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Fishery-Related Ecological and Socio-Economic Impact Assessments and Monitoring System:

REPORT ON THE IMPLEMENTATION OF THE STAKEHOLDER ENGAGEMENT AND COMMUNICATION STRATEGY & ACTION PLAN

CRFM Secretariat
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Fishery-Related Ecological and Socio-Economic Impact Assessments and Monitoring System: Implementation of the Stakeholder Engagement and Communication Strategy & Action Plan

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LIST OF ACRONYMS AND ABBREVIATIONS

CANARI	Caribbean Natural Resources Institute
CRFM	Caribbean Regional Fisheries Mechanism
DVD-ROM	Digital versatile disc-read only memory
FEWER	Fisheries Early Warning and Emergency Response
KAP	Knowledge, Attitude and Practice
MORI	Mona Office for Research and Innovation
PPCR	Pilot Programme for Climate Resilience
SECSAP	Stakeholder Engagement and Communications Strategy and Action Plan
SEO	Search Engine Optimization
SIDS	Small Islands Developing States
USAID	United States Agency for International Development
USB	Universal Serial Bus
UWI	University of the West Indies
WP	Work Package
XCD	Eastern Caribbean Dollar

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1. BACKGROUND AND CONTEXT

The impacts of climate change are manifesting all across the Caribbean, raising significant concerns in this region of predominantly small island developing states (SIDS). While shifting weather patterns, rising sea levels, coral reef bleaching, Sargassum influxes and increased frequency of high-intensity storms and hurricanes are the most visible effects, there are considerable changes that are taking place across the region, especially beneath the waters of the Caribbean Sea.

Given high levels of exposure to the adverse effects of climate change, the fisheries sector has been identified as one of the region's most vulnerable, both in terms of the economic and social fallout that is already being experienced in many countries (Figure 1).

Figure 1: Hurricane Dorian devastates Abaco Island, Bahamas, September 2019

In an effort to clearly understand how climate change is impacting the marine environment, in order to better determine how to manage the region's fisheries, in-depth assessment and monitoring of climate change impacts and of adaptive responses is essential. Given the complexity of climate change, and the dynamic issues which have to be considered, many Caribbean decision makers are recognising the indispensable value of science, and increasingly are turning to technical experts for guidance to work through the "wicked problems"[1] that our region (and the wider world) is facing.[2]

[1] A **wicked problem** is a problem that is difficult or impossible to solve because of incomplete, contradictory, and changing requirements that are often difficult to recognize. It refers to an idea or problem that cannot be fixed, or where there is no single solution to the problem. The use of the term "wicked" here has come to denote **resistance to resolution**, rather than evil. Another definition is "a problem whose social complexity means that it has no determinable stopping point". Moreover, because of complex interdependencies the effort to solve one aspect of a wicked problem may reveal or create other problems.

The **Fishery-Related Ecological and Socio-Economic Impact Assessments and Monitoring System Project** (the Project) has been an integral part of the regional track of the Pilot Programme for Climate Resilience (PPCR). After almost two years of multi-layered research and engagement with a wide range of stakeholders across the Caribbean fisheries sector, the Project is coming to a close.

This report presents an account of the implementation of a communications and stakeholder engagement programme under Work Package 3 (WP3). While project research and site-level activities focused on the six countries with current PPCR programmes, namely, Dominica, Grenada, Haiti, Jamaica, Saint Lucia, Saint Vincent and the Grenadines, the outputs produced under WP3, have relevance and applicability across the wider region/ Caribbean.

1.1 Key Components of Work Package 3

This report traces a step-by-step process of activity design and implementation over the course of twenty (20) months - from January 2018 to November 2019. It is to be read in conjunction with the following documents:

- The Project Inception Report (March 2018)
- The Report of the Regional Planning Workshop (May 2018)
- The Knowledge, Attitude and Practices (KAP) Study (April 2019)
- The Stakeholder Engagement and Communications Strategy and Action Plan (SECSAP) (April 2019)
- Dissemination Plan for Communications Products (August 2019)

The development and execution of WP3 was defined by the scientific framework of the wider project. The goal of this communications and engagement component was to find creative ways to communicate the science of climate change, how climate change is impacting the natural and human environment, what broad strategies are available to adapt and to make this information relevant and readily accessible to the wide range of stakeholders in the fisheries sector, and to the general public.

In keeping with the rigour of scientific research, the project's communication needs and opportunities were identified through a three-stage process that comprised:

(a) **Initial discussions** with project partners – notably the CRFM, officials from fisheries departments in the six project countries, and representatives from fisherfolk organisations.
(b) **A desk review** of foundational documents for Pilot Program on Climate Resilience (PPCR) projects in the six target countries.
(c) **A Knowledge Attitude Practice (KAP) study** that garnered primary information from fishers and fisheries intermediaries from both public and private sector organisations in three (3) of the six (6) project countries, namely, Dominica, Jamaica and Saint Vincent and the Grenadines.

Data and information from these steps were then used to design a comprehensive Stakeholder Engagement, Communication Strategy and Action Plan (SECSAP) that guided the Project team's efforts to share research on the impacts of climate change in the sector and lay the groundwork for people to feel empowered about responding to climate change and inclined to take part in building the sector's climate resilience.

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[2] On the eve of COP25 Climate summit in Madrid, Spain in December 2019, scientists continue to issue dire warnings about the pace of global warming and the need to urgently cut greenhouse gas emissions. Officials are under pressure to finalize the rules of the 2015 Paris accord; juxtaposed against this is the drive for development and economic growth.

The SECSAP was designed as a framework to ensure that the Project achieved its overarching objectives, notably to increase the visibility of the Project, to increase the demand for Project outputs and to ensure fisheries stakeholders have the tools that they need to engage their networks toward climate action. The project's communication goals are summarized below.[3]

Goal 1

To foster the sustainability of Project results by:
*Raising the visibility of technical Project outputs and creating champions for their use
*Creating and widely disseminating secondary communication products that compel users to access technical resources
*Building communications capacity among fisheries "intermediaries" in the six PPCR countries

Goal 2

To amplify outreach on climate change and fisheries in the Region by:
*Linking the Project's communications products and activities to efforts underway through PPCR programming (Caribbean and national-level)
*Ensuring the data portal being developed as part of the Project houses key communication and engagement products beyond those generated through the Project

Goal 3

To increase climate change and adaptation literacy among fisheries stakeholders in PPCR countries by:
*Deploying a **communications campaign** with pre-defined target audiences
*Working in partnership with the national fisheries divisions of PPCR countries to deploy the communications campaign

Goal 4

To support development of climate-smart fisheries management options by:
*Identifying options for climate-smart fisheries management with most implementation potential
*Embedding data collection through monitoring activities during the communications campaign
*Measuring interests levels and responses to information on fisheries adaptation transmitted through social media

The project's communication objectives are summarized below:

1. **To increase knowledge among fisherfolk of the link between climate change adaptation and improved livelihoods prospects**

[3] See the Stakeholder Engagement, Communication Strategy and Action Plan (SECSAP) for broader project context.

Created by Made from Noun Project

2. **To improve climate change communication and advocacy skills of Fisheries Officers/ Managers**

Created by Eucalyp from Noun Project

3. **To increase awareness of climate impacts on fisheries and encourage greater personal and collective responsibility and action**

These goals and objectives were used along with a Theory of Change Framework[4] (within the SECSAP) as inputs to design the Dissemination Plan for Communications Products.

From the SECSAP, the communications team was able to design a communications campaign "look and feel" and then to develop the substantial communications products, notably a video documentary and discussion guide, a series of posters and a series of Power Point presentations/ slide decks for fisheries intermediaries (a full list of the products is given in Appendix 1).

Since all project outputs fed into and supported the overarching Caribbean Track PPCR initiative, the Dissemination Plan for Communications Products was sent to the Project Implementation Unit at the Mona Office of Research and Innovation (MORI) – University of West Indies, for their feedback. As well, we submitted a formal request for MORI to advise how these products would fit within the larger regional PPCR framework.

This report discusses the abovementioned goals in light of the challenges and opportunities that presented themselves during dissemination of our communications projects. We also discuss the extent to which each goal has been met, while regarding the lessons learned and recommendations for future interventions/ initiatives.

[4] Ibid.

2. ACTIVITIES IMPLEMENTED AND RESULTS

2.1 ToC 1: To increase knowledge among fisherfolk of the link between climate change adaptation and improved livelihoods prospects

The central communication products to deliver on this Theory of Change were a series of posters, with simple messages on the impacts of climate change and ways to adapt (Figure 2 and Figure 3).

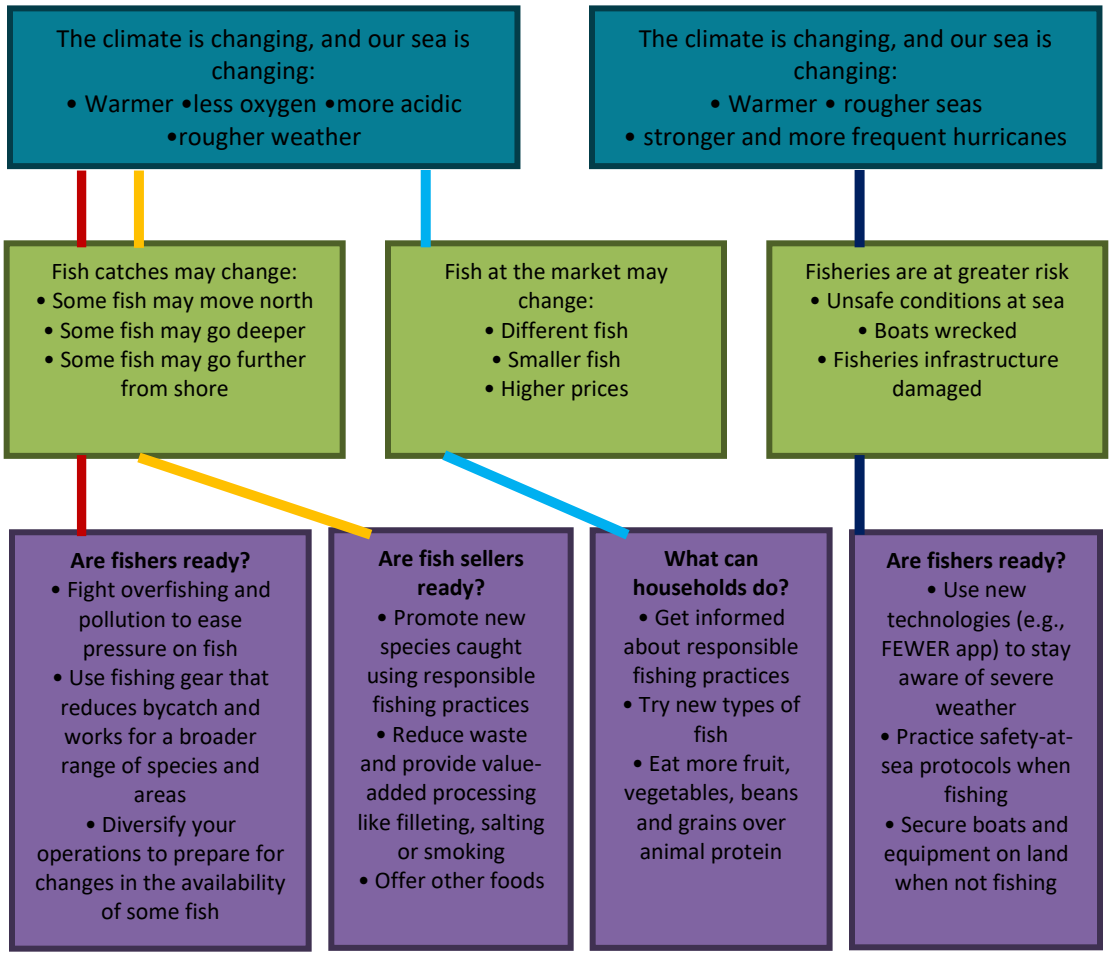

Figure 2: Messages for the posters. All messages had 3 components: ocean changes, impacts on fish and fisheries and adaptation measures. The red and dark blue pathways denote messages targeting fishers. The yellow and light blue pathways denote messages targeting vendors and consumers, respectively.

Figure 3: Series of posters developed under Work Package 3, with climate change adaptation messages for stakeholders across the fish value chain

<u>Action 1:</u> To disseminate the "Our Sea is Changing" posters via Whatsapp to the list of fisherfolk who participated in the KAP study, coupled with a brief survey questionnaire to determine if and how their level of knowledge has improved, as compared to before the project (see SECSAP, Goal 3 – Building climate literacy).

Results of the KAP Study indicated that about half of fishers surveyed used a smartphone, with Whatsapp being the most popular application/ social media platform. Although face-to-face sessions with fishers would have been the ideal mechanism for climate communications, this was not an option given project constraints. Therefore, dissemination of our communications products to fishers was via Whatsapp. In October 2019, the CRFM created a Whatsapp group called "Climate Resilient Fishers" drawing from the list of fishers who had provided their contact numbers during the KAP Study and a wider group of fishers who were subscribed to the Fisheries Early Warning and Emergency Response (FEWER) mobile application.[5] In this manner, the "Climate Resilient Fishers" Whatsapp group included representatives from all the project countries except Haiti.[6]

Who did we reach?

The "Climate Resilient Fishers" contact group started with the 72 persons who had provided a contact number during the KAP Study. However, when CRFM/ the project communications team sought to reach these persons many of them did not respond to the calls, or the numbers listed were no longer in service. The Whatsapp group in the end comprised 44 subscribers. But the group dwindled down to half that number in less than a month. Immediately after the group was created, several fishers unsubscribed without explanation, whereas some others posted messages wondering why they had been included in the group, a few even complained that they really did not see the point of the group chat despite repeated attempts to clarify the purpose of the group and our activities. Specifically, on several occasions, we

[5] This group included fisherfolk from four of the PPCR project countries, notably: Dominica, Grenada, Saint Lucia and Saint Vincent and the Grenadines.

[6] English is the designated language of the Project and even though efforts were made to translate some communications products into Haitian Creole, project engagement with Haitian stakeholders beyond the Fisheries Liaison Officer was limited.

emphasized that the goal of the Whatsapp group was to "connect directly with fishers to know if the information that the PPCR project is producing reflects the fishers' realities and, to determine how the project can best spread the word about fisheries and climate change."

In a private discussion with the project communications specialist, one of the Whatsapp group members revealed that because of the major losses they sustained due to Hurricane Maria and the many hardships they have faced since then, many of the fishers in Dominica feel a growing sense of hopelessness or anger/resentment towards the government/ official agencies as they do not see any real help forthcoming.[7]

How did we attempt to boost participation rates?

Recognizing the challenging socio-economic realities that many fisherfolk faced, the project offered an incentive of phone credit 10 XCD or its equivalent to encourage the recipients to complete and submit the survey. This was a one-time credit sent to the fisher once a completed survey had been submitted, limited to one submission per phone number. Forty (40) fishers responded to the survey, over a period of six (6) weeks.

Action 2: To disseminate/ publicize posters as part of CRFM activities (online and offline), and the wider PPCR Regional Communications Initiative (SECSAP, Goal 2 – amplify outreach on climate change and fisheries).

Once the communications outputs had been finalized and approved, CRFM sent out a Technical Dispatch[8] to fisheries officers to announce that a suite of communications/ knowledge products had been produced by the project, providing links to access these resources.

The technical dispatch included a call to action for the fisheries officers to disseminate these products to their network, and specifically requested that they share the video documentary and posters with the group of fisherfolk and fisheries intermediaries for their review after which these fisherfolk and fisheries intermediaries were asked to take part in a brief online survey. Twelve (12) fisheries intermediaries responded to the survey, over a period of six (6) weeks.

Action 3: The project communications specialist drafted a press release/ news article which CRFM finalised and distributed announcing the suite of communications products that had been produced by the project.

While this activity had not been originally included in the list of outputs, the communications team recognized that circulating a press release and posting an article on the home page of the CRFM site was a worthwhile opportunity to publicize the project communications products, and disseminate them to the wider public.

It is anticipated that this press release/article will be saved in CRFM's online archives for future reference.

[7] This sentiment was expressed by fisherfolk during several interventions throughout the project.

[8] See CRFM Technical Dispatch #8 – Knowledge Products and KAP Surveys

2.2 ToC 2: To improve climate change communication and advocacy skills of Fisheries Officers/ Managers

Action: To deliver a training module on climate communications, highlighting all the communications materials produced by the project and improving participants' knowledge of principles to spread climate change messages, positively engage communities and influence behaviour relating to climate change adaptation in fisheries.

The idea of delivering an online seminar on climate communications targeting fisheries intermediaries was initially discussed by CRFM and the project communications team, but after subsequent further considerations, it was decided that this activity would not be feasible.[9] Rather, a short training module on Communicating Climate Change for Fisheries was integrated into the Regional Training Workshop held in St. Lucia from October 28 to November 1, 2019. This module provided participants with a review of communications basics as well as special considerations for climate change. It introduced participants to the communications products from the project as well as a few guidance documents available from USAID, the Climate & Development Knowledge Network, CANARI and others. Trainers also shared five strategies with workshop participants, including how to effectively target audiences (groups, level of detail, media), translate science accurately, nurture agency and empowerment. We also reviewed the importance of investing in public engagement. The module included a practical component, where we asked participants to follow a simple communications template to develop a 2-minute "elevator pitch", thinking of a specific audience and a key message from the week of training (see Figure 4).

Figure 4: Fisheries Officer from Jamaica presenting a two-minute pitch on why elected officials should invest in climate-smart fisheries

Communications with various stakeholders across the fish chain is a core activity of almost all workshop participants, and a specific responsibility of two outreach officers from Saint Vincent and the Grenadines. Workshop participants enthusiastically and accurately completed the elevator pitch exercise and commented on their appreciation for the resources we highlighted for them to explore after the workshop.

[9] See Dissemination Plan for Communications Products

2.3 ToC 3: To increase awareness of climate impacts on fisheries and encourage greater personal and collective responsibility and action

Action: To develop a video documentary and accompanying discussion guide, making it available for viewing / downloading via YouTube, the CRFM and PPCR (MORI-UWI) websites.

The video documentary, entitled "Fish for Today and Tomorrow" and an accompanying discussion guide were produced to explore the impacts of climate change on fisheries in the Caribbean; to highlight some of the key findings of the project and to promote climate action that is timely, appropriate and anchored in science.

It is anticipated that the documentary and discussion guide will be used to generate lively discussions in ways that will promote heightened awareness, learning and pro-action as stakeholders across the fisheries sector confront the realities of climate change, and anticipate the future. These tools are intended to enable participants to enhance their understanding of climate change and fisheries, which in turn will influence changes in attitudes and behaviour, and will ideally promote progressive policies.

After the video documentary was reviewed by stakeholders and minor edits were made, CRFM expressed satisfaction with the final cut of the video documentary and we proceeded to disseminate it in a few different ways. The documentary should have broad appeal across the wide spectrum of audiences it is intended to reach, i.e. fisherfolk, fisheries intermediaries, policy-makers and the general public (SECSAP Goals 1, 2 and 3). A version with Haitian Creole sub-titles was also produced.

Being stored online (see Appendix 1 for the URLs), the videos are accessible/ freely available for use (via download or streaming) at workshops, meetings, conferences, and events in the region and internationally (SECSAP Goals 1, 2 and 3). Indeed, the video-documentary was screened at a regional fisheries conference that took place in the Dominican Republic in 2019 (see Figure 5).

In order to reach a wider audience, further dissemination support ought to be focused on using multiple social media networks, including Twitter, Facebook, Instagram, as well as on knowledge platforms (such as weADAPT https://www.weadapt.org/).

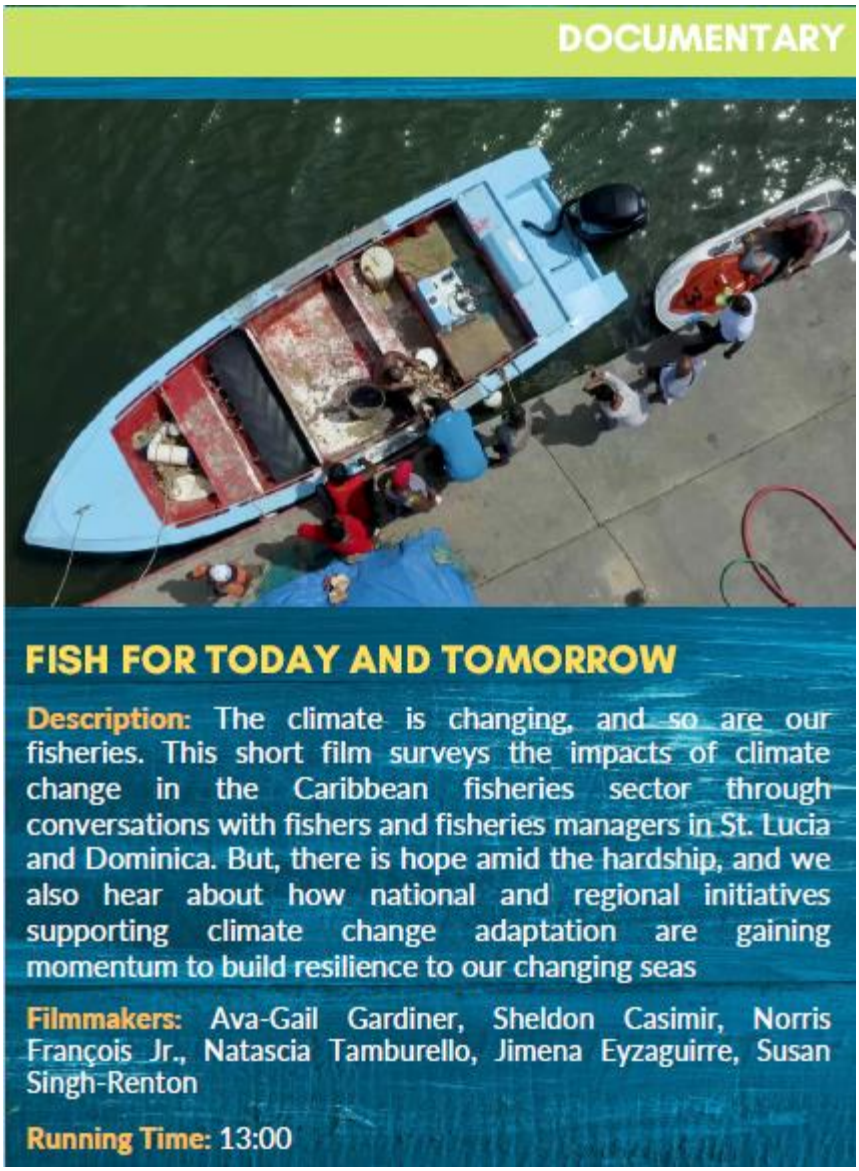

Figure 5: Promotional material for the video-documentary screened at Cinéfish at the Conference of the Gulf and Caribbean Fisheries Institute in November 2019.

3. CHALLENGES AND LESSONS LEARNED

3.1 Communicating the Science of Climate Change to Fisherfolk

One of the most significant challenges throughout the project was how to connect with and sustain engagement with fisherfolk.

While shooting the documentary, *Fish for Today and Tomorrow*, the project's communications specialist had the opportunity to spend an intense week with fisherfolk, observing their daily reality and the rhythm of their lives. As full-time fishers spend most of their productive time out at sea, they are not an easy audience to capture and with whom to sustain engagement.

The fisherfolk who agreed to participate in the filming of the documentary were very accommodating. However, there were others who, when approached, were suspicious or doubtful of the film crew's intentions. Despite being introduced by a known fisheries officer, and given a detailed background/ explanation of the project and the rationale of the documentary, many persons declined to participate.

One Dominican fisherman articulated his reluctance to talk: *"I didn't get no assistance from government (after losing his boat and gears in Hurricane Maria), and now you want to talk to me…I don't have no use for fisheries right here (now)."* In fact, in more than one case, there seemed to be a political dimension to the reticence shown by some fishers (Figure 6).

Figure 6: Example of political dimensions to fisheries. This photo was taken in April 2019 in the yard of the Fisheries Complex, Roseau, Dominica.

This attitude was mirrored in the KAP Study, and in the Whatsapp group "Climate Resilient Fishers".

During the KAP when fishers were asked if they knew about any government initiatives to address climate change in fisheries, most fishers responded negatively. When asked to rank the importance of government interventions to the survival of the sector, most fishers considered this as irrelevant. When a similar question was asked of the fisheries intermediaries most of them ranked government initiatives as essential to the development/ survival of the sector.

While fisheries managers' responses to key climate-change related messages in the KAP, suggest a good level of knowledge on how to make the case for adaptation to fisherfolk, our observations suggest a significant disconnect/ gap between these intermediaries and the realities and priorities of fish harvesters.

As climate impacts on fisheries across the region are becoming more visible through the collection and in-depth analysis of data, it is becoming clear that this sector is being and will be dramatically affected by climate change. As the climate crisis continues to deepen, socio-economic data is pointing to the fact that fisherfolk, many of whom are marginalized and vulnerable are already being disproportionally affected.

Increasingly, the linkages between poverty and climate change are becoming clearer, and for this reason there needs to be more targeted efforts to help fisherfolk to develop climate resilient livelihoods, only then will the priorities of those at one end of the value chain align with those at the other end. Careful consideration must be given to the range of factors that drive demand and how consumer tastes can be influenced.

3.2 Mainstreaming Stakeholder Engagement and Communications into the Design and Implementation of Research and Knowledge-Building Initiatives

Rather than being seen as a "back-end" activity, having communications as an integral part of future projects should help to ensure greater interest and engagement among stakeholders, and will provide a more organic and higher level of visibility for the CRFM and its partners.

The posters, video documentary and other materials are solid, worthwhile products. However, their true value will only be derived if they are used. As the project outputs are finalized over the next few weeks, and CRFM and member countries take ownership of them, thought needs to be given to how these reports, models, other forms of knowledge products can be integrated into the everyday work of fisheries stakeholders across the region.

Particular regard should be given to how some of the most critical knowledge products can be simplified and converted into training materials for use on the ground, i.e., by fisheries cooperatives/ fisherfolk organisations and other intermediaries who interact with those on the shorelines of climate change.

Further, when considering communications/ stakeholder engagement under future initiatives, there needs to be more focus on not just establishing a connection with fisherfolk, but finding ways to sustain engagement with this essential audience.

The boxes below provide two examples of how communications / stakeholder engagement could have been improved under this project.

The electronic versions of posters were regarded as attractive and interesting. Printed copies would have been far better received by fisherfolk. Fisheries cooperatives have asked for printed (and laminated) copies of the posters to place them in their offices. The manager of the Orocabessa Fish Sanctuary indicated that if they had been provided with physical copies of the posters, he and his staff would have been able to engage more fishers around these outputs, and they would have been able to recruit more respondents to the survey. Luckily, in appreciating this need, the CRFM Secretariat is making arrangements to have the posters printed in hard copy and disseminated.

Box 1: Example #1: Getting the medium and format right

Offering credit as an incentive to fishers for completing an online survey via the Whatsapp Group needed to be coupled with in-person engagement. Even with the promise of an incentive it took a while for fishers to hear about the follow-up survey and for their interest to be generated. Fishers received information on the survey and credit incentive through the Climate Resilient Fishers Whatsapp group. But the real momentum started to build when fisheries officers in two countries and the managers of fisheries cooperatives took ownership of the survey and made considerable efforts to recruit fishers. In one particular case, the survey was tabled as an item on the weekly

planning meeting of a fisheries cooperative/ sanctuary organization, and the project communications specialist had the opportunity to address the group members and help a number of them to complete the survey. Recognizing that many fisherfolk have low levels of literacy and familiarity with technology, one fisheries intermediary made the point that, "*even though some fishers may have a smartphone, they might not use it for more than just making and receiving calls".*

Box 2: Example #2: Making appropriate use of technology

3.3 Highlighting Opportunities from Climate Change

When confronted with the facts that climate change is affecting and will affect the abundance and distribution of fisheries resources, fishers expressed concern about the viability of fishing as usual. Many fishers we interacted with during project communication activities understand the need to diversify their operations to prepare for changes in the availability of some types of fish. But they are concerned about the cost of adaptation – e.g., to buy a bigger boat or change the type of gear they use.

Despite the challenges of climate change, some fishers think that climate change might present opportunities – this relates specifically to Sargassum. Some fishers report that the Sargassum blooms have brought new/ unusual types of fish into their fishing grounds/ waters. Fishers in Jamaica report seeing larger pelagic species in their waters, as these fish are following smaller fish that are feeding on the Sargassum blooms.

Going further, one fisherman in St. Mary, Jamaica thinks that he (fishers in general) can play a role in helping to prevent the Sargassum from washing up on beaches. *"The Sargassum is creating a serious problem for the hotels. When it washes up on the shore and starts to rot, it stinks up the whole place". If we harvest it at sea and can bring it to a place where it can be dealt with properly, this would solve the problem."*

This kind of innovative spirit is needed in the fisheries industry, one that is beset by so many challenges it will have to change dramatically, in order to survive.

Another positive note is that as the quantity of some of the more popular seafood species diminish, some fishers are already diversifying their catch, and are seeking ways to add value to their catch. Others are seeking additional forms of employment or retraining to secure new livelihoods.

4. RECOMMENDATONS

We offer the following recommendations to enable CRFM and its member countries to continue reaping the benefits of Work Package 3.

4.1 Short-Term Action (next 6 months)

- Encourage project partners to **print the posters**. In some cases, to be sure that the physical posters are available for distribution, it might be necessary for MORI/CRFM to print the posters and make them available to fisheries intermediaries and fisherfolk organisations (as these organisations are often operating with very limited resources). **This is now being done.**

- Two versions of the video were produced – the original, and a second version with Haitian subtitles onscreen. The project communications specialist has noted that in conducting online searches for the video by name, the versions with the Haitian subtitles appear at the top of the results list. After speaking to several people who had the same experience in searching for the video, the communications specialist learned that **the appearance of Haitian subtitles is somewhat distracting for an English-speaking audience**. Interestingly, while the main video has currently gotten more views (as this link was disseminated via the Whatsapp group and was associated with the survey targeting the fishers and fisheries intermediaries), **it is suggested that CRFM and MORI make the appropriate adjustments on their respective websites using Search Engine Optimisation (SEO) to ensure that the original version of the video is prioritized**.

- **Distribute the video documentary to public television/ cable stations** in countries across the region: Sending a press release to the station is an essential first step. It would be best for CRFM to follow-up by contacting the Station Managers/ Head of Programming broadcasters encouraging them to air the video documentary. It might be necessary to provide them with a DVD-ROM / USB key with the high definition content.

- As CRFM does not currently have a dedicated in-house communications specialist, it would be ideal if CRFM can **draw on the expertise of the Visibility and Public Relations Consultant for the Caribbean Track of the PPCR Project to design and implement a social media campaign** to boost visibility of the project outputs. In the design of a social media campaign thought should be given to the following considerations: (1) using web analytics to measure and track the reach of communications products (how many and who); (2) eliciting feedback on communications messages related to fisheries adaptation through social media platforms (e.g., issue monthly polls).

4.2 Medium-Term Action (6-12 months)

- Although gender considerations were not originally expressed as a priority in this project, project research has documented that a considerable number of women work along the fish value chain all across the region, notably as cleaners/ processers, sellers (retail and wholesale), and boat owners, while others run enterprises where value is added to seafood products – cook shops/ restaurants, packaging for the tourist trade and export. Women are also well represented as consumers of seafood products. In light of this, **future communications efforts should ensure that more diverse stakeholders are represented from across the value chain and that more women are included**.

It is also important to recognize that women have their own manner of communicating, and that they can be very effective communicators/ social influencers, and in this way they can be assets if effectively recruited/ trained.[10]

- **Use the initial KAP instruments and the end of project survey instruments for periodic monitoring of CRFM's activities.** Any effective impact assessment involves setting up an ongoing monitoring system. As CRFM conducts its activities on a daily, monthly basis, contact with target audiences is continuous, and some of these activities offer opportunities for collecting data. The appropriate product outputs can be utilized on these occasions and simple survey instruments can be used to keep these outputs top of mind, and to keep track of the reach and impact of climate-smart fisheries activities.

[10] See, Towards gender-equitable small-scale fisheries (2016). Proceedings of the "Expert workshop on gender-equitable small-scale fisheries in the context of the implementation of the SSF Guidelines" 28–30 November 2016 (FAO). Rome, Italy. This gender implementation guide was developed to enhance the understanding of the gender dimensions of small-scale fisheries and to support gender-equitable small-scale fisheries. The target audience of this guide includes policy-makers as well as civil society organizations working with or representing small-scale fishing communities.

APPENDIX 1

The final knowledge products are available on CRFM's YouTube Channel (video documentary), CRFM's Website (Posters in English & Haitian Creole) and Dropbox (video documentary discussion guide).

i. Video documentary: Fish for Today and Tomorrow Part 1.
[https://www.youtube.com/watch?v=w1H6dxd7Zik]
ii. Video documentary: Fish for Today and Tomorrow Part 2.
https://www.youtube.com/watch?v=SvpmTLVEv4c
iii. Video documentary: Fisher for Today and Tomorrow Part 1 (Haitian Creole subtitles)
[https://www.youtube.com/watch?v=q9K6TicAVJ0]
iv. Video documentary: Fisher for Today and Tomorrow Part 2 (Haitian Creole subtitles)
[https://www.youtube.com/watch?v=e_CQVx2ykpM]
v. Video documentary discussion guide.
[https://www.dropbox.com/s/23u33dp463yhrqd/DiscussionGuideVideoDocumentaryFINAL.docx?dl=0]
vi. Posters

English versions

a. Our Sea is changing and we must change with it (Fishers – fisheries management)
[http://www.crfm.int/images/Poster_-_Fishers_-_management_English.pdf]
b. Our Sea is changing and we must change with it (Vendors/fish sellers).
[http://www.crfm.int/images/Poster_-_Vendors_English.pdf]
c. Our Sea is changing and we must change with it (Consumers/householders).
[http://www.crfm.int/images/Poster_-_Consumers_English.pdf]
d. Our Sea is changing and we must change with it (Fishers – fishing gear).
[http://www.crfm.int/images/Poster_-_Fishers_-_fishing_gear_English.pdf]

Haitian Creole versions

a. Lanme nou an ap chanje se pou nou chanje avek li tou (Fishers – fisheries management)
http://www.crfm.int/images/Poster_-_Fishers_-_management_Haitian_Creole.pdf
b. Lanme nou an ap chanje se pou nou chanje avek li tou (Vendors/fish sellers)
http://www.crfm.int/images/Poster_-Vendors_Haitian_Creole.pdf
c. Lanme nou an ap chanje se pou nou chanje avek li tou (Consumers/householders).
http://www.crfm.int/images/Poster_-_Consumers_Haitian_Creole.pdf
d. Lanme nou an ap chanje se pou nou chanje avek li tou (Fishers – fishing gear).
http://www.crfm.int/images/Poster_-_Fishers_-_fishing_gear_Haitian_Creole.pdf

The CRFM is an inter-governmental organization whose mission is to "Promote and facilitate the responsible utilization of the region's fisheries and other aquatic resources for the economic and social benefits of the current and future population of the region". The CRFM consists of three bodies – the Ministerial Council, the Caribbean Fisheries Forum and the CRFM Secretariat.

CRFM members are Anguilla, Antigua and Barbuda, The Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Haiti, Jamaica, Montserrat, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago and the Turks and Caicos Islands.

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