



TOKELAU

Communications Plan

Pacific Adaptation to Climate Change



Building Resilience to Climate Change in Pacific Communities

**Department of Economic Development,
Natural Resources &
Environment
2012
(*Living Document)**



The Pacific Adaptation to Climate Change Project is implemented by the United Nations Development Programme in partnership with the Secretariat of the Regional Environment Programme. It is nationally executed by the Government of Tokelau. It is funded by the Global Environment Facility and Australian Agency for International Development with support from the United Nations Institute for Training and Research Climate Change Capacity Development (UNITAR C3D+) Programme



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Background of the Pacific Adaptation to Climate Change Project

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

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

The overall goals of PACC are:

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

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

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

Ms Setaita Tavanabola

SPREP/PACC Communications Coordinator 2010-2012

Background of PACC Tokelau

The increase in intensity of storm surges and prolonged drought periods are real and serious impacts of climate change, that combined are threatening Tokelau's very existence. As a low lying atoll country, Tokelau is highly vulnerable to natural effects such as tidal surges, drought and tropical cyclones.

The PACC project therefore is integrating coastal community defense and erosion control, and a safe and abundant water supply in view of climate change risks. It will strengthen the coastal defences of the three atolls in harmonisation with its natural ecosystem and improve water and sanitation for the people to continue to access abundant clean water for healthier living.

Tokelau National Strategic Plan - Policy Outcome Area 4: Sustainability

Key Area 7: Environment – key objectives

- To enhance resilience to immediate and long-term threats to the people of Tokelau and her economies and ecosystems
- To reduce the impact that extreme weather and climate changes has on three villages
- To enact laws guidelines for using natural resources wisely

Strategies:

- To explore and adopt a comprehensive, integrated approach to climate change risk management that provides timely information, products and services, such as understanding patterns and trends of cyclone frequency and intensity;
- To ensure that Tokelau is fully included as part of the New Zealand (Ministry for Environment) climate change adaptation and mitigation work programme;
- To improve access to short-term weather forecasts and seasonal climate predictions;
- To access information specific to Tokelau on how the climate and sea-level may change in the future for each community and implications for such changes;
- To integrate extreme weather and climate change-related considerations into our national planning and strategy documents, community infrastructure development, village planning and activities;
- To complete seawall, housing and water storage projects and ensure maintenance of structures over time;
- To identify and implement appropriate village level activities to reduce the impacts that climate change will have on Tokelau;
- To develop and implement laws prohibiting sand-mining and coral mining for construction;
- To undertake assessment to identify areas where sand deposits are sustainable for utilisation.

Objectives

1. Raising the visibility of the project and key partners
2. To raise awareness and understanding on how PACC is addressing the climate change issues in Tokelau and how it's helping them increase their resilience to climate change
3. To showcase the progress of the PACC Project in the country and the benefits it brings to the community gaining support to further replicate the project in other areas of Tokelau.
4. To gain partnership/support of the project from communities, policy makers, and civil society organizations, other related national projects, government and non government organizations, international agencies, potential donors, etc.
5. To increase awareness of weather extremes and climate change related issues and how it affects all members of the community (TNSP Strategies)
6. To raise the awareness on the importance of the need to prohibit sand-mining and coral mining for construction (TNSP Strategies)
7. Educate on the various adaptation options for water resource management
8. To provide information specific to Tokelau on how the climate and sea-level may change in the future for each community and implications for such changes (TNSP Strategies)

Messages

Project Visibility

1. This is the first climate change adaptation framework in Tokelau that is looking addressing climate change impacts in the Water Resource Sector
2. PACC can be set as a framework to deliver adaptation actions in Tokelau
3. PACC is helping Tokelau build resilience against the impacts of climate change

The Need to Adapt

4. The people of Tokelau are impacted by the pressures created by climate change and adaptation is an appropriate response

How to Adapt

5. Promote and educate on water conservation
6. Promote the prohibition of sand and coral mining for construction purposes (TNSP Strategies)
7. Incorporation of climate change into water supply system building codes
8. Promote the importance of maintaining clean water storages
9. Keep drain pipes clean/rainwater connections to avoid water contamination

Audiences

1. Council of Governments

— consists of 6 members i.e. 3 ministers (Faipule) and 3 mayors (Pulenuku) from each of the three villages of Tokelau; they are decision makers and have a huge role and are very influential in communities;

2. Village Council or Village Taupulega

— They are decision and policy makers in the communities and village level. They have huge influence on the day to day operation of each village and are most influential. Majority of this target group are old aged elders with a vast traditional background. New inventions, ideas for changes towards the new trend of life may need proper and thorough reasoning for a Taupulega decision to be made.

3. Schools

— there are a total of three schools in Tokelau that all consist of a primary, secondary and tertiary (University of the South Pacific) academic institution; By incorporating climate change adaptation into the school curriculum; the young members of the community can influence their parents when they are taught of the link between the water issues and climate change and the importance of water management. This may be another means of awareness of the wider population.

4. Community Based Organizations

a. Women's Group (*Fatupaepae*)

Women mainly stay at home or gather to perform community duties. Their work revolves around water management such as cooking, cleaning, doing laundry, bathing the children etc. The need to successfully target awareness for Women is also very important in communicating water conservation messages and promoting proper water management skills.

b. Able Men's Group (*Aumaga*)

The Able Men's Group contains the village men, several elders who are still able to carry heavy work and also a few drop outs at college & university level. Majority of their work at this particular stage is providing labour to constructional projects and carrying out collective communal activities. It is vital to successfully target this group in terms of water management and plumbing skills as they will be able to repair and install water solutions at household levels.

c. Sports & Youth Groups (*Kau tafafao & Kau talavou*)

The Sports Group are one of the active groups in terms of annual activities. All three villages (nukus) have an active Sports Group (Komiti Kau tafafao) that organize and arrange activities on each nuku and collaborative national events like the yearly Sports tournament. The youth groups on the three villages vary its activeness depending on village obligations.

5. Tourists

- Tokelau has several guest houses on each village. Although many tourists do not visit, people who do should be aware of the water issues in Tokelau and should consider water conservation during their stay

6. Media

- National and regional media organisations can help disseminate our message to the widest span of audience; media can provide PACC Tokelau and its climate change issues a lot of publicity and allow their concerns to be heard

7. Donors

- Donors and potential donors need to be aware of how their funds are helping people at grass root level, that they getting the promotion and visibility they require and create opportunity for further funding

8. Agencies

- Gain opportunities to form partnerships from other national, regional and international agencies in the field of climate change or related fields

What do they currently think?

- Some of the listed target groups are unaware of the link between climate change and the water issues they are currently facing; awareness needs to be made available to help them understand (the change in weather; salinity impacts; long drought effects)
- Need to simplify the climate change science
- Encourage traditional knowledge, integrate scientific findings to help with decision making
- Publications such as posters, information pamphlets, reports, etc will be effective to policy makers, decision makers, members of Government, and other public service level audiences, these publications can be made available to public places such as hospitals, schools, offices etc
- Messages channelled via competitions, picture presentations, and other participatory activities will be effective for communities especially the younger target groups

What do you want them to believe/think/act?

- To understand the adaptation function in terms of climate change so that support is provided to the efforts of PACC in helping Tokelau build its resilience against the serious climate change impacts.

How will they be convinced?

- Disseminate PACC messages using local examples, or examples that they can relate to and keep it practical; use local language and local people that are influential in the communities;
- Integrate these messages within norm of activities carried out in the three villages.

Partnerships

- Council of Government
- Taupulega
- Community Based Organizations (CBO)
 - o Women's Group (Fatupaepae)
 - o Abled Men's Group
 - o Sports and Youth Groups
- SPREP
- UNDP

ACTION PLAN MATRIX

Objective of your project	Desired Comm. Outcome	Target Audience	Key Message(s)	Comm. Channels	Comm. activities, products	Resources & Partners	Success Indicators
<i>These are the goals of the project – not of the comm. strategy</i>	<i>What you want to achieve from the comm. you will do?</i>	<i>Clearly define to make sure you create messages accordingly:</i>	<i>What is it you want the audience to know / learn?</i>	<i>How does this audience get its information? Who has “influence” over them?</i>	<i>What tools or products do you need to deliver the message (through identified channels)?</i>	<i>Budget required Other partners who can assist</i>	<i>Quantifiable measurements agree to beforehand reflecting critical success factors of the project</i>
Outcome 1: MAINSTREAMING (To develop national or sector policies; integrate climate change into existing policies to assist the countries deliver immediate vulnerability)	Climate Change Policy to be understood at all levels for better coordination and resilience Enhance collaboration and partnerships with key stakeholders - less wasted resources and time - solicit support from stakeholders	Government Donors Private Sector NGO and CSO Schools Media Communities (i.e. Men, Women, Youth, Children) GEF UNDP AusAID SPREP Potential Donors	PACC can offer leveraging and/or co financing activities Messages to include listed message of Project Visibility & Need to adapt	TV Radio Newspaper Website Seminar Workshop Awareness Training Community, CC Day	1. Briefing Papers 2. Gov/Non Gov Consultations 3. Community Outreach 4. Promotional Materials 5. Publication: Mainstreaming Guide 6. Local TV Program 7. Radio Show	Media Other national projects NGO Government Community leaders \$10,000	There is better coordination among all sector levels Support is gained from target audience to mainstream climate change into policies, regulations etc Better understanding of the role of PACC
Component 2: DEMONSTRATION (To carry out adaptation interventions that would demonstrate measures to reduce their vulnerability in the selected development sector)	Build communities and national government knowledge on water resource management / need for climate change adaptation / adaptation methods undertaken by PACC Gain support and ownership from pilot community members	Pilot Communities Private Sector Government Media Private contractors GEF UNDP SPREP AusAID Potential Donors	PACC can offer leveraging co financing activities Messages to include listed messages of Project Visibility, Need to adapt & Ways to adapt	TV Radio Newspaper Website Seminar Workshop Awareness Training Community, CC Day	1. Gov/Non Gov Consultations 2. Community Outreach 3. Promotional Materials 4. Newsletter 5. Local TV Program 6. Radio Show 7. Publication: Demonstration Guide	Media Other national projects NGO Government Community leaders \$10,000	Audience supports the improvement of water resource management to incorporate climate change projections. Community ownership exists in the carrying out of the project demonstration

<p>Component 3: COMMUNICATIONS & KNOWLEDGE MANAGEMENT; CAPACITY TO PLAN FOR AND RESPOND TO CHANGES IN CLIMATE (Range from technical backstopping support to training, website development, communication work and capturing lessons learnt)</p>	<p>Improve awareness, sharing experiences, educate and empower communities to take ownership of CCA New knowledge generated by to be systematically disseminated / shared lessons learnt, best practices</p>	<p>GEF AusAID UNDP SPREP Potential Donors Non Gov Government Communities Schools Media Private contractors</p>	<p>PACC can offer leveraging co financing activities Messages to include listed messages of Project Visibility, Need to adapt & Ways to adapt</p>	<p>TV Radio Newspaper Website Seminar Workshop Awareness Training Community CC Day</p>	<p>1. School Forums 2. Special Day Events: 3. Gov/Non Gov Consultations 4. Community Outreach 5. Promotional Materials 6. Local Competitions 7. Newsletter 8. Local TV Program 9. Radio Show (KM) 10. PEIN Database 11. PACC Webpage 12. DVD Documentary 13. Publications</p>	<p>Media Other national projects NGO Government Community leaders \$20,000</p>	<p>Audience are more aware of PACC and project gains more support and partnership There is community ownership of the project</p>
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COMMUNICATION ACTIVITIES/PRODUCTS/TOOLS IN DETAILS

List OF COMM. TOOLS	DETAILS	Timeframe
Promotional Products:	<ol style="list-style-type: none"> 1. Pull Up Banners: 2x used as backdrop in media interviews, meetings, group pictures, etc 2. USB Wristbands: 90x 	2013
Information Materials:	<ol style="list-style-type: none"> 1. Information Pamphlets: 200x full details of PACC Tokelau and its efforts for Tokelau; quick and easy to read pamphlets explaining activities, aims, benefits and outcomes 2. Cabinet Briefing Papers: quick 1-2 pagers that highlight aims, objectives and benefits of PACC and actions/progress to continuously gauge their commitment to the project. 3. Information Poster: 200x poster explaining impacts of climate change, what it is and how it is affecting Tokelau's water sector. Fact Sheets: 1 page summarizing findings of assessments i.e. CBA, SEA PACC, V&A etc simplified for an average reader 	Q4 2011 - Q3 2012
Awareness and Education:	<ol style="list-style-type: none"> 1. School Visits/Forums: 2xyear to be done prior to school competitions to provide information for students on the subject of climate change adaptation. 2. School/Local Competitions: Drawing/Drama/Essay/Singing competitions 3. School Curriculum: types? School materials of activities and curriculum based tasks to teach students water safety and health, water conservation and link to climate change adaptation 4. Face to face awareness programs: 2xyear; presentation on PACC, its efforts in helping Tokelau respond to climate change; what is climate change and the need to adapt, etc 5. Sports: Cricket (?) 	Q1 2011 - Q1 2012
Media Strategy (and Awareness):	<ol style="list-style-type: none"> 1. Radio Talk show: 10 – 15 minutes; 1 show per quarter *depending on arrangement with radio station 2. Radio Ads/Community Notice: 1x30seconds radio adverts/community announcements on water conservation, etc 	Q2 2011 - Until end of project year
Knowledge Management:	<ol style="list-style-type: none"> 1. Pacific Environment Information Network (PEIN) Database 2. SPREP PACC Website: www.sprep.org/pacc-home 3. PACC Tokelau Website: a site (may be within the Tokelau EDNRE webpage) that shares information on PACC Tokelau and is linked to the PACC Regional website. 4. Publications: Mainstreaming & Demonstration Guide 5. DVD documentary 	Q4 2012 - Until end of project year

Media Strategy

- A proper media contact list need to be developed both for national and regional dissemination of press releases (SPREP can provide support in the regional and international dissemination)
- All new reports (assessment, technical, etc) released by PACC Tokelau should have an accompanying press release stating why people need to be aware of the report, etc
- Press releases should be accompanied with at least 2 images (specifically action photos) and should be sent out for even significant project event organized e.g. school competitions, community service day, etc to get media coverage and circulate it to contact list for further distribution. Avoid sending passive images with your press releases i.e. groups shots from meetings, banners, etc, send shots of people in the field acting out PACC activities, etc
- A photo gallery of high resolution images to be maintained (of PACC activities, communities doing adaptation work, pilot sites, etc) and be made available upon request
- Set up regular talk back shows and short documentaries with the local radio and TV stations as stated in the Action Plan
- Utilize local celebrities, respected ministers or community leaders to get your message across through the media and to the people

Checklist on all Outgoing Communication Materials

Press Releases

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

Print/Audio/Visual Materials

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

Monitoring Tools

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

- Record and store all feedback from the 15 fact sheets created by PACC
- Record all competition entries
- Copies of all promotional materials created
- Storage of all film work documented
- Storage of all edited film work provided
- Hard copies of all advertisement produced as part of the multimedia package
- Results from survey
- Hard copies of materials from activities with schools on Rarotonga and the Cook Islands
- Electronic copies of all photographs taken

Evaluation

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

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

Post PACC Communication Materials

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