



***Communication, Education and Public Awareness Strategy***

Belize Fisheries Department



Belize Central America

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**For:**

**The South Water Caye Marine Reserve 2017 -2018**

**List of acronyms**

SWCMR.....South Water Caye Marine Reserve

MARFUND.....Meso American Reef Fund

Contents

Introduction ..... 4

Back ground ..... 4

Objectives ..... 5

Target Audience ..... 5

Key Messages..... 6

Communications tool and activities..... 7

Budget and Resources ..... 8

Time Line of activities ..... 12

Indicators and strategy refinement through evaluation ..... 13

## Introduction

In 1996 the Belize fisheries department declared under the Fisheries Act (Ch 210, 1983) SI 118 the 117,875 acres of marine waters of the South water caye areas as a marine reserve. This historic event then made the South Water Caye Marine Reserve as largest marine protected area in the country of Belize. This nomination was in recognition of its; exceptional beauty, diversity, uniqueness, importance nationally, regionally and internationally. Belize boast the second longest reef complex in the world and the largest in this hemisphere as well it is home to 7 marine world heritage sites that includes the SWCMR. This recognition and importance pushes conservation not only to the limits of enforcement but recognizes that community involvement, awareness, lively hood diversification and the creation of future ambassadors of conservation is of extreme importance.

The education and outreach strategy for the SWCMR is part of project funded by MARFUND (Meso-American Reef fund) and the Government of Belize (GOB) to create awareness and trust amongst the stakeholders of the SWCMR. The Great Barrier Reef complex of Meso-America stretches from the most southern coast of Mexico, along the coast of Belize, North East Guatemala and ends north of Honduras. This wide spread resource thus needed a transnational agreement as to assure its protection, thus MARFUND has created a regional solution by the unification of four environmental funds from the different nations to promote conservation, wise use and sustainable development through the distribution of funds at a regional scale.

## Back ground

The SWCMR is located on the shallow reef platform of the Atlantic coast of Mesoamerica, which is part of the longest barrier reef system in the Western Hemisphere, stretching approximately 1,000km. SWCMR is spatially located on the inner Side of the Belize Barrier Reef, in the area of 16°49'09.29"N, 88°05'00.68"W which is part of the Belize reef system UNESCO World Heritage site. The SWCMR is one of 233 ecoregions with biodiversity and representational values considered outstanding on a global scale, and has been recommended several times as a priority area for conservation. The SWCMR is operated and managed by the Belize Fisheries Department which has its base on one of the small islands of Twin Cayes. This ranger station is strategically located more or less in the center of the reserves conservation or no take zone. That allows for quick response and constant vigilance of such unique and ecologically important area. The SWCMR boast extensive sea grass beds, lush mangroves systems and vibrant coral cover that are important to the species it sustains, moreover it is very important for it services, tourism attractions and fishery.

The development new fishery management tools, new fishery laws and regulation have not only brought forth retributions but also have created a vacuum of understanding and justification behind such tools and regulation. This vacuum needs to be filled and with the establishment of a communication education and outreach programs for the SWCMR such

need for understanding and reasoning of such methods are possible. This then may bring forth acceptance of the fairly new system which in most instances may not be within the life span of the older generation but that of the younger generation.

### **Objectives**

1. To raise awareness among the various publics about the SWCMR management areas, the importance of marine and coastal biodiversity conservation and the value of public involvement in such process.
2. To provide up-to-date and accurate information on an ongoing basis to target audiences, utilizing an array of media transmission methods.
3. To stimulate interest and participation for the implementation of the SWCMR management plan through environmental education and the engendering of local pride towards the park.
4. To stimulate the development of policies, principles and activities that support biodiversity conservation in the SWCMR Conservation Area
5. To utilize various educational tools (including print and audiovisual media, workshops and community outreach activities) to inform stakeholders and the public about the SWCMR goals, objectives and future.
6. To use current and informed knowledge, attitude and practice of stakeholders of the SWCMR to guide communication processes to gain trust within the Belize Fisheries department and its stakeholders.

### **Target Audience**

Given the dynamics within the SWCMR and its importance to coastal and marine conservation in Belize, this project targets a wide cross section of public within the list of stakeholders listed in the South Water Caye Marine Reserve management plan of 2010. This includes residents/households, civil servants, public and private sectors, fishers, educational institutions, fisheries association, policymakers and technocrats, politicians, donors, religious and educational facilities/institutions, cooperatives, non-governmental organizations and civil society organizations, regional and international fora, media and press, and any other not mentioned.

## Key Messages

This communication strategy will primarily focus on engendering local pride of the SWCMR, such pride will garner personal interest in marine conservation and sustainable use of the resources of the SWCMR. With the SWCMR being a world heritage site, it is crucial that the message is focused as well as precise to create more trust of the messages at hand and thus creates trust within policy enforcers and users.

It will include messages on the following:

- Introduction to biodiversity within corals reefs ecosystems, sea grass ecosystems and mangrove ecosystems and their importance for national, regional and international mankind communities.
- What are Marine Conservation Areas and Marine Protected Areas, and their roles in conserving biodiversity and the environment;
- The management areas of the SWCMR and their role in sustainable fishery.
- What is the SWCMR Management Plan and its components
- The History of the South Water Caye Marine Reserve
- Conventions and legislations governing the South Coast Marine Management Area;
- Conflicts, threats and challenges the hinders proper management of the SWCMR.
- How the public can get involved in management and outreach/opportunities of the SWCMR.
- The Belize Fisheries Policies and regulation.

## Communications tool and activities

### Tools

<b>External communications tools</b> <ul style="list-style-type: none"> <li>• Print/radio</li> <li>• media press release</li> <li>• radio programmes</li> <li>• feature articles.</li> </ul>	<b>TV</b> <ul style="list-style-type: none"> <li>• news</li> <li>• biodiversity, agriculture, science programmes</li> <li>• videos/CDs/DVDs of interesting activities and outcomes</li> </ul>	<b>Public relations</b> <ul style="list-style-type: none"> <li>• biodiversity, science and agriculture shows</li> <li>• T-shirts, bags, stickers</li> <li>• telephone calls</li> <li>• side events/ educational booths</li> <li>• conferences</li> <li>• networking</li> </ul>
<b>Publishing</b> <ul style="list-style-type: none"> <li>• brochures</li> <li>• posters</li> <li>• bill boards</li> <li>• letters</li> <li>• leaflets/flyers</li> <li>• technical reports</li> <li>• websites/social media</li> <li>• blogging, list serves</li> </ul>	<b>Advertising and feature stories</b> <ul style="list-style-type: none"> <li>• print</li> <li>• radio</li> <li>• television</li> </ul>	<b>Other Tools</b> <ul style="list-style-type: none"> <li>• policy papers</li> <li>• lobbying</li> <li>• role plays and drama</li> <li>• educational presentations/ materials for schools and universities</li> <li>• making use of special occasions such as fish fest, conch fest or lobster fest to deliver info through booths</li> <li>• school painting, poetry, gardening projects, essay and poster competitions.</li> <li>• Mural paintings</li> <li>• Sign erections</li> </ul>
<b>Internal communications tools</b>		
<ul style="list-style-type: none"> <li>• phone calls</li> <li>• emails</li> <li>• project newsletters</li> <li>• study tours for project staff and other stakeholders</li> <li>• travelling seminar to bring together multidisciplinary groups and policy-makers</li> </ul>	<ul style="list-style-type: none"> <li>• face-to-face meetings with partners/stakeholders</li> <li>• progress reports</li> <li>• training workshops</li> <li>• short-term attachments for information officers and research staff</li> <li>• intranets</li> </ul>	

## Budget and Resources

### Annex 1: Detailed Budget for Fiscal Years 2017/2018

#### Fiscal Year 2017/2018

Project Activities	Budget Breakdown (include line item)	Funding source MARFUND BZ DOLLARS	Belize fisheries Department Counterpart	Total Cost BZ DOLLARS
<b>1.1.1</b> Visit to the Education Department of Dangriga town and primary schools to advise on the visits to the schools.	<b>Individual Transportation Cost</b>	<b>\$ 220</b>	NOT Included IN BUDGET Already completed	<b>\$220</b>
<b>1.1.2</b> Visit to; Sacred Heart primary school, Kids First Primary school, Holy Ghost Primary school, Zion SDA primary school, Christ the King Anglican, Ep Worth primary school, and Solid Rock Academy primary school and educational visit to ANRI high school.	Personal vehicle cost, fuel cost and subsistence cost	\$350	NOT Included IN BUDGET Already completed	\$350
<b>1.1.3</b> To visit all primary schools in the Dangriga town, Hopkins village, Siene Bight village, Hope Creek Village, Independence Village, Placencia Village, Sittee River, Rivers Dale and 2 high school in Dangriga Town and 1 in Independence Village.	Speakers	\$60		\$60
	Fuel For transportation		\$350	\$350
	Amenities and promotional items for kids	\$1100		\$1100
	Markers, shop paper	\$100		\$100
	<b>SUBTOTAL</b>	<b>\$1260</b>	<b>\$350</b>	
<b>2.1.2</b> Six tours of the SWCMR for 21 students and 4 teachers each, 1 day per tour. That is for a total of 150 individuals to tour the SWCMR to learn about its ecosystems, zones, regulations and as well to enjoy the beauty of the SWCMR.	Vessel Charge	\$ 5400		\$5,400
	Amenities for kid's water and juices	\$50		\$50
	<b>SUB-TOTAL</b>	<b>\$5450</b>		
<b>3.1.1</b> lion fish promotional T-Shirt creation	Design consultation fee	\$75		\$75
	Cost of X # shirts	\$ 650		\$650
<b>3.1.2</b> Prizes for the activity	1 <sup>st</sup> place prize	\$700		\$700
	Trophy	\$100		\$100
	2 <sup>nd</sup> place prize	\$400		\$ 400
	3 <sup>rd</sup> place prize	\$ 200		\$200
	<b>SUB-TOTAL</b>	<b>\$ 2,125</b>		



<b>4.1.1 Prizes for the football Tournament</b>	1 <sup>st</sup> place Cash Prize	\$750		\$750
	1 <sup>st</sup> place trophy and MVP trophy	\$270		\$ 270
	2 <sup>nd</sup> place prize	\$ 400		\$400
	Medals with SWCMR logo	\$250		\$250
<b>4.1.2 Purchasing of football to be used for the competition</b>	Purchase of 3foot Balls	\$ 150		\$150
<b>4.1.3 purchasing of water</b>	Pouch water	\$120		\$120
	<b>Sub Total</b>	<b>\$ 1,940</b>		
<b>5.1.1 3 Day Camp at Hopkins Village and Seine Bight Village</b>	Painting and arts and craft material for three days of the camp	\$400		\$400
	Fuel for transportation		\$200	\$200
	Water for kids, juice snacks for kids	\$450		\$450
	Promotional items for kids	\$400		\$400
	Ice	\$50		\$50
	Garbage Pick Up material	\$100		\$100
	<b>SUB-TOTAL</b>	<b>\$1,400</b>		
<b>6.1.1 Meet and greet fishermen, fisheries associations and tour operators of the SWCMR.</b>	Fuel Cost	\$	\$250	\$250
	Promotional Material Coffee cups, shades straps, Caps and Callipers	\$1200		\$1200
	Ice and water	\$150		\$150
	<b>6.1.2 Form work group with fishers to create and erect no pollute signs, fish responsibly signs and other signs of environmental importance.</b>	Ply wood	\$250	
Paint	\$150		\$150	
Paint Brush	\$20		\$20	
Nails and Hard wood	\$ 50		\$50	
Water and snack for participants	\$50		\$50	
<b>6.1.3 Form work group with fishers to conduct a complete restoration of their landing zone in Dangriga Town.</b>	Hard wood/cured wood	\$1100		\$1100
	Paint	\$100		\$100
	Paint brush	\$20		\$20
	Nails/screws	\$100		\$100
	Zink	\$150		\$150

	Water and Snack for participants	\$50		\$50
	<b>subtotal</b>	<b>\$3390</b>		
<b>7.1.1</b>				
<b>Work with selected hotels and students of the primary schools in Hopkins Village and SWCMR to develop and erect environmental signs in selected areas.</b>	Printing of flyers	\$100		\$100
	Fuel/transportation		\$150	\$150
	plywood	\$150		\$150
	paint	\$100		\$100
	Paint brush	\$25		\$25
	Hardwood	\$50		\$50
	<b>Subtotal</b>	<b>\$425</b>		
<b>8.1.1</b>				
<b>Visit to Hopkins Village, Seine Bight Village, Hopkins Village, Dangriga Town, and the SWCMR to set up informational booth and do public awareness.</b>	Fuel For transportation		<b>\$250</b>	\$200
	Promotional Items	\$500		\$500
	<b>Subtotal</b>	<b>\$500</b>		
<b>9.1.1</b>				
<b>Building of large informational bill boards for two communities.</b>	Purchase of 2 banner 8ft x 5ft	\$700		\$700
	Building of metal frame of banner	\$300		\$300
	Installation of banner (Cement, sand and gravel and installation)	\$100		\$100
	Transportation of banners to area of installation	\$100		\$100
	Bill Board theme/phrase competition 50 % of prize (1tablet) other prizes maybe donated.	\$200	Business community in Dangriga \$200	\$200
<b>9.1.2</b>				
<b>Building of small signs and painting of murals by students for three communities.</b>	Paint	\$400		\$400
	Paint brush	\$20		\$20
	Plywood	\$150		\$150
	Nails and hardwood board	\$75		\$75
<b>9.1.3</b>				
<b>Creation of 2 gardens made with recycled materials (tires) wood etc. Done by students for two communities. (Seine Bight and Dangriga Town)</b>	Paint	\$150		\$150
	Paint brush	\$20		\$20
	Cutting saw	\$100		\$100
	Transportation cost of tires	\$150		\$150
	Soil	\$100		\$100
	Flower Seeds	\$50		\$50
	Water and snacks for students	\$100		\$100
<b>9.1.4</b>				
<b>Painting of boats with manage access colours</b>	Paint	\$150		\$150
	Paint marking tapes	\$50		\$50
	Sand paper	\$25		\$25
	Water and snacks for fishers	\$50		\$50
<b>9.1.5</b>				
<b>Painting of old and new garbage cans with the help of students</b>	Paint	\$100		\$100
	Snack for students	\$25		\$25
	Sand Paper	\$30		\$30

	Installation of new drums wood, screws, and cement	\$ 150		\$150
	Transportation of new drums	\$100		\$100
<b>9.1.6</b>	<b>Picking up of garbage in three communities.</b>	Garbage Bags	\$100	\$100
		Gloves	\$150	\$150
		Water/juice and Snacks	\$450	\$450
		<b>Subtotal</b>	<b>\$4095</b>	
<b>10.1.1</b>	<b>Develop radio media packages/ coverage on national and local fisheries and environmental issues.</b>	Voice Over charge	\$170	\$170
		Airing	\$500	\$500
<b>10.1.2</b>	<b>Develop TV media packages/ coverage on national and local fisheries and environmental issues.</b>	TV airing	\$400	\$400
		Development and creation of the Ad. 50% of total cost	\$550	\$550
		Voice overs and actors	\$100	\$100
<b>10.1.3</b>	<b>Develop newspaper media packages/ coverage on national and local fisheries and environmental issues.</b>	Insert creation and printing cost	\$250	\$250
		Distribution and charges	\$250	\$250
		<b>subtotal</b>	<b>2220</b>	
		<b>MARFUND Grand Total</b>	<b>BDF</b>	<b>Overall Total</b>
Activities Total		\$ 22,805	\$1,200	\$24,005
Unforeseen Cost		\$ 1,195		
Grand Total		24,000		



## Indicators and strategy refinement through evaluation

Behavioral changes are what is expected, these changes may be seen in the willingness to abide by the rules and regulation of the reserve and also willingness to participate in activities related to conservation. Such indicators may simply be clean and litter free streets, litter free landing zones or the use of recycled material for fishery.

Preliminary indicators are identified below. Additional indicators maybe added once there is an update in the SWCMR management plan:

- Changes in habitat and biodiversity quality and quantity within the sampling areas of the SWCMR
- Changes in/levels of public participation in SWCMR activities;
- Changes in knowledge, attitude and practice of residents and stakeholders of the SWCMR with respect to the purpose and overall goal of the SWCMR.
- Increase in the numbers of requests for information about field visits to the SWCMR.
- Increased level of visitor ship to the reserve as well an increased use of the SWCMR information center and offices to make payments and buy gifts.
- Increase in the levels of schools and community environmental projects related to the SWCMR or in general marine protected areas.
- Establishments that support groups and conservation initiatives for the SWCMR;
- A reducing level off presentations to schools, NGOs or other institution, that is to demonstrate an increased level of environmental stewardship.
- Establishment of marine conservation and marine biology course in school's curricula with a particular focus for schools within the SWCMR.
- Increased capabilities of park ranger to disseminate credible and informative information to all visitors of the SWCMR which includes fishers, tour operators, tour guides, boat owners, tourist hoteliers, researchers and any other group of individuals that may visit the SWCMR.

### Long-term indicators

- Critical terrestrial and marine habitats have recovered or in that process of recovering from anthropogenic disturbances.
- Establishment of new or review of existing policies and legislations that partially protect or fully protects species of concern.

- Willingness-to-pay for use of Park and its amenities as well willingness to participate in the protection of conservation zones.

