

# COOK ISLANDS

## Communication Plan

### PACIFIC ADAPTATION TO CLIMATE CHANGE

Building Resilience to Climate Change in Pacific Communities

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

It is nationally executed by the Ministry of Infrastructure and Planning.



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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 Goals<sup>1</sup>**

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.

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<sup>1</sup>PACC 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. At the core of climate change are people. People's lives and livelihoods will ultimately be impacted by the pressures created by climate change.
2. Climate change is putting a lot of pressure on Pacific countries abilities to achieve their sustainable development and poverty alleviation strategies.
3. Ability to adapt also hinges on the right behavior to minimize risks from climate change or any other pressures.
4. The sustainable development of the Pacific islands region hinges on the level of engagement of Pacific islanders in this critical issue.

### ***How to Adapt***

1. Adaptation to climate change will be manageable and cost effective when shared and carried out in a collaborative way between donors and communities that are affected;
2. Cost effective and culturally appropriate technologies can enhance communities' resilience to climate-related risks;

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

## **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

## PLANNED COMMUNICATION ACTIVITIES AND RATIONALE

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

<p><b>Multi-media packages with the PITT Media Group:</b> <i>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.</i></p>
<p><b>Rationale:</b></p> <ul style="list-style-type: none"><li>• Radio Cook Islands reaches all 15 nations of the Cook Islands</li><li>• The multi-media package covers the three different media genre</li><li>• Hard copies of production materials can be provided for reporting back to donors and partners</li><li>• Given the size of the population, isolation and information culture; media is the strongest forum to raise awareness in the Cook Islands.</li></ul>
<p><b>Written materials on PACC:</b> <i>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.</i></p>
<p><b>Rationale:</b></p> <ul style="list-style-type: none"><li>• These PACC fact sheets will be in both Cook Island Maori and English</li><li>• The PACC factsheets can be used as a source of information for case studies, reports and journals</li><li>• The PACC factsheets are easily distributed</li><li>• The PACC factsheets can also act as 5 minute policy briefs for policy advisers, CEO's and Parliamentarians</li><li>• The PACC factsheets help ensure transparency of project</li><li>• PACC factsheets will have the "PACC Cook Islands" look</li></ul>
<p><b>PACC DOCUMENTARY:</b> <i>This can also include short films, fillers and advertisements and station ids on CITV.</i></p>
<p><b>Rationale:</b></p> <ul style="list-style-type: none"><li>• This documentary can be broadcast on Rarotonga and Mangaia, can also be used as a tool for distribution</li><li>• 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.</li><li>• A documentary each year will highlight and show the progress of the project over the coming three years</li></ul>
<p><b>RADIO COOK ISLANDS LIVE TALKBACK</b></p>
<p><b>Rationale:</b></p> <ul style="list-style-type: none"><li>• This can welcome and invite partners to be a part of this</li><li>• Community understanding and interest can be gauged via the talkback</li><li>• A hard copy of the live talkback can be made available for documentation purposes</li></ul>



<ul style="list-style-type: none"> <li>• The Talkback is listened to by the community on Mangaia</li> </ul>
<b>SCHOOL COMPETITION IN MANGAIA</b>
<b>Rationale:</b> <ul style="list-style-type: none"> <li>• To encourage and inspire local ownership</li> <li>• To gauge understanding of climate change by young people</li> <li>• To ensure there are materials available for future use ie calendar, exhibition or resource</li> <li>• Exhibition or publication will provide material for distribution outlining what was achieved during the PACC project in the Cook Islands</li> <li>• To help bring about learning for schoolchildren in Mangaia</li> </ul>
<b>PARTNERSHIP IN LOCAL EVENTS:</b>
<b>Rationale:</b> <ul style="list-style-type: none"> <li>• To raise visibility of PACC and partners in the local community</li> <li>• To work with partners and their communications activities ie National Environment Service Environment Day, Local events happening in Mangaia etc</li> <li>• To help ensure the PACC banner is visible at local events in the Cook Islands</li> <li>• To spread awareness of climate change adaptation</li> </ul>
<b>PACC SURVEY:</b>
<b>Rationale:</b> <ul style="list-style-type: none"> <li>• To provide a baseline as to what people know about climate change adaptation, PACC, and the PACC project in Mangaia in 2011</li> <li>• The survey will conduct the same questions in 2013 to gauge the success of the communications plan undertaken by PACC</li> </ul>
<b>SPECIAL PACC EVENTS AT OPPORTUNE TIMES:</b> <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>
<b>Rationale:</b> <ul style="list-style-type: none"> <li>• This will help raise awareness</li> <li>• Showcase materials produced and achieved</li> <li>• Can strengthen partnerships with others</li> </ul>
<b>PROMOTIONAL MATERIALS:</b> <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>
<b>Rationale:</b> <ul style="list-style-type: none"> <li>• To raise visibility of PACC and partners</li> </ul>

## 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 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>
<p>Outcome 1: MAINSTREAMING</p> <p>(To develop national or sector policies; integrate climate change into existing policies to assist the countries deliver immediate vulnerability)</p>	<p>Climate Change Policy to be understood at all levels for better coordination and resilience</p> <p>Enhance collaboration and partnerships with key stakeholders</p> <ul style="list-style-type: none"> <li>- less wasted resources and time</li> <li>- solicit support from stakeholders</li> </ul>	<p>Government Donors</p> <p>Private Sector NGO and CSO</p> <p>Schools</p> <p>Media</p> <p>Communities (i.e. Men, Women, Youth, Children)</p> <p>GEF</p> <p>UNDP</p> <p>AusAID</p> <p>SPREP</p> <p>Potential Donors</p>	<p>PACC can offer leveraging and/or co financing activities</p> <p>Messages to include listed message of Project Visibility &amp; Need to adapt</p> <p>“Arise and seek solutions to protect our island home for a sustainable future for tomorrow’s generation”</p> <p>“Helping build a resilient Cook Islands”</p>	<p>TV</p> <p>Radio</p> <p>Newspaper</p> <p>Website</p> <p>Seminar</p> <p>Workshop</p> <p>Awareness Training</p> <p>Community, CC Day</p>	<p>Gov/Non Gov Consultations</p> <p>Community Outreach Promotional</p> <p>Materials</p> <p>Briefing Paper</p> <p>PACC Website</p> <p>Newsletter</p> <p>Publication:</p> <p>Mainstreaming Guide</p> <p>Local TV Program</p> <p>Radio Show</p>	<p>Media</p> <p>Other national projects</p> <p>NGO</p> <p>Government</p> <p>Community leaders</p> <p>\$10,000</p>	<p>There is better coordination among all sector levels</p> <p>Support is gained from target audience to mainstream climate change into policies, regulations etc</p> <p>Better understanding of the role of PACC</p>

<p>Component 2: DEMONSTRATION</p> <p>(To carry out adaptation interventions that would demonstrate measures to reduce their vulnerability in the selected development sector)</p>	<p>Build communities and national government knowledge on climate proofing coastal infrastructure as a model</p> <p>Gain support and ownership from pilot community members</p>	<p>Pilot Communities Private Sector Government Media Private contractors GEF UNDP SPREP AusAID Potential Donors</p>	<p>PACC can offer leveraging co financing activities</p> <p>Messages to include listed messages of Project Visibility, Need to adapt &amp; Ways to adapt</p> <p>“Policy makers to enforce laws/policies to ensure the protection of coastlines”</p> <p>“Communities to adjust behavior/stop human activities that contribute to coastal erosion”</p>	<p>TV Radio Newspaper Website Seminar Workshop Awareness Training Community, CC Day</p>	<p>Gov/Non Gov Consultations Community Outreach Promotional Materials Newsletter Local TV Program Radio Show Publication: Demonstration Guide</p>	<p>Media Other national projects NGO Government Community leaders \$10,000</p>	<p>Audience support the improvement of coastal infrastructure to incorporate climate change projections.</p> <p>Community ownership exists in the carrying out of the project demonstration</p>
<p>Component 3: COMMUNICATIONS &amp; KNOWLEDGE MANAGEMENT; CAPACITY TO PLAN FOR AND RESPOND TO CHANGES IN CLIMATE</p> <p>(Range from technical backstopping support to training, website development, communication work and capturing lessons learnt)</p>	<p>Improve awareness, sharing experiences, educate and empower communities to take ownership of CCA</p> <p>New knowledge generated by to be systematically disseminated / shared lessons learnt, best practices</p>	<p>GEF AusAID UNDP SPREP Potential Donors Non Gov Government Communities Schools Media Private contractors</p>	<p>PACC can offer leveraging co financing activities</p> <p>Messages to include listed messages of Project Visibility, Need to adapt &amp; Ways to adapt</p>	<p>TV Radio Newspaper Website Seminar Workshop Awareness Training Community CC Day</p>	<p>PACC Website School Forums Special Day Events: PEIN Database Gov/Non Gov Consultations Community Outreach Promotional Materials Local Competitions Newsletter Local TV Program Radio Show</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</p> <p>There is community ownership of the project</p>

## COMMUNICATION ACTIVITIES/PRODUCTS/TOOLS IN DETAILS

List of Activities	DETAILS	Timeframe
<b>Promotional Products:</b>	<ol style="list-style-type: none"> <li>1. Tee Shirts: 100x round neck white tee shirts with messaging in English and Maori</li> <li>2. Pull Up Banners: 2x Large Pull Up Banners with partner logos and images illustrating PACC efforts; used a backdrop in meetings &amp; interviews etc</li> <li>3. USB Wristbands: 100x</li> <li>4. Sarongs: 100x</li> <li>5. Posters: 200x</li> <li>6. Brochures: 500x in English and Maori</li> </ol>	2012
<b>Information Materials:</b>	<ol style="list-style-type: none"> <li>1. Fact sheets: 200x to include facts from assessment findings i.e. CBA, SEA PACC, V&amp;A etc (Side A Eng &amp; Side B Maori)</li> <li>2. Newsletters: detailing success story and achievements</li> <li>3. 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.</li> </ol>	Q4 2011 - Q3 2012
<b>Awareness and Education:</b>	<ol style="list-style-type: none"> <li>1. School Forums and Competitions: organize school forums and competitions on climate change adaptation / PACC</li> <li>2. Special Events (World Environment Day, etc): allocate and distribute materials; school quiz; organize public march, etc</li> <li>3. Side Events: e.g. UNFCCC COP, Pacific Forum, etc</li> <li>4. Community Outreach: hold information, feedback and consultation sessions</li> <li>5. Awareness consultations with Gov and Non Gov Organisations</li> </ol>	Q1 2011 - Q1 2012
<b>Media Strategy (and Awareness):</b>	<ol style="list-style-type: none"> <li>1. Media Monitoring: 1x File collection of PACC Cook Is news clippings, copies of videos &amp; feedbacks, etc</li> <li>2. PACC Documentary: 3 x 30min TV documentary on PACC in Mangaia</li> <li>3. Radio Cook Is Live Talkback: 3x with partners</li> <li>4. Regular Success Stories on media (&amp; project newsletter)</li> </ol>	Q2 2011 - Until end of project year

<b>Knowledge Management:</b>	<ol style="list-style-type: none"><li>1. DVD documentary</li><li>2. Pacific Environment Information Network (PEIN) Database</li><li>3. SPREP PACC Website: <a href="http://www.sprep.org/pacc-home">www.sprep.org/pacc-home</a></li><li>4. PACC Cook Is Website:</li><li>5. Publications: Mainstreaming &amp; Demonstration Guide</li></ol>	Q4 2012 - Until end of project year
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