

COOK ISLANDS

Communication Plan

PACIFIC ADAPTATION TO CLIMATE CHANGE

Building Resilience to Climate Change in Pacific Communities

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BACKGROUND OF PACC

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

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

The overall goals of PACC are:

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

PACC will achieve these goals through the following strategies:

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

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

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

BACKGROUND OF PACC COOK ISLANDS :

Building a resilient Cook Islands

The Cook Islands PACC pilot site is located on the island of Mangaia in the southern group islands of the Cook Islands. The Cook Islands PACC activity is to Climate Proof the Avarua Harbur, Oneroa village, airport and its associated infrastructure.

During Cyclone Meena in 2005, the waves overtopped the harbor and reached the base of the outer *makatea* (raised coral island) cliff some 100 meters from the coast. It affected a total of four and a half kilometers of protective coastline, dumping debris on the road connecting the main village of Oneroa to the airport and to the village of Ivirua. At the same time is damaged the western half of the islands airport despite it being located seven meters on the lower coastal shelf.

The intensity of the damage to the community facilities and infrastructure from the 2005 cyclones; Nancy, Meena, Olaf and Percy; to the outer islands of the Cook Islands highlights the vulnerability of these island communities to climate change risks.

National Development Goals¹

The vision for sustainable development in the Cook Islands is “to enjoy the highest quality of life consistent with the aspirations of our people, and in harmony with our culture and environment.” This vision is underpinned by a primary objective which is “to build a sustainable future that meets economic and social needs without comprising prudent economic management, environment integrity, social stability and the needs of future generations.” Eight national development goals have been outlined in the National Sustainable Development Plan, three of which are relevant to PACC Cook Islands component:

- Goal 4 – Sustainable use and management of natural resources and environment
- Goal 5 – Strengthened and affordable basic infrastructure, transport and utilities to support national development
- Goal 6 – A safe, secure and resilient community

The PACC National Communication Plan takes into account these national development goals.

¹PACC Cook Islands In-country Consultation Report p.9

OBJECTIVES: *May also help provide further messages*

This communications plan aims –

1. To raise general awareness of climate change and build understanding on how it impacts on people's livelihoods.
2. To raise awareness and understanding on how PACC as a project is addressing the problems the pilot communities are facing and helping them increase their resilience to climate change.
3. To gain partnership/support of the project from the target audience
4. To educate the people on climate change and adaptation and its significant impact to their livelihood
 - ✓ Improve understanding of coastal processes and effects of sea level rise
 - Improve understanding of the various adaptation options for coastal protection and management
5. Raising the visibility of the project and key partners
6. To showcase the progress of the PACC project in the Pacific with each milestone and the benefits it will bring to the community gaining support for further funding to replicate the project in other areas of Cook Islands

MESSAGES: *Can refer to the objectives for others*

Project Visibility

1. This is the very first 'climate-proofed' infrastructural project in the Cook Islands
2. This project is helping to build a resilient Cook Islands
3. PACC be set as a framework to deliver adaptation actions in the Cook Islands

The Need to Adapt

1. The people of Cook Islands/Mangaia Island are impacted by the pressures created by climate change and adaptation is an appropriate response
2. Coastal erosion not only affects the immediate coastline but also reef flats, coastal vegetation and infrastructure
3. Most economic activities, infrastructure and human settlement are located in coastal areas thus the need to preserve the coastal environment. Stop human activities such as sand extraction and removal of mangroves that increases the threat for coastal barriers to climate and sea level variations

How to Adapt

1. Promote good land management to overcome soil erosion and lagoon sedimentation
2. Proper liquid and solid waste management from rubbish dumps, household septic tanks, tourist resorts, pig and chicken farms. Avoid it waste runoff seeping into the lagoon making reefs resilient to coral bleaching
3. Control harvesting of certain species e.g. clams, reef fish, and coconut crabs

4. Avoid mining of sand coral and gravel from the beach for construction purposes as it contributed to coastal erosion and lagoon sedimentation
5. Incorporation of climate change into foreshore development that result in land reclamation for construction and inappropriate sea walls.

A U D I E N C E

- Generic audience both in Rarotonga and Mangaia
- Communities of Mangaia as the PACC pilot site
- Mangaia Island Council
- Mangaia Island Administration
- Ministerial and policy level
- Schools in Mangaia
- Aid partners
- Media

Cook Islands Pacific Adaptation to Climate Change Project

P A R T N E R S H I P S

- Communications Unit of the Secretariat of the Pacific Regional Environment Programme (SPREP)
- Local business sector in the Cook Islands
- Schools in Mangaia
- National Environment Service of the Cook Islands
- Local organizations in Rarotonga
- Cook Islands Red Cross
- SOPAC/SPC
- Mangaia Local Government
- Mangaia Core Project Team – Chair is the Mayor, Secretariat is his team with other stakeholders in Mangaia
- Mangaia Islands Admin and Local Council
- Ministry of Marine Resources

P L A N N E D C O M M U N I C A T I O N A C T I V I T I E S A N D R A T I O N A L E

Please note these activities listed are to act as a guide only, and can be adapted or amended to suit circumstances.

Multi-media packages with the PITT Media Group: Television and Radio advertisements as well as a one page advertorial in the Cook Islands Times or Herald once a month. Costs approximately 1,000 USD during run of station with PMG and must take place a minimum of three months.

Rationale:

- Radio Cook Islands reaches all 15 nations of the Cook Islands
- The multi-media package covers the three different media genre
- Hard copies of production materials can be provided for reporting back to donors and partners
- Given the size of the population, isolation and information culture; media is the strongest forum to raise awareness in the Cook Islands.

Written materials on PACC: At least 5 pieces of written material to be produced each year for PACC, the type of material produced will depend on the need and can range from a general information brochure to a one page summary of a technical report.

Rationale:

- These PACC fact sheets will be in both Cook Island Maori and English
- The PACC factsheets can be used as a source of information for case studies, reports and journals
- The PACC factsheets are easily distributed
- The PACC factsheets can also act as 5 minute policy briefs for policy advisers, CEO's and Parliamentarians
- The PACC factsheets help ensure transparency of project
- PACC factsheets will have the "PACC Cook Islands" look

PACC DOCUMENTARY: This can also include short films, fillers and advertisements and station ids on CITV.

Rationale:

- This documentary can be broadcast on Rarotonga and Mangaia, can also be used as a tool for distribution
- The documentaries produced by Shona have a popular following, are cost effective and have helped raise the profile of women in business in the outer islands and the Punanga Tauturu Inc.
- A documentary each year will highlight and show the progress of the project over the coming three years

RADIO COOK ISLANDS LIVE TALKBACK

Rationale:

- This can welcome and invite partners to be a part of this
- Community understanding and interest can be gauged via the talkback
- A hard copy of the live talkback can be made available for documentation purposes
- The Talkback is listened to by the community on Mangaia

SCHOOL COMPETITION IN MANGAIA

Rationale:

- To encourage and inspire local ownership
- To gage understanding of climate change by young people

<ul style="list-style-type: none"> • To ensure there are materials available for future use ie calendar, exhibition or resource • Exhibition or publication will provide material for distribution outlining what was achieved during the PACC project in the Cook Islands • To help bring about learning for schoolchildren in Mangaia
<i>PARTNERSHIP IN LOCAL EVENTS:</i>
Rationale: <ul style="list-style-type: none"> • To raise visibility of PACC and partners in the local community • To work with partners and their communications activities ie National Environment Service Environment Day, Local events happening in Mangaia etc • To help ensure the PACC banner is visible at local events in the Cook Islands • To spread awareness of climate change adaptation
<i>PACC SURVEY:</i>
Rationale: <ul style="list-style-type: none"> • To provide a baseline as to what people know about climate change adaptation, PACC, and the PACC project in Mangaia in 2011 • The survey will conduct the same questions in 2013 to gage the success of the communications plan undertaken by PACC
<i>SPECIAL PACC EVENTS AT OPPORTUNE TIMES:</i> <i>An example of this is a side event during the Forum Leaders meeting hosted by the Cook Islands, an exhibition should there be a science or school expo in the Cook Islands, a stall during Te Maeva Nui etc.</i>
Rationale: <ul style="list-style-type: none"> • This will help raise awareness • Showcase materials produced and achieved • Can strengthen partnerships with others
<i>PROMOTIONAL MATERIALS:</i> <i>Products which show the names of partners and are easily distributed as giveaways for partners and or people, an example of which are t.shirts, pareu, banners etc.</i>
Rationale: <ul style="list-style-type: none"> • To raise visibility of PACC and partners

MEDIA STRATEGY

- A proper media contact list need to be developed both national and regional for dissemination of press releases (SPREP can provide support in terms of disseminating press release to the regional and international media)
- All new reports (assessment, technical, etc) released by PACC CI should have an accompanying press release stating why people need to be aware of the report, etc
- Press release accompanied with at least 2 images (specifically action photos) should be sent out for every significant project event organised e.g. school competition, community service day, etc to get media coverage and circulate it to contact list for further distribution. Avoid sending passive images with your press release i.e. group

shots from meetings, banners, etc, send shots of people in the field acting out PACC activities, etc

- A photo gallery of high resolution images to be maintained (of PACC activities, communities doing adaptation work, pilot sites, etc).
- Setting up of talk back shows and short documentaries with the local radio and TV stations as stated in the Action Plan.
- Utilize local celebrities, respected ministers, local village leaders to get your message across through the media and to the people

CHECKLIST ON ALL OUTGOING COMMUNICATION MATERIALS

Press Releases

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

Print Materials

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

MONITORING TOOLS

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

- Record and store all feedback from the 15 factsheets created by PACC
- Record all radio live talkback sessions
- Record all competition entries
- Copies of all Promotional materials created
- Storage of all film work documented

- Storage of all edited film work provided
- Hard copies of all advertisements produced as part of the multimedia package
- Results from survey
- Hard copies of materials from activities with schools on Rarotonga and the Cook Islands
- Electronic copies of all photographs taken

EVALUATION

The results of the final survey at the end of the CI-PACC will and should show an increase in awareness and understanding of PACC, climate change and climate change adaptation due to all the communication work prepared under this plan.

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

POST PACC COMMUNICATIONS MATERIALS

- 15 x Cook Islands PACC written materials to be used as source material for reports, journals and case studies.
- 3 x 30 minute documentaries outlining the progress of the PACC project each year
- Exhibition/publication materials from school children from Mangaia
- Hard copies of all awareness materials developed from 2011 – 2013 (TV ads, Live radio talkback sessions, full page ads in local newspaper and copies of radio ads)
- Pull up banners, t-shirts, photographs, pareu, school and exhibition resources
- PACC survey results

ACTION PLAN AND COSTS

Please note this is to act as a living guide only, costs and activities can change according to circumstances. Note also the costs are only estimates. There may be a need to seek outside support to provide assistance with 'rolling out' these materials for which the SPREP MPRO is prepared to support.

July – December 2011: note some materials produced for this year to be rolled out in 2012

Activity	Detail	Audience	Objective	Message Communicated	Success Indicators	Deadline	Cost
PACC T-Shirts	100 x round neck white tee shirts with messaging in English and Maori	Generic	1, 5	<p>Project Visibility</p> <p>“Arise and seek solutions to protect our island home for a sustainable future for tomorrow’s generation.”</p> <p>“First climate-proof infrastructural project in the Cook Islands”</p> <p>“Helping to build a resilient Cook Islands”</p>	The awareness level of the PACC project in the Cook Islands particularly the Mangaia community via word of mouth, email feedback, etc	August 2011	
PACC Fact sheets	5 x fact sheets Side A Eng Side B Maori	Generic audience both in Rarotonga and Mangaia Ministerial and policy level Aid donors in the Cook Islands Businesses / communities located along the coastline	1 - 6	<p>Project Visibility</p> <p>“About PACC”</p> <p>The Need to Adapt</p> <p>“Impacts of cc on the coastal line of Mangaia Island”</p> <p>How to Adapt</p> <p>“Policy makers to enforce laws/policies to ensure the</p>	<p>The rate of distribution and demand from target audience;</p> <p>The audience level of awareness via word of mouth, survey, email, references, etc</p> <p>Level of media interest on</p>	<p>August x 1</p> <p>September x 1</p> <p>October x 1</p> <p>November x 1</p> <p>December x 1</p>	

				protection of coastlines” “Communities to adjust their behavior/stop human activities that contribute to the coastal erosion”	PACC		
Media Monitoring (MM) Folder	1 x File collection of PCC CI news clippings, copies of videos & feedbacks, etc	Donors UNDP SPREP NPMU	Monitoring and Evaluation Purposes	Monitoring and Evaluation Purposes	Feedback from SPREP, UNDP, Partners and Donors		
PACC documentary	Part 1/3 TV 30 min on the PACC project in Mangaia	General Public Ministerial and policy level Aid donors in the Cook Islands PACC Donors UNFCCC Conference of Parties Potential Donors Potential Partners	1 - 6	Documentary is to show the climate change issues faced by the people of Mangaia and their need to adapt , ways the people are responding to cope with the cc issues through PACC, how to adapt and project visibility	Increase in the level of awareness and understanding on the messages Level of interest from other projects, potential donors, etc Rate of distribution and demand	November 2011	
Radio Cook Islands Live Talkback	3 x with partners	Generic audience both in Rarotonga and Mangaia Businesses / communities located along the coastline	All.	The radio talk should be structured around the three set of messages for the PACC Project i.e. the climate change issue faced, the need to adapt and the PACC intervention in Cook Islands. <i>Questions and comments from the radio talk show should be recorded and monitored to determine whether the activity is improving the level of awareness of the listeners.</i>	Level of awareness and understanding of the PACC messages via the types of questions asked during the talk show Number of follow up from the media	August x 1 October x 1 December x 1	

School Forums	Organize School Forums to talk on climate change and the PACC Project	School children in Mangaia	1,3	What is climate change? Why do we need to adapt to climate change? How can we adapt to the impacts of climate change? PACC intervention in Mangaia.	Competitions materials developed by the students indicate a clear understanding of the messages <i>All materials are to kept in the MM Folder</i>	Every Q1 and Q3	
School Competitions	Organize School competition in Mangaia						
ONGOING EFFORT: To incorporate climate change into the school curriculum							
Special Events: World Environment Day	E.g. Organize a community service day and practice proper waste disposal, replanting of mangroves, road show etc	General public	All	Then need and ways the people can help conserve the Cook Islands/Mangaia coast line vulnerable to climate change using messages of 'the need to adapt' and the 'how to adapt'	Level of awareness in the Cook Islands particularly Mangaia Level of interest from the media Level of support gained for future events		
Multi-media package PMG	Range available		1 - 6			September October November	
Baseline survey to be conducted of 300 people on Rarotonga & 300 people on Mangaia	Survey with 5 basic questions to gage what people know about PACC before the communications strategy etc	All	Monitoring and Evaluation Purpose	Monitoring and Evaluation Purpose	Level of cooperation and awareness from audience surveyed		

UNFCCC COP 17 Durban	Participate in PACC and other related Side Events; Follow and support country delegates in negotiations	UNFCCC Conference of Parties Potential Donors Potential Partners	All	<p>Project Visibility; Highlighting success of adaptation implementation under the PACC Project in the Cook Islands</p> <p>Need to Adapt; Gaining further funding</p> <p>How to Adapt; Highlighting lessons learnt and best practices</p>	New partnerships formed; Further funding gained; Donor agencies impressed; Increase in media coverage;		
Pull up banners	2 x Large Pull Up Banners with partner logos and images; Used as back drop during interviews, photo shoot, etc	General Public	1, 2	Project Visibility	Becomes a requirement during meetings, interviews, photo shoot, etc		
PowerPoint presentation							
	Contingency 200 USD						
	Total:						

January – December 2012

Activity	Detail	Audience	Objective	Message Communicated	Success Indicators	Deadline	Cost
PACC T-Shirts	100 x Text on tee shirt to be corrected before re-print	Generic	1, 5	Project Visibility	The awareness level of the PACC project in the Cook Islands particularly the Mangaia community via word of mouth, email feedback, etc	August 2011	
PACC Fact sheets	Continuing from 2011 5 x fact sheets Side A Eng Side B Maori	Generic audience both in Rarotonga and Mangaia Ministerial and policy level Aid donors in the Cook Islands Businesses / communities located along the coastline	1 - 4	<i>Project Visibility</i> "About PACC" <i>The Need to Adapt</i> "Impacts of cc on the coastal line of Mangaia Island" <i>How to Adapt</i> "Policy makers to enforce laws/policies to ensure the protection of coastlines" "Communities to adjust their behavior/stop human activities that contribute to the coastal erosion"	The rate of distribution and demand from target audience; The audience level of awareness via word of mouth, survey, email, references, etc Level of media interest on PACC	August x 1 September x 1 October x 1 November x 1 December x 1	
PACC Newsletters (inclusive of Comic Story)	To collate updates and activities undertaken by PACC Cook Is during the quarter; include comic story etc; Can be distributed via local newspaper	Donor Agencies RPMU International audience via SPREP website Policy makers Researchers, etc	1 – 6	To highlight success stories of PACC CI that can be communicated to the target audience via SPREP and MOIP website	The rate of distribution and demand from target audience; The audience level of awareness via word of mouth, survey, email, references, etc Level of media interest on PACC		
PACC Banners (activity covered in 2011)	2 x banners 1 x pull up 1 x hanging	Generic Audience	1 - 6				

	banner						
PACC documentary	Part 2/3 TV 30 min on the PACC project in Mangaia <i>Approach Shona directly</i>	Generic audience both in Rarotonga and Mangaia Ministerial and policy level Aid donors in the Cook Islands Businesses / communities located along the coastline	1 - 6	Documentary is to show the climate change issues faced by the people of Mangaia and their need to adapt , ways the people are responding to cope with the cc issues through PACC, how to adapt and project visibility	Increase in the level of awareness and understanding on the messages Level of interest from other projects, potential donors, etc Rate of distribution and demand	November 2011	
Community Announcements or Notices <i>A SUGGESTION *may work depending on popularity</i>	1 x 30 second spot on TV and radio, played during key times of the quarter; A flier inserted into local newspapers	Communities General Public especially businesses / communities located along the coastline	1 - 6	Messages on ways the community can conserve their coastline (refer to messages on 'need to adapt' and 'how to adapt')	Initiatives on taking care of their coastlines become evident over time; Increase in prominence of the messages in communities		
Radio Cook Islands Live Talkback	With partners 3 times	Generic audience both in Rarotonga and Mangaia	1 - 6	The radio talk should be structured around the three set of messages for the PACC Project i.e. the climate change issue faced, the need to adapt and the PACC demonstration work underway on the Mangaia Harbor. <i>Questions and comments from the radio talk show should be recorded and monitored to determine whether the activity is improving the level of awareness of the listeners.</i>	Level of awareness and understanding of the PACC messages via the types of questions asked during the talk show Number of follow up from the media	August x 1 October x 1 December x 1	

School Forums	Talk on what climate change and adaptation is for Mangaia, the need and ways to adapt?	School children in Mangaia	1,3	What is climate change and what are its impacts to the people of Mangaia? Why do we need to adapt to climate change? How can we adapt to the impacts of climate change? PACC intervention in Mangaia.	Competitions materials developed by the students indicate a clear understanding of the messages <i>All materials are to kept in the MM Folder</i>		
School Competition in partnership with Red Cross	Poem, Essay and Art Competitions for the students						
ONGOING EFFORT to incorporate climate change into the school curriculum							
Multi-media package PMG	Range available		1 - 6			January April July October	
Special Events: World Environment Day	E.g. Organize a community service day and practice proper waste disposal, replanting of mangroves, road show etc	All	All	Then need and ways the people can help conserve the Cook Islands/Mangaia coast line vulnerable to climate change using messages of 'the need to adapt' and the 'how to adapt'	Level of awareness in the Cook Islands particularly Mangaia Level of interest from the media Level of support gained for future events		
PACC Side event at the 2012 Forum Leaders Meeting	Participate in PACC and other related Side Events	Forum Leaders	6	Highlight the success stories of the climate change adaption work carried out under the PACC Project	Partnerships formed; Support gained from Forum Leaders;		
	Total:						

January – December 2013

Activity	Detail	Audience	Objective	Message Communicated	Success Indicators	Deadline	Cost
PACC T-Shirts	Re print if required 100 x	Generic	1, 5	Project Visibility	The awareness level of the PACC project in the Cook Islands particularly the Mangaia community via word of mouth, email feedback, etc	August 2011	
PACC Fact sheets	Reprint if required 5 x fact sheets Side A Eng Side B Maori	Generic audience both in Rarotonga and Mangaia Ministerial and policy level Aid donors in the Cook Islands	1 - 4	The three PACC messages: Visibility; Need to Adapt and How to Adapt;	The rate of distribution and demand from target audience; The audience level of awareness via word of mouth, survey, email, references, etc Level of media interest on PACC	August x 1 September x 1 October x 1 November x 1 December x 1	
Bus sticker	1 x	General Public	2,3,5	Project Visibility	The audience level of awareness via word of mouth, survey, email, references, etc		
Publication / Exhibition of school competition entries	Entries in a booklet and factsheets in either poster format or permanent display or billboard, etc	General Public Schools in other areas of Cook Islands and the region Donors, etc	1 - 6	Three PACC messages	The demand from target audience; The audience level of awareness via word of mouth, survey, email, references, etc Level of media interest on activity		
PACC documentary	TV 30 min on the PACC project in	Generic audience both in Rarotonga	1 - 6	Documentary is to show the climate change issues faced	Increase in the level of awareness and	November 2011	

	Mangaia <i>Approach Shona directly</i>	and Mangaia Ministerial and policy level Aid donors in the Cook Islands		by the people of Mangaia and their need to adapt , ways the people are responding to cope with the cc issues through PACC, how to adapt and project visibility	understanding on the messages Level of interest from other projects, potential donors, etc Rate of distribution and demand		
Community Announcements or Notices <i>A SUGGESTION *may work depending on popularity</i>	1 x 30 second spot on TV and radio; A flier inserted into local newspapers	Communities General Public	1 - 6	Messages on ways the community can conserve their coastline (refer to messages on 'need to adapt' and 'how to adapt')	Initiatives on taking care of their coastlines become evident over time; Increase in prominence of the messages in communities		
Radio Cook Islands Live Talkback	With partners 3 times	Generic audience both in Rarotonga and Mangaia; Businesses / communities located along the coastline	1 - 6	The radio talk should be structured around the three set of messages for the PACC Project i.e. the climate change issue faced, the need to adapt and the PACC demonstration work underway on the Mangaia Harbor. <i>Questions and comments from the radio talk show should be recorded and monitored to determine whether the activity is improving the level of awareness of the listeners.</i>	Level of awareness and understanding of the PACC messages via the types of questions asked during the talk show Number of follow up from the media	August x 1 October x 1 December x 1	
School Forum	Organize School Forums to talk on	School children in Mangaia	1,3	What is climate change and what are its impacts to the	Competitions materials developed by the students		

School competition	climate change and the PACC Project Organize School competition in Mangaia			people of Mangaia? Why do we need to adapt to climate change? How can we adapt to the impacts of climate change? PACC intervention in Mangaia.	indicate a clear understanding of the messages <i>All materials are to kept in the MM Folder</i>		
ONGOING EFFORT to incorporate climate change into the school curriculum							
Multi-media package PMG	Range available		1 - 6			January April July October	
Miscellaneous communication s materials	For regional or international meetings when required; often materials already developed are sufficient;						
Survey to be conducted of 300 people in Mangaia, 300 people in Rarotonga	Survey with less than 10 basic questions to gage what people know about PACC after the communications strategy etc	All	Monitoring & Evaluation Purposes	Monitoring and Evaluation Purposes	Level of cooperation and awareness from audience surveyed		
	Total:						