



PIMPAC Communications Strategy

Background

The Pacific Islands Marine Protected Areas Community (PIMPAC) is a collaboration of marine protected area (MPA) managers, non-governmental organizations, local communities, federal, state, and territorial agencies, and other stakeholders working together to collectively enhance the effective use and management of MPAs in the U.S. Pacific Islands and Freely Associated States. Specifically, PIMPAC aims to build partnerships among Pacific Island MPA practitioners and to bring support to the region in order to strengthen MPA planning, management, and evaluation efforts and conserving the marine resources of the Pacific Islands.

This communication strategy was developed to fulfill the following objective under the Communication and Information section of the PIMPAC 2007-09 strategic plan:

Objective 2: Communications plan is developed and is being used regularly by PIMPAC partners.

Action 1: Develop a comprehensive communication plan and get input from PIMPAC members and other relevant partners

Action 2: Implement and monitor effectiveness of communication plan and make changes where necessary

Situational analysis

It has been recognized that Marine Protected Area (MPA) managers in the Pacific Islands face a unique set of challenges including limitations in human and financial resources and isolation from other MPAs. While each MPA has its own strengths and issues, most share the challenge of capacity limitations. They also have in common the great distances between islands that restrict the ability of managers to learn from and apply approaches that have been successful elsewhere. These shared challenges inhibit Pacific Islands MPA systems from being as effective as possible.

PIMPAC was developed to address some of these challenges and build on the strengths of the region through coordination, communication, and technical services. Through these services, we hope to both support existing partnerships, and foster new ones, that will help overcome some of the existing physical and capacity barriers MPA managers face in the Pacific Islands. This communications strategy will build a framework by which information will be shared with various PIMPAC partners.

Values/Goal/Objectives

Values:

- Timely
- Complete
- Understandable and Concise
- Sensitive to regional conditions
- Transparent

Goal: *To provide consistent and effective communication among PIMPAC members, donors, and potential partners to support the aims of the Community*

The PIMPAC Communications process strives to be efficient in delivery of information, and support open dialogue among PIMPAC members

Objective 1: To ensure that site based managers in the PIMPAC region understand how to access to relevant information, training, and technical assistance for site/area based management.

Objective 2: To offer efficient and effective products that site based managers in the PIMPAC region can share their stories, lessons learned, successes and challenges with each-other

Objective 3: To develop communications materials that can highlight area based management (e.g. MPA) efforts in the PIMPAC region to be shared with national, regional, and international donors, and resources partners.

Communication tools/approaches

To accomplish these goals and objectives the following methods of communication will be used:

Coordinators will communicate with all Community members through:

- Regular email updates and announcements
- On-going updates including:
 - PIMPAC activities
 - Updates from community members that they wish to be shared with the region
- Annual Report including:
 - Progress on implementation of strategic plan (through newsletter)
 - Income and Expenses
- Occasional Printed Material and Digital Material Available on CDs
- Regional Events
- Face to face communication throughout the year on site visits and events
- Conference calls with select participants, as necessary (e.g. meeting planning, decision making needs)
- Direct Phone communications
- PIMPAC Website will post relevant information, such as latest communiqués
- Technical Assistance visits to specific islands - conference calls with technical assistance providers. Each tech assistance will writes up report when they go out identifying participants/goals&obj/description/and outcomes of the meeting.

Target audiences

AUDIENCE	LEVEL (International, regional, jurisdictional)
PRIMARY	
1. Site Based managers (governmental and non-governmental)	Jurisdictional, national
2. Natural Resource Support Agencies/Organizations/Partners (that can support site based/ area management)	Jurisdictional, regional, national, international
3. Donors	Regional, national, international
SECONDARY	
4. Community Members	Jurisdictional

Examples of primary audiences are:

Site Based managers (governmental and non-governmental):

- Pacific Island Marine Protected Area Managers and Staff
- NOAA Offices involved with MPA management

Natural Resource Support Agencies/Organizations/Partners:

- Marine Resource Managers and Marine Conservation Practitioners
- Local and National Government Agencies
- Regional Resource Management Agencies and Institutions (SPREP, SPC)
- Regional Resource Management Initiatives (LMMA Network, etc.)
- Regional Universities (UoG, USP, UH, CMI, COM, etc)
- Conservation NGOs (TNC, WWF, CSP, PSC, CCN)

Donors:

- NOAA Coral Reef Conservation Program and other NOAA offices
- Department of Interior, Office of Insular Affairs
- Donor Agencies/Organizations (MCT, Packard Foundation)

Communication Approach

The Coordinators identified the following classifications that should be involved with particular activities and follow the information and communications within the PIMPAC community.

- PIMPAC Coordinators (includes NOAA) (COOR)
- Regional MPA managers/practitioners (MPAM)
- Government Points of Contact (GPOC)
- PIMPAC Resource Partners/ Technical support (RP)
- Entire PIMPAC Mailing List/ all key audiences above (All)

We especially note that ALL members of the community would like to be informed and provide input about:

- Important decisions that involve resources
- What activities will occur (embodied in the strategic plan and budget)
- How funds are allocated or expended, and other financial information

- Where planning activities/trainings/events occur
- Criteria for trainings/event participation
- Employment Decisions

We would like to address these issues in our communications within the community so that all members feel that they have sufficient knowledge of PIMPACs activities and operations can comment and provide feedback.

Below is a table that describes: 1) what information will be distributed 2) how it will be distributed, 3) to whom it will be distributed, and 4) for what purpose it will be distributed, and 5) who will distribute the information.

Communiqué / Message	Target Audience	Purpose	Communication Method	Messenger	Timeframe
Draft strategic plan (Activities and Budget)	All	Feedback/ Comments	Listserve Attachment, website	COOR	1 every three years
Final strategic plan – including reasons for decisions on activities and budget	All	Support open process	Listserve, website	COOR	1 every three years
	Donors	Gain support for activities	Listserve, Website, Phone, Personal communications	COOR RP	
Updates on PIMPAC activities	All	Provide members with current information on activities, funding opportunities, and promote dialogue	Listserve, website	COOR	On-going
Semi-Annual Newsletter	All	Provide members accomplishments, stories from members, upcoming events, etc	Listserve, website	COOR	Twice per year (~March/ Sept)
PIMPAC Event/training	Host agency contact/	Meeting preparation/logistical plans	Email, phone calls	COOR RP	Announcement: At least 3 months prior to PIMPAC event/ training
	GPOC	Approval for hosting meeting on-island	Email /letter	COOR	
	All	Information on event topic, criteria for participation	Listserve	COOR RP	Final Report: A maximum of 2 months after PIMPAC event/ training
	NOAA	Performance Reports for funding allocations	Internal NOAA processes	COOR	

MPA Methods, Learning, Technical Pieces	All	Coordinators	Listserve attachment, sent to website, (possibly sent out on CD on request)	COOR	On-going
Jurisdictional trainings/assessments/ requests for information	Island specific	Technical assistance, information sharing	Face to face meetings with follow up trip report	RP COOR	Trip Report: A maximum of 2 months after PIMPAC event/ training

Monitoring and evaluation

The PIMPAC Coordinators will evaluate the success of this communications strategy through focus group discussions and surveys to ALL PIMPAC members every two years. Adjustments will be made accordingly.

Funding and budget

The cost of this communication strategy is minimal as most products and services are either carried out by the coordinators, or built into contractual work (e.g. technical assistance trip reports). Small costs may include approximately 1K/ year for website update/ revisions