



COMMUNITY-FOCUSED COMMUNICATION STRATEGIES

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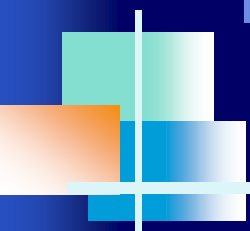
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Project Sites



COREMAP II





Approaches

- Face-to-Face Meetings
- Peoples' Organizations
- Collaboration with NGOs
- Engagement of Extension Workers
- Guidance through Regional Advisers



Highlights of Results of Survey

Source of Knowledge About COREMAP II:

- RA/Extension Worker/NGO: 71% (34%)
- Friend/Neighbor/Family: 43% (55%)
- Village officials: 14% (17%)
- Participants to Duta Karang: 0% (1%)
- Participants to Cerdas Cermat: 0% (0%)

*Data are responses of community groups; those in parentheses are responses of village people who are not members of COREMAP Community Groups



Highlights of Results of Survey

Use of coral reefs:

- Breeding area of fishes: 64%
- Spawning area of fishes: 48%
- As construction materials: 12%
- Aquarium ornaments: 3%
- For anchorage of boats: 0%

*Data are responses of community groups organized by the project



Highlights of Results of Survey

Reduction in destructive fishing:

- Use of explosives:
 - Modest to significant reduction: 57%
- Use of poison:
 - Modest to significant reduction: 51%
- Coral harvesting:
 - Modest to significant reduction: 39%



Highlights of Results of Survey

There is need to manage coral reefs:

- Agree: 97%

Awareness on the need to manage coral reefs:

- During COREMAP II: 94%



Highlights of Results of Survey

Frequency of visit to information centers:

- 1-3 times/mo.: 45%
- 4-6 times/mo.: 12%
- 7-9 times/mo.: 1%
- > 9 times/mo.: 7%

*Data are responses of community groups organized by the project



Lessons Learned

- 1. Location and communication technologies are important considerations**
- 2. Information Centers are useful facilities but need sufficient information materials**
- 3. At the village level, face-to-face communication is most effective**
- 4. Neighbors, friends and families play important roles in promoting behavior change and providing information**