

# Communicating Climate Change A New Approach



**What Was Learned in Preparation of the PPCR National Communication Strategy and Action Plan? And what does it mean for the Public Sector?**

Dr. Maria Protz

- August 28<sup>th</sup>, 2013, Physics Department, UWI, Mona

# Some Questions to begin:

- *How many* people here knew there was a National Communication Strategy and Action Plan?
- *How many* people here were involved in it?
- *How many* people knew that it includes several sub-sector strategies for all the ministries represented here?
- *How many people* have seen it?
- *How many* are using it?



*The National  
Communication Strategy  
and Action Plan –  
conducted in 2012 for the  
Pilot Programme for  
Climate Resilience (PPCR)  
from the months of  
January to April*



Full document can be  
downloaded from the  
PIOJ's website at:

[http://www.pioj.gov.jm/Portals/0/Sustainable\\_Development/Final%20Communication%20Strategy%20&%20Action%20Plan.pdf](http://www.pioj.gov.jm/Portals/0/Sustainable_Development/Final%20Communication%20Strategy%20&%20Action%20Plan.pdf)



# Process

**Rigorous and robust** process were followed. The steps included:

# Research

- Review of the 2005 KAP Survey
- Desk research and review of other small KAP studies in health, agriculture and tourism
- Review of CC available documents – 2nd UNFCCC
- Case study literature
- Other sources of information
- Consultations with other sister CC projects to appreciate their PA methods
- Participation in two agricultural CC assessment events (MAJIC and FAO)

# Needs Assessment

- Review all other available previous four consultations done for the PPCR - all of which stress the need for greater public awareness and learning across all levels of Jamaican society
- Consultations with key stakeholders – especially public service representatives (i.e., YOU) and project personal to assess communication methods, tools, processes and institutional capacity – as
- well as resource capacity

# A National Consultation with several stakeholders

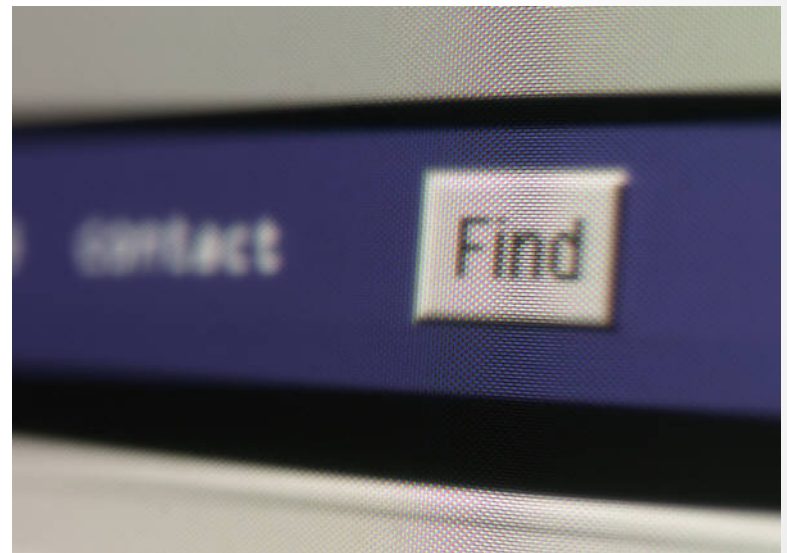






Sectoral Working group  
submissions for 7 sub-  
strategies

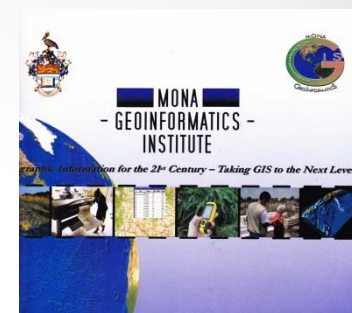
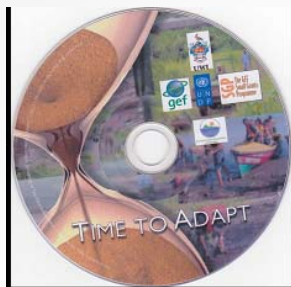
So *what*  
was found,  
and *what*  
*does it*  
*mean* for  
the public  
sector?



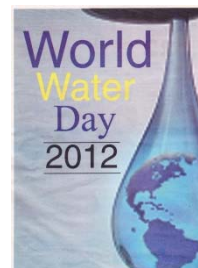
## *Strengths & Opportunities*

*Many Synergies, Many good examples of materials (albeit not necessarily called “climate change”):*

- Many good examples of communication tools exist
- Many communities are already being sensitised
- Can build on existing successes and experiences
- Such as...



Water and Education  
General Guide for Teachers of Latin America and the Caribbean

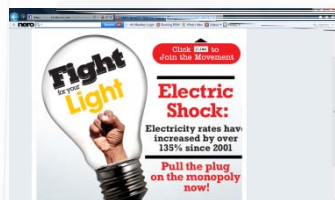
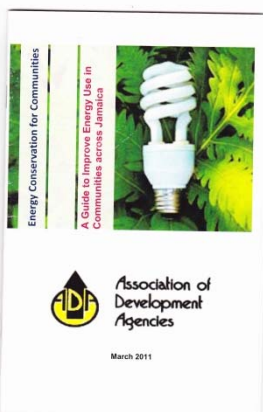
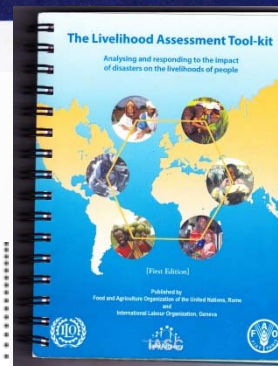


Addressing Climate Change in the Caribbean:  
A Toolkit for Communities



Marketing and Agriculture for Jamaican Improved Competitiveness (MAJIC) Project

GLOBAL CLIMATE CHANGE (GCC) VULNERABILITY AND ADAPTATION ANALYSIS



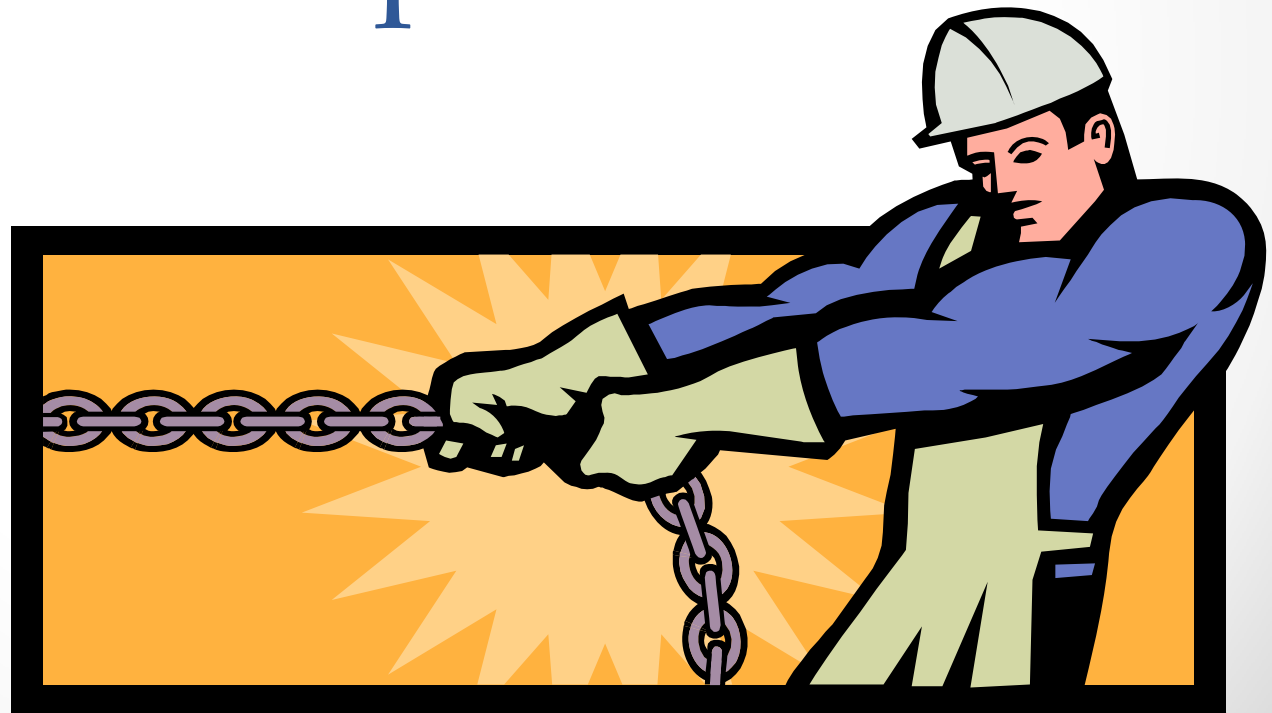
United Nations Educational, Scientific and Cultural Organization

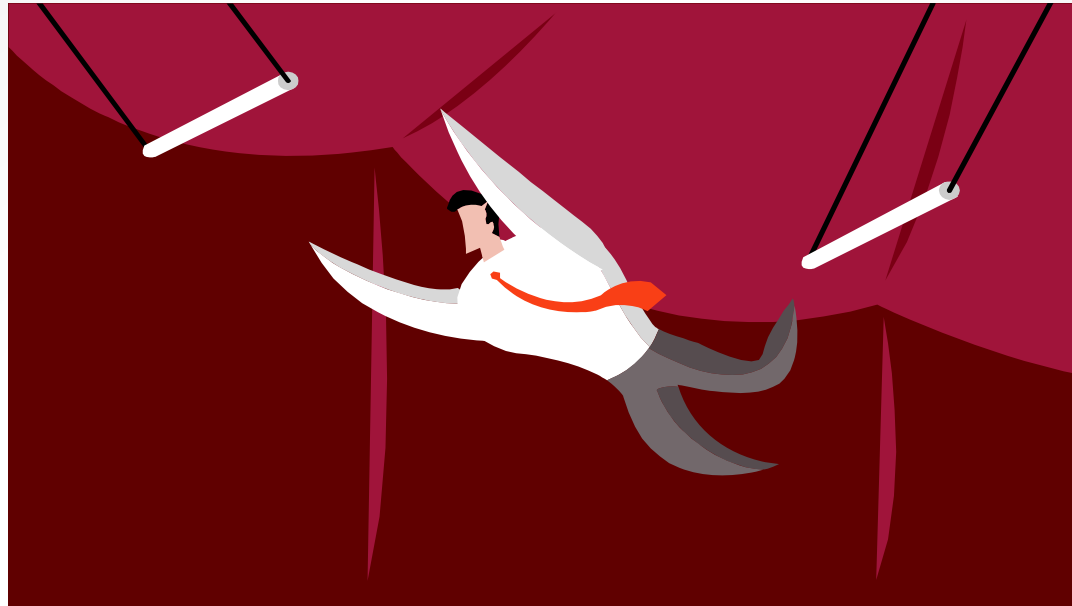


*A lot is already  
happening* that just  
needs to be looked  
at through a CC  
lens, and more has  
happened since.



Resources exist that can  
be pooled and leveraged,  
not duplicated





Public Sector agencies *believe*  
they play a critical role in  
mitigating, and communicating  
climate change....

But  
weaknesses  
also exist:







Little  
attention  
paid to  
persons  
with  
disabilities

No  
inventory  
exists of  
who is  
doing what



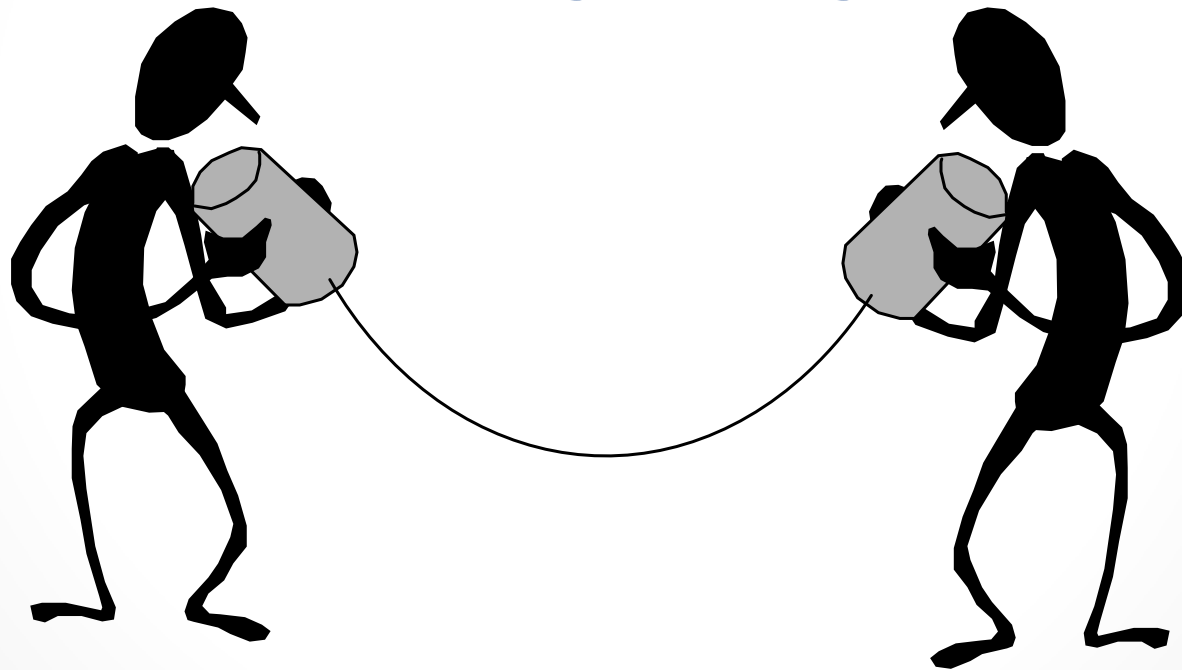
Time to scale  
up – too  
many pilot  
projects  
produce  
good results  
but are not  
promoted



In many ways, the right hand doesn't know what the left hand is doing....



# Agencies lack sufficient communication capacity and skills



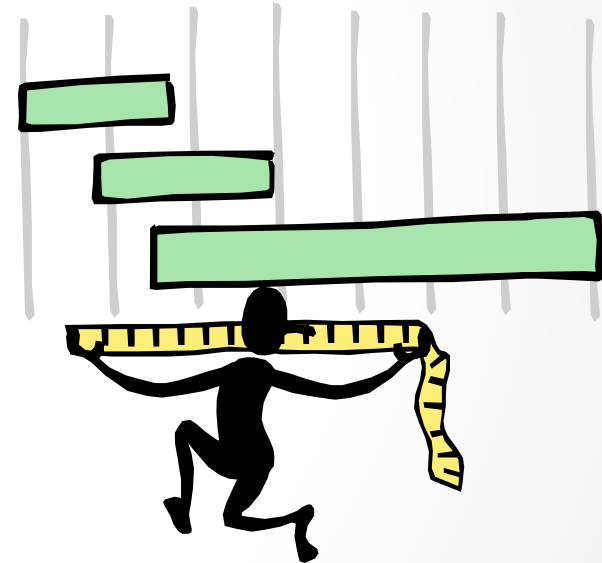
# Inadequate financial resources





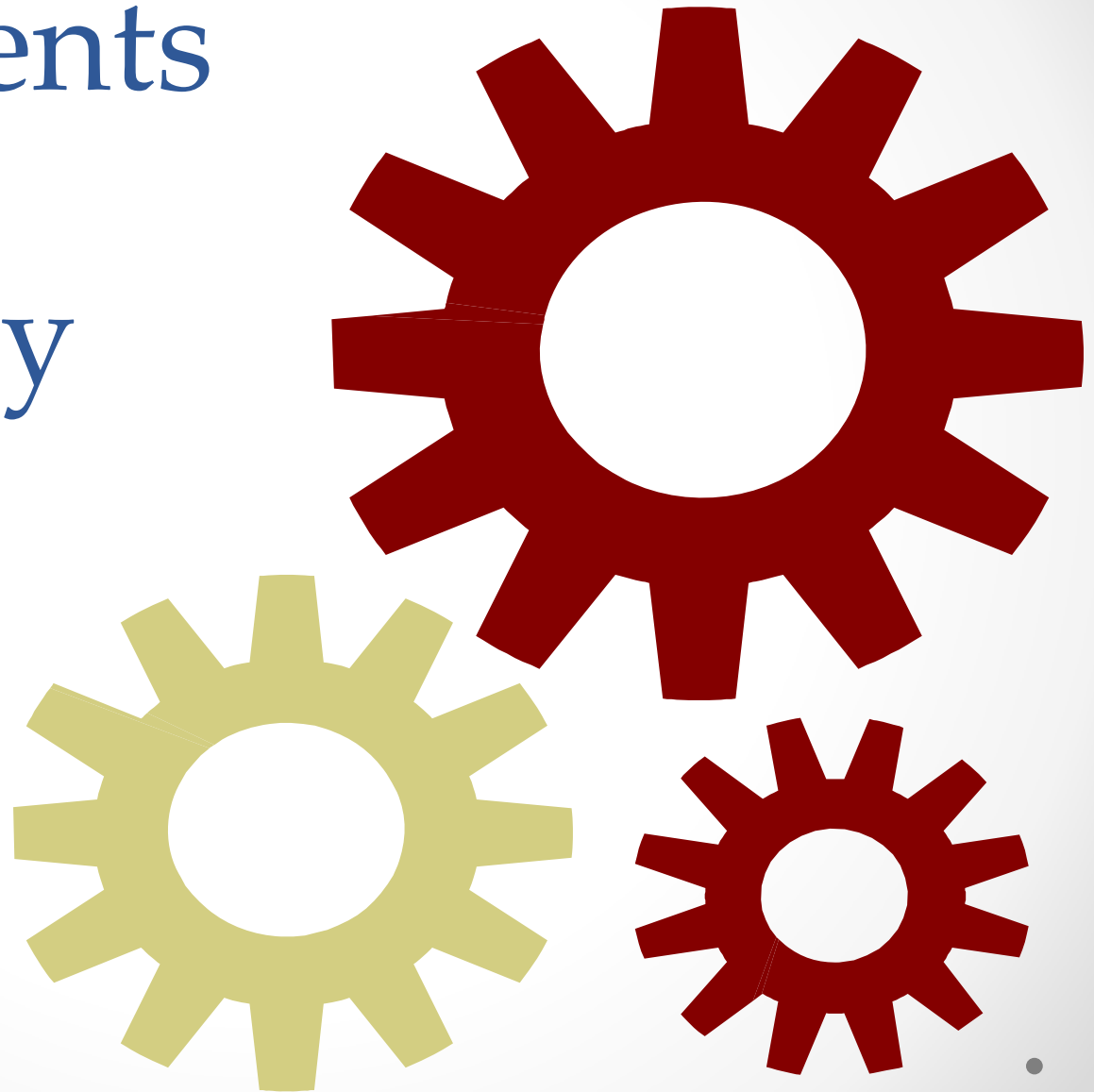
Several agencies talk  
about “*inter-agency  
collaboration*”, but it is  
*rarely* implemented....

Insufficient  
measurement  
of the impacts  
of climate  
interventions...  
do they make  
any difference?





# Main Components of the Strategy



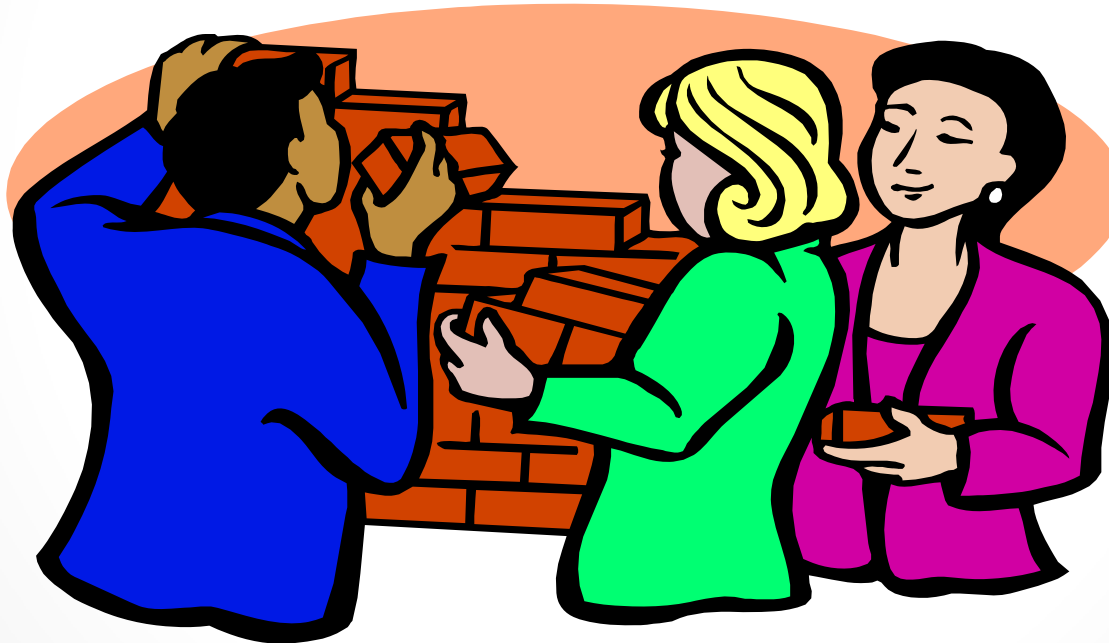
# Overall Communication Goal

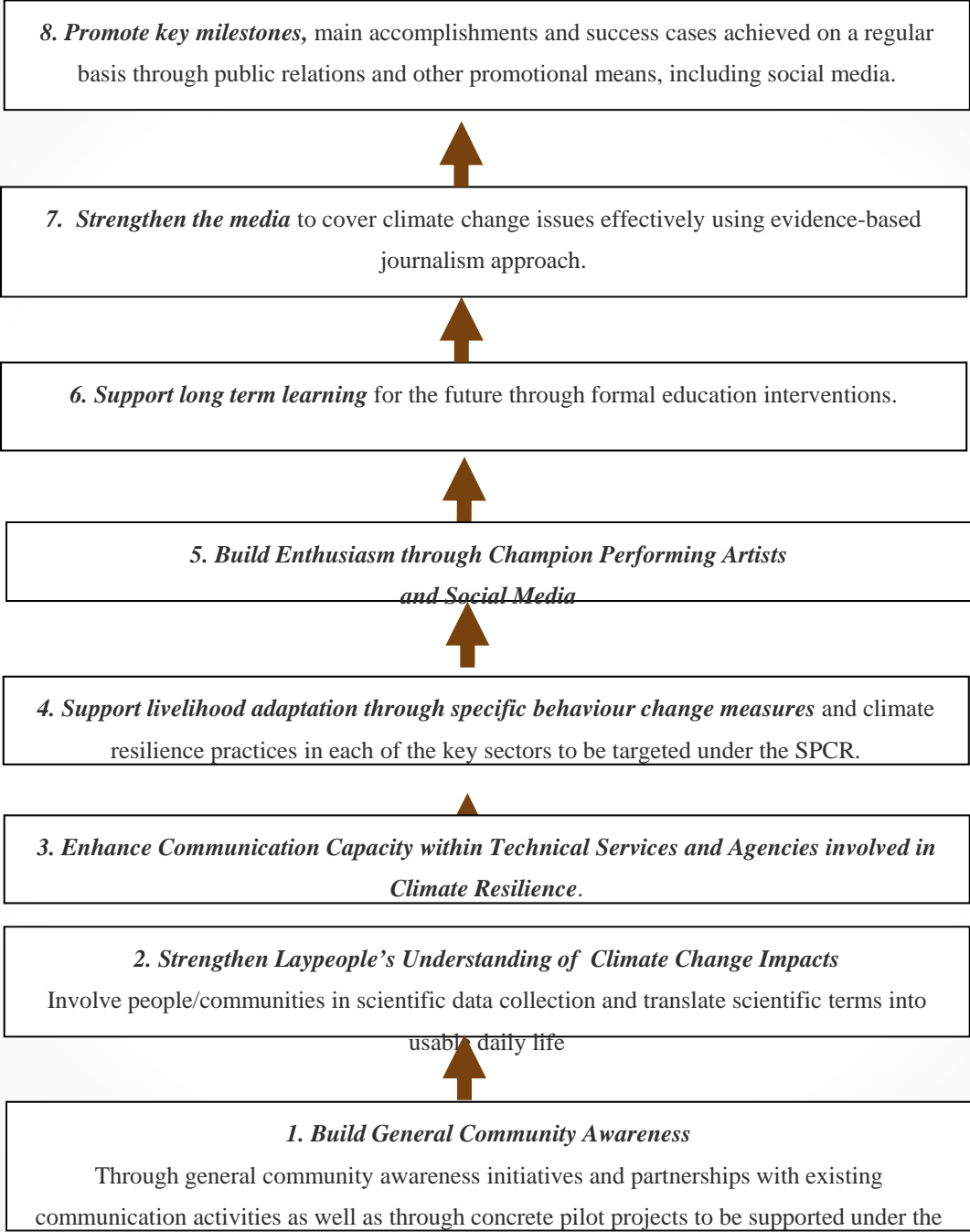
*By the end of 2017, there will be at least a 30% increase in awareness of what climate change is and how it will impact most Jamaicans, but there will also be at least a 20% increase in the adoption of specific CC adaptation practices; and a 20% improvement in sustainable climate resilience within the agriculture/fisheries/forestry sector; the health sector; tourism; water; and among communities living in coastal zones and at risk areas.*

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# Communication “Pillars” or “Building Blocks”





# Fast Track Priority Activities



1. Harmonize existing materials and community tool boxes
2. Repackage existing materials and distribute
3. Promote a climate smart community competition along the lines of the “BEST” community competition
4. Strengthen lay people’s understanding through participation in scientific data collection

5. Develop 3D simulation learning materials for specific sectors
6. Include rolling indicator tool on website to monitor progress
7. Build communication capacity within public sector agencies (technocrats – climate speak, elevator pitch)
8. Create inter-agency climate change “communication task force”
9. Communicate “livelihood CC adaptation” steps within each sector

- 10. Build buzz and sizzle through media partnerships with artists and musicians**
- 11. Support formal education sector**
- 12. Build capacity of mainstream media to cover CC**
- 13. PR – develop a unifying slogan and visual image/brand/stamp of CC approval**
- 14. Promote regular Government CC milestones**
- 15. Big up private sector initiatives**

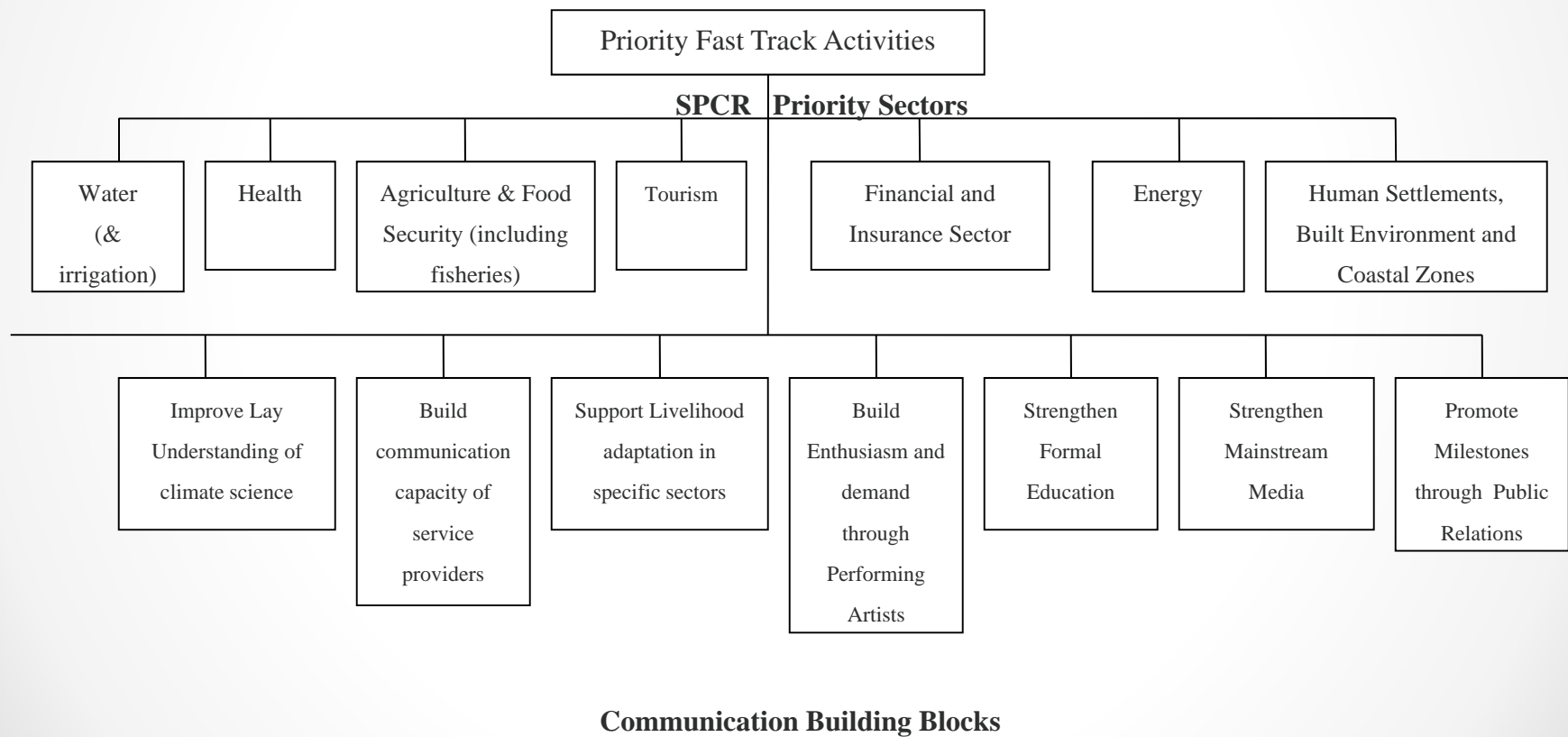


# Plus, seven (7) sub-sector strategies for:

1. Water
2. Agriculture and Fisheries
3. Energy
4. Health
5. Built Environments, Human Settlements and Coastal Resources
6. Tourism
7. The Insurance Sector



# DIAGRAM 2 COMPONENTS OF THE NATIONAL COMMUNICATION STRATEGY



# So what's in the sub-sector strategy for your own ministry?

Review the document to find out  
and see what works for you...



Thank You

