



NATIONAL LEVEL COMMUNICATION STRATEGY and APPROACHES

By Eko Rudianto,
Project Manager
COREMAP II

The views expressed in this presentation are the views of the author/s and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy of the data included in this presentation and accepts no responsibility for any consequence of their use. The countries listed in this presentation do not imply any view on ADB's part as to sovereignty or independent status or necessarily conform to ADB's terminology.

ADB

OBJECTIVES:

To promote the benefits, raise awareness and mobilize public support to sustainable management of coral reefs in order to change public behavior from destructive to management and protection of the coral reef ecosystem

OUTCOME:

Active participation of the community to support the sustainable management of coral reefs

TARGET AUDIENCE

PRIMARY AUDIENCE

- Coastal and small islands community (fisherfolk)
- Community leaders (local leaders, middlemen, heads of village, school teachers)
- Local policy makers, local parliament and law enforcement officers
- Local and international NGOs
- Tourism industry, ornamental fish and coral reef traders

SECONDARY AUDIENCE

- Central decision and policy makers, law enforcers
- Scientists and journalists
- International community
- Seasonal fisherfolk, and entrant fisherfolk

KEY ACTIVITIES

- **Social Marketing and Public Awareness Campaigns**
 - a. support to reproduce and disseminate existing successful materials (phase one, donors, NGOs) to program provinces, districts and villages;
 - b. create, produce and disseminate new materials supporting co-management and reef-fisheries benefits to program provinces, districts and villages;
 - c. establish and operate national, provincial, district and village-level awareness and advocacy programs;
 - d. support to independent journalists and media
- **Program Support Communications**
 - a. (phase two communication protocols) vision, logos, branding, letterhead;
 - b. media training for key program representatives;
 - c. internal communication system;
 - d. info-sheets and newsletters;
 - e. public relations to generate a clear and common understanding of COREMAP Phase II to targeted audiences

ACTIVITIES AT NATIONAL LEVEL

Media Campaign

- Maintain national interest
- Create national and international pressure to support COREMAP Phase II
- Continue a base-level nationwide television and radio campaigns
- Ensure media coverage

Strategy:

- set up partnerships, joint production with or obtain sponsorships from private firms and TV stations
- bargain for affordable prices

Advocacy & Lobbying

- Advocate to DPR, MPR, national figures, law enforcers and judicial agencies
- Lobby senior national figures : DPR, MPR, media, religious and cultural leaders
- Disseminate progress information on coral reef management
- Networking of volunteers: “Friends of COREMAP,” “COREMAP Tentacles”

Strategy:

- use public figures to create image “ What people like me can do”

KEY STRATEGIES

- Get people to know more
- Get people to do more
- Get people to internalize new normative behavior

- Use public figures to motivate people
- Create positive social climate
- Foster community-level engagement
- Promote, build and share a branded idea about COREMAP

MAIN ACHIEVEMENTS

- Constructed, designed and developed the vision/mission statement, logo, slogan, theme and mascot
- Produced album tracks about coral reefs
- Disseminated COREMAP II elements to project offices at national, province and district levels
- Produced COREMAP II bulletin in 4 volumes and 16 publications (every 3 months)
- Produced books and CDs on coral reefs conditions and tourism potentials for each project location
- Disseminated technical reports, bulletins and material support to technical units
- Conducted 3 regional coordinating workshop yearly attended by PIUs
- Provided technical assistance for events, workshops and conferences about
- Implemented merging programs with partners (CTI, Sea World, etc) and main stakeholder (KKP) promoting and socializing the activities and program initiative

STATUS OF NATIONAL ACTIVITIES

MEDIA CAMPAIGN

maintain national interest	partly worked
----------------------------	---------------

create national and international pressure to support COREMAP Phase II	partly worked
------------------------------------------------------------------------	---------------

continue a base-level of nationwide television and radio campaigns	partly worked
--------------------------------------------------------------------	---------------

ensure media coverage	partly worked
-----------------------	---------------

set up partnerships, joint production with or obtain sponsorships from private firms and TV stations	partly worked
------------------------------------------------------------------------------------------------------	---------------

bargain for affordable prices	Sometimes
-------------------------------	-----------

STATUS OF NATIONAL ACTIVITIES

ADVOCACY AND LOBBYING

Advocate to DPR, MPR, national figures, law enforcers and judicial agencies	Did not work
Lobby senior national figures: DPR, MPR, media, religious and cultural leaders	Did not work
Disseminate progress information on coral reef management	OK
Networking of volunteers: “Friends of COREMAP,” “COREMAP Tentacles”	OK
Use public figures to create image “What people like me can do”	OK

WHAT DID NOT WORK & WHY

- Steering committee meetings rarely done
- Cost of TV and radio coverage quite high
- Organizational units dealing with the implementation of the communication strategy did not exist
- Delay of publication of communication strategy document; action plan did not have details
- Failure to convince stakeholders about the benefits of program
- Lack of champions

Key Communication Lessons

1. Set up a communication strategy institution
2. Prepare communication strategy document as early as possible complete with detailed actions plan
3. Champions needed for each targeted audience
4. Need to promote advantages of program for individuals and organizations
5. Systematic training for champions, friends of COREMAP and COREMAP tentacle to increase willingness to participate
6. Learn from the organizations with successful communication programs
7. Maximize social media, website, applications and others