



PIANGO

**PACIFIC ISLANDS ASSOCIATION OF NON GOVERNMENTAL ORGANISATIONS
ASSOCIATION DES ONGS DESILES DU PACIFIQUE**

PIANGO Regional Communications Strategy

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Workshop
14-16 December, 2011
Nadi, Fiji Islands**

PIANGO's Communications Strategy

- How do we communicate **Key Messages** that are affecting our Pacific people? What is our role?
- PIANGO's Communication and Advocacy Strategy focuses on the Communication for Development approach which recognises that development is about meeting human needs.

PIANGO's Communications Strategy

- In the context of development, PIANGO is also trying to embrace climate justice within the paradigm of creation.
- What are we advocating in this context? This is a chance for us as a region, to define our own agenda in terms of climate change and adaptation.

Objectives

- To foster a better understanding of PIANGO and its National Liaison Units (NLU) development role in the Pacific Island region and at global level;
- To disseminate appropriate information on relevant regional issues – ie. Development effectiveness, trade justice, climate change, women and gender, human rights, poverty alleviation, food security.

Objectives

- To communicate, using the most effective means, PIANGO's achievements to appropriate target audiences;
- To foster a better appreciation among bilateral and multilateral partners, stakeholders and agencies of the 'added value' provided by PIANGO's involvement in the development policy debate and development issues.

Components

- **Guiding Principle**
- **Key Messages**
- **Relevant Priorities and Themes**
- **Identification of Stakeholders and Audiences**
- **Methods of delivery and indicators of achievement.**

Communication for Development Approach

- The basis of the PIANGO Communications Strategy.
- The CfD process brings groups together to discuss their interests and needs and reach consensus for action;
- It is a bottom-up approach to ensure that the **voices** of people and communities are heard.

Communication for Development

- Communication technologies and media are **tools** in this process, not ends in themselves;
- **Listening to people**, taking into account their perceptions, needs, local knowledge, experience, cultures and traditions, is a vital part of the process;

Communication for Development

- **Appropriate media-mix** -traditional, local and modern media- is designed to fit the cultural, social and economic conditions of rural areas in each country.
- **People** are at the centre of its focus.

Other Communication Mediums

- Multi-pronged approaches: Print, television, radio, the internet (social networking sites – Twitter, Bebo, Facebook etc)
- Radio still remains the most popular medium of electronic communication in the Pacific region and the chief disseminator of information due to its accessibility, affordability and provision of vernacular services.

Limitations

- Limited use of vernacular languages in newspapers and in TV programmes in some Pacific islands.
- PIANO's 2009 needs assessment which included a survey of internet sites and mobile phone languages, also showed that an extremely low number of Pacific languages are used in 'new' forms of media - a limiting factor in terms of dissemination of news and information + less inclusive of communities.

Limitations

- Obstacles to the development of Information Communication Technology (ICT) in the region - limited and unequal access to communications technology, high costs of equipment and services, insufficient telecommunications bandwidth, low investment in networks and the outdated and absence of sufficient regulatory frameworks at the national level (*Pacific Islands Forum Secretariat Report, 2006*).

Getting Your Messages Out

- PIANGO website www.piango.org
- PIANGO Newsletter
- PIANGO Brochure
- Press Releases
- Radio interviews (Radio Australia etc)
- E-bulletin
- Meeting Reports + Outcome Statements
- Database
- Networking and linkages – media, development partners, PIANGO + NLUs, NLUs + NLUs, stakeholders.

Other Ways of Delivery

- Promotional items
- Media Kits
- Tool Kits (on climate change, environment, trade, HIV/AIDS, water and sanitation)
- Briefing and Background Notes/Fliers
- Audio Visuals (TV/radio/images)
- Database of contacts
- 'Alternative' media (eg. theatre, dance, song).

Message Delivery

- Utilisation of corporate sponsors to sponsor advocacy campaigns or events (Vodafone and Digicel etc)
- Research and dissemination of data
- Documenting of local knowledge

Indicators

- Media coverage figures (number of published articles, number of TV/radio appearances, and number of PIANGO mentions in main newspapers/issues covered)
- Attendance figures for events/press conferences etc (number of invitations sent, number and type of attendants)

Indicators

- Readership figures (number of publications issued and distributed, number of newsletter readers etc)
- Website statistics (number of visitors)
- Number of users of resource centre and type of information material requested.

Policy Advocacy on Climate Change

- Identify your **Key Messages**. Make a list!
- Stay **focused** on your messages.
- **Who** are you talking to? **Target groups** are important as they determine how you pitch your message and its content.
- Keep your subject engaged

Policy Advocacy on Climate Change

- Identify the **issue**
- Set **achievable goals and objectives**
- Set a Timeline
- Identify your **target audience**
- Develop an **implementation plan**
- Identify **Key message(s)**

Policy Advocacy on Climate Change

- Build alliances
- Mobilise resources
- Engage the community
- Lobby and negotiate with relevant stakeholders
- Monitor and evaluate actions
- Stay Focused



**Thank You
Vinaka
Dhanyvaad!**