

INFORMATION, EDUCATION AND COMMUNICATION
STRATEGY FOR CLIMATE CHANGE AWARENESS AND
ADAPTATION IN THE FISHERY SECTOR OF CAMBODIA

Draft Concept

**Fisheries Administration
and
WorldFish Center**

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I. Background

The Fisheries Administration (FiA) in cooperation with WorldFish (WF) Center is implementing the project *“Building Capacity for Integrating Climate Change Adaptation in Fisheries Sector in Cambodia”*. The project aims to prepare fisheries stakeholders to respond to the potential impacts of Climate Change by increasing their awareness and capacity towards Climate Change.

Initially the project conducted training needs assessment (TNA) with the following objectives: (1) understand the key fisheries stakeholders' perception and attitude towards Climate Change impacts on fishery sub-sectors; (2) assess the current knowledge and skills of key fisheries stakeholders to response to current and future Climate Change impacts; and, (3) determine appropriate capacity building tools to respond to Climate Change in the fishery sector.

The result of the TNA has provided both FiA and WF Center a broader understanding on the level of awareness of the various fisheries stakeholders on climate change, its impacts and adaptation. The TNA also provided better understanding on the level of capacity of the various stakeholders on their resilience on changes and impact of climate change to their lives, livelihood and environment. Based on this level of knowledge and understanding of the stakeholders about climate change and adaptation in the fisheries sector, the FiA and WF Center have set out the development of the IEC strategy and tools and materials with key messages for the fisheries sector that will address the various gaps identified in the TNA for each of the target stakeholder.

II. Objectives

The overall goal of this IEC Strategy is to provide a framework for delivering key messages on climate change issues to the fisheries stakeholders. This strategy discusses the actions recommended to raise awareness and knowledge about climate change and its impact, and the CC adaptations capacity of the target fisheries stakeholders.

The core objectives of the IEC Strategy are:

- Outline the development of appropriate IEC tools and materials with key messages that will raise the knowledge and understanding of the three main stakeholders (FiA national, FiA sub-national, and Local Institutions and communities), on CC issues and adaptation choices and responses.
- Outline on how to enhance and increase the capacity of the fisheries stakeholders on CC adaptation particularly the vulnerable community fisheries in the rural areas using the identified appropriate IEC tools and materials with key messages.
- Change attitudes and stimulate behavior change at all levels of the identified fisheries stakeholders regarding CC adaptation in the fishery sector.
- Provide communication-related guidance using the developed modules for the FiA national to conduct training of trainers (ToT) with the FiA sub-national level and relevant Institutions in the fishery sector.

III. IEC Strategy Principles

a. Awareness Principles

Climate Change is a global issue that needs to be linked to the local context. Generally, the awareness and action of the local communities are too specific and action is too limited. Hence, it is vital that the context particularly at the local level will be understood first and linked to the wider perspective. Ways of communicating this link need to be developed before disseminating information to the local communities.

b. Audience Principles

When raising awareness on climate change, action should be considered as the starting point before disseminating the information. The initiative needs to stimulate awareness through change. Most of the time communities are more likely to move to awareness from action rather than from awareness to action when talking about climate change. However, awareness raising will not happen automatically with action, but it needs to be a planned goal of any programme.

Action needs to be linked to information because the communities are already doing something they think will help. What is needed is to link this relationship between this specific action of individuals, groups and organization to a broader context of Climate Change.

Example of Local Action from the Impact of Climate Change

More than 3,000 families have been evacuated from their homes in Banteay Meanchey alone, as flooding spreads out. Eight hundred (800) tents have been distributed to the flood victims. The Cambodian Red Cross continues to provide more tents, plastic sheet, mosquito net and 25 kg of rice and a box of instant noodles to the affected family. NCDM, NGOs (Oxfam and Caritas), Police and Military police are working together in support of the evacuations and relief operations.

-The Cambodian Daily, 20 September 2012 Issue, pp15.

The communities should internalize the importance of their action. Action will be created when the community knows what to do, decide to do it and have the infrastructure and resources necessary to allow them to do it. The community will not sustain action if there are barriers preventing them from taking meaningful action. Individual contribution is so small that we must create a wider context and remove barriers as possible. Most of the time external barriers can lead to resistance in establishing awareness.

Motivation is an important parameter in disseminating information. As much as possible do not create fear among the communities but rather provide a positive outlook on climate change. It should start with the philosophy that “in any problem there is always a solution.” The community action needs to be connected to solutions rather than to a problem. The information disseminated should show that the community actions helps make a difference.

c. Approach Principles

The strategy will develop and strengthen leadership role in the sector. The FiA national is seen to be the lead entity to plan, design, supervise, and monitor the implementation of awareness raising of the sub-national at the grassroots level. Therefore, the FiA national should not only increase its awareness on climate change but to develop and increase its capacity in the overall all management of the climate change issues. The FiA sub-national will be trained by the FiA national to implement the various activities in the grassroots level.

The IEC strategy will consider partnership in delivering messages at the grassroots level. Existing social groups and networks are vital to a successful awareness raising; schools, civil society organizations, red cross, NGOs, CBDRM etc. are networks that may be crucial to have partnership with to ensure effective and efficient dissemination of information.

The strategy will involve mass media. Mass media has been trusted and recognized by the community as a credible source of information that can reach a large audience. Partnership with the credible media company will facilitate more effective and efficient channel of communicating climate change in the fishery sector.

The strategy will highlight monitoring and evaluation. M&E is an important component of the strategy to get feedback and learn from the process particularly on the activities of communicating climate change to the communities or affected stakeholders. The M&E results will assist the lead entity and facilitators to identify and reflect on activities that work and those that did not work. Thus, this can be used to improve the plan and implementation of climate change communication to be more effective and efficient as the activity progressed. Since improved awareness, attitude and behavioral change take time to happen, particularly climate change adaptation, it is imperative that all positive messages that work positively need to be constantly re-enforced.

IV. Target Audiences

The IEC strategy for climate change in the fishery sector will target the three main stakeholders namely: (1) The FiA National, (2) the FiA Sub-national, and (3) the Fishery communities. These stakeholders are described as follows;

a. FiA National

The FiA National will comprise the climate change working group committee, deputy director in charge for CC initiatives, and FiA national staffs under the supervision of the Deputy Director in-charge. This group will be the main stakeholder that will be responsible in developing the communication strategy, the key messages, and the tools and materials that will be used in CC awareness raising and capacity building about climate change adaptation in the fishery sector. The group is also in-charge in facilitating the training of trainers (ToT) of the FiA sub-national in the four regions. This group will also conduct the monitoring and evaluation of the different activities to gather good practices and lessons learned as the activities progressed as well as the outcome and impacts at the latter part of the implementation.

The FiA National Group will undergo two main activities; first, those individuals that will involve in the dissemination activity should undergo orientation on the awareness raising on climate change issues based on the result of the TNA; and second, these individuals will undergo training on the use of the modules that will guide them in conducting the training of trainers at the FiA Sub-national.

i. Awareness need to be enhanced with the FiA National.

Based on the result of the TNA, the level of CC awareness of 57% of the FiA national was at medium level and 43% at low level. However, only one of the seven FiA national respondents has attended a full training about CC in the fishery sector. This indicates that a full training of all those who will be involved in the information dissemination of CC in the fishery sector is needed. Those FiA National staffs that have already existing knowledge of the climate change issues need to enhance, update and increase their know-how when necessary.

Three of seven FiA National respondents have high level of awareness on various observed parameters related to climate change in the last 10 years, but of the same number have low level of awareness on the various CC parameters. Thus, there is a need to enhance and increase the knowledge of the FiA National staffs on the various parameters on climate change particularly in the fishery sector.

Seventy one percent of the FiA National respondents understood highly the impact of climate change to the fishery sector. Additional information might be necessary to enhance this level of awareness of the other FiA National staffs to assist in the ToT of the FiA Sub-national.

Four of seven FiA national respondents have medium level of knowledge on the changes of the different activities in the fishery sector and 3 of these 7 have low knowledge of these changes. The FiA national should understand fully the context of the fisheries and the different activities in the sector particularly the changes brought about by climate change in the grassroots level. Exposure in the ground might be useful in increasing the awareness of the staffs on the changes in the fisheries and activities in the sector.

Five of the seven FiA national have medium awareness of the various parameters of the preparedness in the fishery sector. Only one among this seven has a high level of awareness. This is very important to be understood by the FiA national before the actual training and dissemination to the Sub- National and the fishery communities.

ii. FiA National needs to take a lead role in the Awareness and Capacity Building on Climate Change

There is an assumption that the FiA National Staffs have attended and trained on various training regarding general project design, management, administration, implementation, and monitoring and evaluation. Based on this assumption, this capacity of the FiA National will be enhanced and used in the facilitation of the various activities on the awareness raising and capacity building by using the developed training module as their main guide.

b. The FiA Sub-national

The FiA Sub-national includes the FiA Cantonment Director, Deputy Director, and the staffs in the four Regions. The team of the FiA Cantonment will be in-charge in conducting the coordination,

partnership, and implementation of the identified activities on awareness raising and capacity building about the climate change issues in the grassroots level. The FiA Sub-national will directly report to the FiA national about the progress of all related activities.

The FiA National will train the FiA Sub-national on awareness and capacity about the different key messages prepared in the modules. However, during the training the FiA National will also facilitate the sharing of experience of the FiA Sub-national to be incorporated in the development of the final module to be used in raising the awareness of the grassroots level in the fishery sector.

i. Awareness and capacity need of the FiA Sub-national

Based on the TNA report the level of awareness of the FiA Sub-national does not much differ from the level of awareness of the FiA national. However there are some aspects where the level of awareness of the FiA Sub-national was higher compared with the FiA National; i.e. the level of awareness of the Sub-national regarding the changes in the fishery resources and activities in the fisheries was higher than the FiA National. This difference on their awareness could be attributed on the residency of the sub-national staffs in their locality, meaning they are more aware of the context of their area. Another aspect where the level of awareness of the sub-national respondents is higher than the FiA national was on preparedness. The result of the TNA showed that almost all of the four regions respondents know about the various parameters regarding preparedness since they used to do it when the disaster comes to their areas. Therefore, during the FiA national training of trainers of the FiA Sub-national, this would be a good venue, where the sub-national could share their experiences to improve the training module at the same time put the training tools and other CC awareness materials in the context of the four regions.

Regarding the capacity of the FiA Sub-national, there is the same assumption that these staffs of the Cantonment office have been equipped with project design, planning, administration, coordination and implementation. Enhancing these capacities with the developed module will ensure success of the initiative of improving CC awareness in the grassroots level of the fishery sector.

c. Community fisheries and Partners

Local institutions such as schools, commune council, CBOs, CFs, and other vulnerable group will initially be targeted for the awareness raising and capacity enhancement to deliver information on CC issues to their immediate members. As stated, partnership and linkages will be the main approach of the IEC strategy in the grassroots level to efficiently and effectively reach a wider number of audiences.

i. Awareness and capacity need of community fisheries

Based on the TNA, the awareness of the fishery communities was too specific and their capacity to adapt the impact of climate change is too limited. The communities usually respond as the impact hit them, meaning there were action in the grassroots level during the time of disaster or calamities. The result showed that the communities are aware of the local impact of climate change, thus, they respond based on this context. However, to a wider context such as understanding the necessary broader adaptation and preparedness concepts and activities, the community is still lacking on these. As stated in this strategy the approach will be on how this action will be linked to a broader context for the community to understand the implication of CC at the same time to view these CC issues as opportunities rather than a threat. The delivery of the awareness raising activities to these communities would be the participatory learning appraisal (PLA) approach.

ii. *Groups, institutions/organizations and media needs*

There is an assumption that the identified partners have already existing knowledge and awareness about climate change and adaptation since Cambodia has been under various extreme calamities particularly floods and droughts since 2001. The approach would be to enhance and support the different tools and materials they need in disseminating information on CC and adaptation in the fishery sector.

V. Target audiences ranked/ Preferred/Appropriate channel of communication

As discussed, the main target audience of the IEC will be the FiA National and Sub-national. The main audience will closely coordinate with the various partners relevant to the CC IEC in the fishery sector. These partners are: the Media (TV and Radio) as the main avenue that will disseminate information to the community and the other partners who will disseminate information to the wider stakeholders in the fishery sector. Table 1, shows the target audiences ranked by importance and the communication channels to be used to increase their awareness.

Table 1. Audience and Preferred Communication Channel

Target Audience	Channel of Communication
FiA National	Staff briefings, workshop (using the developed modules), websites (internet), seminars (within other institutions)
Sub-national	Staff briefing, workshop, (using the developed modules), local seminars, website (internet)
Partner Groups (NGOs, CDM, CBDM, Red Cross etc.)	Events, posters, leaflet/brochures, videos, forums, website
Media (newspaper, radio, television)	Posters, leaflets/brochures, videos, events coverage, meeting
Community Fisheries (individuals, groups, CBOs)	TV and radio, events, workshops, posters, comics, leaflets, brochures, video

VI. Key Messages

The IEC strategy proposed that the key messages that will be disseminated to the stakeholders of the fishery sector will be aligned with the objective of the National Action Plan for Adaption (NAPA) of the Ministry of Environment (MoE), to ensure relevance at the same time effectiveness and efficiency of the IEC implementation. This will ensure no overlaps of the different activities of NAPA with the initiative of the FiA. If NAPA has already some existing materials, these will be utilized and modified in the context of the fishery sector. Based on this context, the key messages will be developed as follows;

NAPA objectives

(1) to understand the main characteristics of climate hazards in Cambodia (flood, drought, windstorm, high tide, salt water intrusion and malaria);

FiA IEC Proposed Topics

- Climate Change
- Causes of Climate Change
- Impact of Climate Change (global opportunities and threats)

- Local context of the various hazards in the fishery sector (flood, drought, water level increase, increase of water temperature, salt intrusion, waterborne diseases).

(2) to understand coping mechanisms to climate hazards and climate change at the grassroots level;

FiA IEC Proposed Topic

- Impact to fishery sector (opportunities and threats)
- Changes brought about by CC to fisheries and fishery activities
- Climate Change Mitigation (local level)
- Climate Change Adaptation (local level)

(3) to understand existing programmes and institutional arrangements for addressing climate hazards and climate change;

FiA IEC Proposed Topic

- Disaster Risk Management and Preparedness (NCDM, ADB, NGOs, etc.)
- Responsibilities of the fishery stakeholders

(4) to identify and prioritize adaptation activities to climate hazards and climate change.

VII. IEC Strategy Work Plan

To accomplish the target objectives of the IEC tools the following activities and target work plan have been outlined in Table 2 according to the sequence of implementation: (i) FiA IEC CC Module Development; (ii) Internal Communications, which include the training of both FiA National and sub-national; (iii) the development of the IEC materials including a video clip; (iv) coordination and partnership with the media, this include TV and radio both national and sub-national; (v) coordination and implementation of activities with identified partners; (vi) the development of websites for the FiA CC in the fishery sector; and (v) the planning and implementation of various events for the FiA CC awareness raising and adaptation in the fishery sector.

Table 2. IEC Strategy Work Plan Matrix

Activity	Budget/Resources	Deadline/Timeframe	Output Verification	Responsible
Module Development				
Conceptualization of the FiA CC module with FiA and WF		30 September 2012	Concept Report	
Development of the FiA CC Module		25 September 2012 – 5 October 2012	Draft Module	
Review and finalization of the FiA CC Module		8 – 12 October 2012	Finalized Module	

	Subtotal:			
Internal Communications				
Briefing Meeting with FiA National who will be involved in the CC awareness training		1 October 2012	Minutes of the FiA National meeting	
Workshop for the development of the FiA CC Module		3 October 2012	Workshop output and report	
Review of the draft FiA CC Module		5 – 10 October 2012	Draft Module reviewed	
Training on the use of the FiA CC Module		15 – 19 October 2012	Training report	
	Subtotal:			
IEC Print Materials/ Video Products				
Conceptualization of the IEC materials that will be produced for the FiA CC leaflets/ brochures/ posters/ Video		1 October 2012	Minutes of the meeting and concept note	
Draft of the contents of the FiA IEC printed materials/ Video		8 – 12 October 2012	Draft content of the IEC materials	
Final copy of the prepared FiA IEC materials/ Printing/ Video		15 – 19 October 2012	Final copy of the IEC materials and printed copy	
	Subtotal:			
Media Relations				
Coordination with various Media both national and sub-national (TV and Radio)		15 – 19 October 2012	Coordination Report	
Meeting with various media groups		22 – 26 October 2012	Minutes of the meeting with the media	
Providing of FiA IEC materials and module		29 – 31 October 2012	Inventory Report of distribution of printed IEC materials and other tools	
Follow up of various activities of Media related to any agreements		5 – 9 November 2012	Progress Report of activities the partner Media	
	Subtotal:			
Partnership				
Coordination of the different identified groups or organizations		15 – 19 October 2012	Coordination Report	
Conduct Forum with the identified partners		22 – 24 October 2012	Minutes and report of the output of the Forum	
Providing assistance to the identified		25 – 26 October 2012	Inventory report of the distribution of printed	

partners			IEC materials and other tools	
Follow up of the various activities of the partners related to the mandate of the FiA CC implementation		5 – 9 November 2012	Progress report of the FiA CC partnership	
	Subtotal:			
Website				
Meeting for the conceptualization of the FiA CC Website within FiA and WF		15 -17 October 2012	Minutes and output of the meeting	
Draft of the FiA CC Website contents		18 – 19 October 2012	Draft of the FiA CC website content	
Development of the FiA CC Website		25 – 31 October 2012	FiA CC Website with its content	
Pre-trial of the FiA CC Website		5 – 9 November 2012	Working in the internet site	
	Subtotal:			
Events				
Meeting with various partners (planning the event)		22 – 24 October 2012	Minutes and plan report	
Conduct an event			Event Report	
Follow up the outcome of the conducted event			Progress report/ evaluation report	
	Subtotal:			
Consultant for any of the above activities				
	Subtotal:			
Grand Total:				

VIII. Monitoring and Evaluation

The various stakeholders will develop a working committee to monitor the IEC program and processes as they progress. It is recommended that midterm review will be conducted to consider any revisions or additional program to ensure the success of the IEC implementation.

If the budget of the FiA CCA funded project will be enough to conduct an external final evaluation then this would help in identifying good practice and lessons learned that could assist in a wider implementation of CC awareness raising and enhancement of stakeholders' CC adaptation capacity in the fishery sector.