Information was valuable: 3-1; 4-9; 5-13;
- d) Session(s) flowed well: 3-5; 4-11; 5-7
- e) Timeframe was appropriate: 2-1; 3-7; 4-11; 5-4
- f) Handouts were helpful: 3-3; 4-12; 5-8
- g) Adequate break time: 3-3; 4-13; 5-7
- h) Well- organized: 3-2; 4-14; 5-7
- i) Well-prepared: 4-13; 5-9
- j) Encouraged discussion: 4-8; 5-14
- k) Met event objectives: 3-3; 4-8; 5-10
- l) Met overall expectations: 3-3; 4-7; 5-9

#### **Comments:**

- Needed more time and research time to prepare the national strategies.
- Good if done earlier in project, but otherwise very informative and well-organized.
- Should have spent more time for developing national and regional strategies.
- Break time was ok. However, out to have time for site visits, etc. Many persons were frustrated because there was no time to 'see' the country and for some persons it was their first visit.
- Handouts from all presenters should be a must!
- Good workshop!
- Rather interesting

**Analysis:** Overall, responses were in the 4-5 – or the “satisfied to very satisfied” range indicating that with respect to overall content, relevance and format of the workshop met participant demands quite highly.

## **(2) Speaker(s)/Facilitator(s)**

- a) Knowledge of subject: 3-1; 4-11; 5-12
- b) Ability to involve or keep attention: 3-2; 4-9; 5-12
- c) Relevance of topic(s): 3-1; 4-12; 5-10
- d) Ability to address audience’s questions: 2-2; 3-1; 4-9; 5-11
- e) Presentation skills: 2-1; 3-2; 4-9; 5-11
- f) Adhered to allotted time-frame: 3-2; 4-13; 5-8
- g) Visual aids/handouts: 2-1; 3-3; 4-8; 5-12
- h) Fulfilled the objects of session: 3-2; 4-10; 5-11

### **Comments:**

- Presentations could have been more concise to get to “The Main Thing”
- Day’s sessions were too long, especially the last day.
- Educational and informative – learnt a lot.

**Analysis:** Again, responses predominately ranged in the 4-5 or “satisfied or very satisfied” range with respect to skills of the speakers and presenters.

## **(3) Registration Procedure**

### **Electronic registration**

- a. Ease of use: 3-1; 4-7; 5-8
- b. Registration materials: 4-9; 5-9
- c. Conciseness: 4-8; 5-6
- d. Adequate Informative: 3-1; 4-10; 5-5

**Analysis:** Likewise here, participants seemed to have found the electronic registration process either largely “satisfactory” or “very satisfactory”.

## **(4) Lodging**

- a) Reception Service: 1-1; 2-2; 3-4; 4-5; 5-4
- b) Cleanliness of rooms: 2-1; 3-2; 4-8; 5-4
- c) Rates: 1-2; 2-1; 3-8; 4-2; 5-2
- d) Proximity to meeting/event: 3-4; 4-3; 5-10
- e) Proximity to restaurants: 2-1; 3-6; 4-3; 5-5
- f) Proximity to airport/transportation: 2-1; 3-3; 4-6; 5-7



- g) Ease of access: 3-3; 4-5; 5-6
  - h) Parking accessibility/availability: 3-2; 4-2; 5-3
  - i) Internet accessibility: 1-4; 2-8; 3-2; 4-2; 5-1
- Proximity to airport/ transportation: 2-1; 3-5; 4-3; 5-7
- Overall Lodging: 1-1; 2-1; 3-2; 4-8; 5-4

**Comments:**

- Please organize workshops/events in smaller hotels providing internet access.
- The meals were very expensive and exceeded the per diem. Could have a much more reasonable hotel where food could be readily obtained based on finances.
- Internet access should have been readily available to participants via the conference facilities.
- Too expensive
- This venue was adequate and lovely and comfortable but accessibility to local transport and taxis was difficult.
- If participants are expected to eat at a hotel then the per diem should be enough to allow that, especially when there were no other facilities within walking distance.
- Internet access too expensive.

**Analysis:** With respect to lodging, responses were far more varied. There was quite high dissatisfaction with internet accessibility for example and generally speaking, respondents felt the accommodation was expensive, but comfortable. It was also convenient to the meeting venue, but respondents would have preferred closer access to more affordable eating venues..

**(5) Meeting/Event Facility**

- a) Cleanliness: 3-2; 4-6; 5-13
  - b) Appearance: 4-7; 5-13
  - c) Food and beverages offered: 4-12; 5-9
  - d) Hotel accommodation (where relevant): 3-2; 4-8; 5-5
  - e) Comfort (temperature, seating, etc.): 1-4; 2-2; 3-3; 4-6; 5-5
  - f) Proximity to lodging: 3-3; 4-4; 5-10
  - g) Proximity to restaurants: 2-1; 3-4; 4-5; 5-6
  - h) Appropriate for group size: 3-1; 4-8; 5-12
- Overall Meeting/event facility: 3-3; 4-8; 5-9

**Comments:**

- Too cold.
- Too cold!!! Sterile environment. Hotel too big. Impersonal!!!!
- Temperatures within meeting area were generally too cold.
- Room temperature in lunch room and conference rooms were too high!

**Analysis:** the data seemed to express the consensus that the meeting venue and lunch room while lovely, were often too cold (temperature-wise).

### **(6) General Information**

a) Is it your first time at this type of meeting/ event?	Yes-3	No-18
b) Would you attend such a meeting or event again?	Yes-21	No
c) Would you recommend this venue location?	Yes-11	No-9
d) Did this meeting/ event meet your overall expectations?	Yes-16	No-2

#### **Comments:**

- Had no expectations
- Need to follow-up especially with original participants.
- Could have achieved more with better planning of time and sessions.
- Just a break to visit/discover some scenic sites or the city

**Analysis:** Feedback from this section indicate a high willingness to attend such a meeting again and also that the event meant overall expectations.

### ***7. Which sessions do you feel needed more time?***

- The strategy planning sessions
- Preparation of National and Regional Strategies.
- None
- The working groups
- Group working sessions
- Time to prepare for plenary presentations
- Preparing national and regional strategies
- The working groups needed more time so that more thought, discussion and deliberations can occur to ensure the plan is well-developed
- Group sessions
- Working group sessions
- I believe that the working group session could be given 1 hour extra. This might be possible by adding half an hour on days 1 and 2.

**Analysis:** Feedback from this question clearly indicated that participants wanted more time in their working group sessions to prepare their national action plans. While this point was recognized in advance by the organizers who would also agree with this conclusion, it is difficult to reconcile this suggestion with the request to also: (1) provide time for field trips/visits; and (2) to keep within a 9-4 daily time frame.

### ***8. Which topic discussed do you feel will be the most useful to you in your profession?***

- Steps involved in strategic communication
- All of them.

- Case studies in general were well-placed and lessons learnt from these examples will guide my work and profession.
- Preparation of goal, objectives and communication activities.
- All to some extent
- Steps involved in strategic communication
- What is strategic communication
- Steps involved in Strategic communication
- OPAAL Scope, outputs and achievements to date
- Regional Awareness campaign case studies
- Developing the national strategies
- OECS KAP survey
- Session on Strategic communication
- The case studies
- Developing communication strategies
- Social marketing as a strategy for environmental education and types of media options and media activities.
- The discussion on matching objectives and indicators
- Experiences on the use of various mass media
- OECS KAP Survey

**Analysis:** The above responses clearly indicate that the workshop met a range of needs. All components of the consultation were identified as most important by at least one of the participants, although some were identified more than once. The organizers therefore were successful in satisfying the needs of most of the participants in one way or another, if not in all.

#### ***9. What other topics should be included in such workshops/meetings?***

- Budgeting
- Training sessions on media relations and public communication
- None at first glance
- Implementation
- Funding/budgeting
- Networking and creating synergies.

**Analysis:** The importance of budgeting/funding and implementation are noted here. These are critical topics, but one that could not be easily met within the scope of a 3-day workshop that was also seeking to achieve specific national and regional outputs. These topics were deliberately minimized by the organizers as aspects to be included in follow-up with the countries national planning processes.

#### ***10. Would you recommend this workshop/meeting to others? Why or Why not?***

- Yes, because protecting the environment is essential to livelihoods.
- Yes, but few people have 3 days to spare (plus traveling days if you are coming from overseas).

- Yes. Awareness strategies are critical to planning and managing regional environmental initiatives.
- Yes, for networking purposes.
- Yes, very informative and valuable.
- Not in this firm, but could be helpful to stakeholders of PA's.
- Yes, to garner more information from other relevant stakeholders which can lead to national action plans and regional awareness strategies
- Yes, it gives a perspective on working in collaboration with the OECS
- Yes, it is a great refresher course.
- Yes, to learn and share experience with OECS member states on Protected Areas or other environmental issues.
- I would recommend this workshop or a form of to non-GIS. (comment not clear)

**Analysis:** Overall good feedback and positive recommendations which indicate the workshop's usefulness.

***11. Please give any other suggestions that would help in improving this workshop/meeting in the future.***

- Don't try cramming a workshop so important in so few days. Yes, the awareness was built, but so much happened that energy and frame of minds fizzled by the end of the workshop to motivate participants to go back to country states and move forward.
- Time for persons to visit country (e.g., visit to Brimstone Hill)
- Intensify communication education efforts, focusing on mainstreaming communications.
- Less time devoted to presentations on associated topics (i.e., one session devoted to case studies instead of three). More time devoted to achieving the objectives (i.e., national and regional awareness strategies)
- Countries should be documenting strategy (national/regional) from the onset.
- This would reduce the amount of time needed for the preparation
- The coordinator needs to listen to participants instead of imposing ideas/commands as a dictator.
- There needs to be more time allotted for working groups and hence it may be useful to reduce the number of presentations that gives background information. The most useful presentations were: what is strategic communication, steps involved in SC; OPAAL scope outputs and achievements, regional awareness campaigns and the OECS KAP survey.
- Incorporate a field trip or time to explore or visit places of interest in the host country.

**Analysis:** The lack of a "field trip" was clearly a sore point for the participants. But it is difficult to see how this could have been accommodated while also allowing less time for presentations and more time for working group sessions.