



Facing climate change



Implementing article

6

in the english-speaking

caribbean



Edmund Jackson

Environmental Services Coordinator
Saint Vincent and the Grenadines



introduction

- English-speaking Caribbean
- Public education and outreach (PEO)



Peo and article 6

- Participants in Mainstreaming Adaptation to Climate Change (MACC) Project, funded by GEF-World Bank
- Public Education and Outreach (PEO) component falls Article 6 of the UNFCCC
- Considered critical to Caribbean SIDS



Vulnerability of Caribbean sids

- Caribbean SIDS particularly vulnerable to climate change
- Vulnerability studies indicate significant impacts on:

- Water supply
- Agriculture
- Human health
- Fisheries



- Tourism
- Human settlements
- Biodiversity
- Other sectors and natural systems



The day before tomorrow...



- Caribbean already experiencing negative effects of the extreme conditions linked with climate change
 - Ex. Hurricane Ivan in Grenada and Jamaica
- We are focusing on adaptation and high cost of inaction



...is today

We want to...

- Concentrate on behavioural change and specific adaptation actions by all stakeholders
- Help people understand the uncertainty of the future and the certainty of climate change
- Emphasise that we can do something – as individuals, communities, countries, and a region



Social marketing approach

- Identifies and involves different sectoral and societal groups that are likely to be impacted
- We must understand what motivates them to action
- We must identify the best means of reaching people



Knowledge, attitude, practice (kap)

- KAP approach:
 - Explores what people know and need to know about an issue
 - Examines awareness and its relation to attitude and behaviour
 - Identifies 'KAP-gaps'
 - Compares actual behaviour with ideal behaviour
 - Formulates strategies to achieve the desired behaviour



Kap surveys

- Some MACC countries have trained public sector/civil society personnel in KAP approach
- Some have conducted KAP surveys on climate change
- Surveys provide baselines used to:
 - Measure success of future awareness activities
 - Make most efficient and effective use of our limited resources



Knowledge is power?



- We try to identify where people acquire knowledge and what communications vehicles (ex. media) they believe would best reach them
- But knowledge doesn't necessarily lead to changed behaviours – hence our focus on behaviour or practice



Target groups

- Target groups vary from country to country, but include:

- Communities at risk
- Public sector
- Fishers
- Agriculturalists/farmers



- Health practitioners
- The media
- Public servants
- Educational institutions



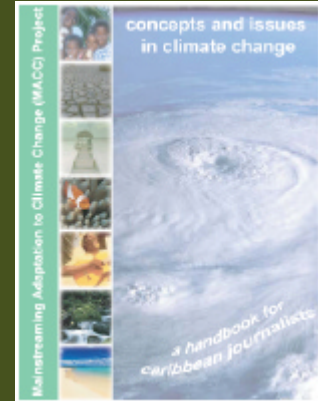
Call to action

- Based on our findings, we want to develop action-oriented messages for each target audience
- Ex. In Grenada we developed self-efficacy messages – what to do before, during, and after a hurricane



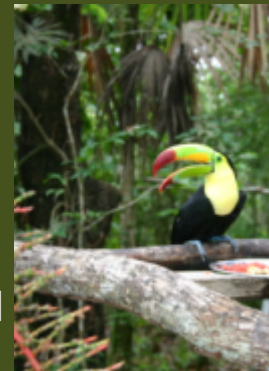
Other outputs

- National stakeholder workshops for private sector financial institutions, public servants, journalists and community organisations
- Regionally, we have developed a Climate Change Handbook for Journalists
 - Now adapting Handbook for other audiences e.g. meteorologists, financial institutions, schools



A holistic approach

- Moving towards holistic approach to KAP/PEO
- Relationship between Climate Change, Biodiversity, Desertification, and Ozone Depletion
- We wish to design integrated surveys and develop messages/materials that help us in all these areas



Caribbean challenges

- We are making progress in the Caribbean on PEO
- Faced with many challenges, including:
 - Mistaken view by funding agencies that awareness leads to behaviour change
 - Need for more support for KAP baseline studies
- Would lead to more focused interventions, more efficient resource usage, and more accurate evaluations

