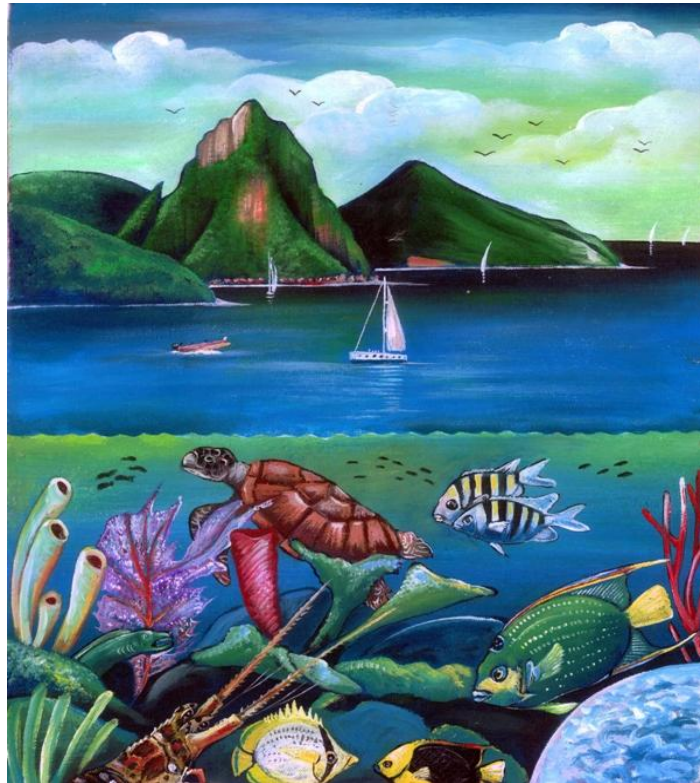


Communicating and engaging with SMMA communities



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Disclaimer

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Introduction

The Soufriere Marine Management Authority was officially established in July 1995 with a mandate under the fisheries legislation to manage the Soufriere Marine Management Area (SMMA). This was the result of a highly consultative process. The organization evolved into the Soufriere Marine Management Association Inc. (SMMA Inc.) following an institutional review in 2000. The revised Agreement to Manage the Soufriere Marine Management Area came into effect on 16th January 2001. The Government of St. Lucia gave approval of this agreement in Cabinet Conclusion No. 1648 of 1999 and Cabinet Conclusion No. 724 (b) of 2000.

During the period 1996 to 2000, a similar consultative process was undertaken to create a system for the management of an adjacent marine protected area (MPA), the Canaries/Anse La Raye Marine Management Area (CAMMA). Cabinet Conclusion 516 of April 1998 granted approval for the formation of CAMMA.

Since limited financial resources impeded the evolution of an independent management body to manage CAMMA. SMMA Inc. was given responsibility for the overall supervision of CAMMA. This increased the total length of the MMA coastline to approximately 22km assigned to SMMA Inc. To cover this area that requires MPA enforcement, education and outreach there needs to be a SMMA and CAMMA communication strategies with materials and campaigns to disseminate management information. Communication materials, including brochures and documentaries, to promote and advertise the Soufriere Marine Management Area currently exist. However, materials for the joint management of SMMA and CAMMA have not been developed.

The Centre for Resource Management and Environmental Studies (CERMES) at the University of the West Indies project on “Adaptive capacity for MPA governance in the eastern Caribbean” includes a series of workshops focusing on MPA effectiveness and adaptive capacity for governance implemented from November 2011 to September 2012. Each participating MPA, including SMMA, receives sub-grants to undertake workshop follow-up activities.

The third MPA Governance workshop focused on communication for change towards effective MPA management. For the follow up activity the SMMA team agreed to strengthen public education and outreach through a mini communication campaign and scope developing a communication strategy.

Scoping the communication strategy included reflecting on the SMMA management plan. Under follow-up activity 1 it was highlighted that SMMA required a strategic review to include developing the SMMA and CAMMA management plan. This project activity included a quick overview of the initial management efforts and progress over subsequent years in improving the effectiveness of management. In an effort to re-sensitize the general public about the SMMA and CAMMA, the funding was thus used to undertake a mini communications campaign. The activities included:

1. Develop a colour coded map of CAMMA using the same colour scheme as that of the SMMA.
2. Print and distribute an informational brochure for CAMMA and SMMA.

3. Design and publish a colouring book for preschool and infant school children.
4. Reproduce the SMMA DVD with documentaries and public service announcements for radio and television. Distribute the DVDs to all local television stations and secondary schools.
5. Market the SMMA and CAMMA through sports

Activities

Standardize CAMMA and SMMA maps.

Creation of these maps required the services of a GIS expert from the Ministry of Physical Development. Assistance was sought from the Officer-In-Charge at that Ministry to develop the maps. Ms. Nadia Cazaubon worked with Mr. David Alphonse who had to recreate the zones since the original files which had been used to generate the original maps could not be located.

The SMMA's seaward boundary is defined by the 75m depth contour however that for CAMMA is defined by the extent of the reef. Although an exercise had been undertaken in the past to map the SMMA boundary, it was never fully mapped. In order to create the current map, a buffer zone was created using the coastline layer in ArcMap. The initial buffer was set at 1 kilometre (IUCN standard) however the bathymetry of the SMMA is characterized as having a narrow shelf with deep harbours as seen on navigational Admiralty Charts for St. Lucia, so this buffer was too large and the resulting map would not be accepted by the stakeholders. The buffer was subsequently reduced to 100m from the coastline.

To demarcate the zones, satellite photos were overlaid and the boundaries of the zones were estimated using the GPS locations of demarcation moorings where available and from reference to land. The colour scheme utilized for the existing maps of the SMMA which is well known was used:

Zone	Colour
Marine Reserve	Green
Fishing Priority Areas	Red
Multiple Use Areas	Orange
Yacht Mooring Areas	Blue
Recreational Areas	Yellow

Print and distribute an informational brochure for SMMA and CAMMA

The informational brochure was redesigned to include the new standardised map of both management areas. The welcome message was also updated to include information on CAMMA. The brochure will be printed in English in the first instance with funding from this project. The revised welcome message will be translated into other languages including French and hopefully

Spanish and German. These informational brochures will be distributed to visiting groups, sailors, tourists and at workshops and conferences.

Workshop to review the management effectiveness of the SMMA & CAMMA

The Department of Fisheries which is the implementing agency for the Sustainable Financing Project held a workshop on 16th August, 2012 to rate the management effectiveness of the Soufriere Marine Management Association Inc. using a scoring card developed by the OECS under the OPAAL project. Financial support was provided for transportation subsidy for representatives from the Board of Directors who participated in the workshop.

Reproduce and distribute the SMMA DVD

Over the years, various documentaries and public service announcements (PSAs) were produced to promote and educate the general public about the SMMA. The Board of Directors at a meeting held this year, requested that the DVD be made available to all media houses in an effort to continue sensitization on the SMMA. Quotations were solicited from various print houses and a company was chosen to reproduce the SMMA DVD after revision of the quotations received. A distribution list was compiled including television and radio stations, secondary and tertiary learning institutions in St. Lucia. The DVDs will be distributed according to the list.

Develop and publish a colouring book.

A meeting was held with Maria Cooksey from an international NGO which works in St. Lucia, Caribbean Student Environment Alliance (Caribbean SEA). An idea of a colouring book for children was conceptualized enhancing collaboration between the SMMA Inc. and Caribbean SEA. A few artists were contacted to submit drawings for the colouring book. Four artists submitted drawings which Ms. Cazaubon compiled and Ms. Cooksey digitized. Ms. Cazaubon wrote a series of fun facts, which were reviewed by the Department of Fisheries, Dr. McConney and CERMES project MPA specialist Zaidy Khan. The colouring book will be uploaded on the SMMA Inc. website.

Utilize social media to promote the SMMA and CAMMA

A Facebook account for the Soufriere Marine Management Association Inc was set up in August. The page will be updated with events and administered by SMMA staff. This will serve as another medium to disseminate information about the SMMA and CAMMA in addition to the website.

Sponsorship of the SMMA Men's Basketball Tournament

In a bid to raise awareness of the problem of pollution from solid waste and the effect it has on the marine ecosystem, the SMMA's message was channelled to the youth through participation in sports. The Soufriere Amateur Basketball Association partnered with the SMMA Inc. to organize and host a basketball tournament. The main requirement for teams to enter the tournament was participation in at least one community clean up. A total of four teams registered for the tournament, which also had the dual purpose of preparing basketball players from Soufriere for the upcoming national championships in February 2013. On Sunday August 27th the SBA executive committee held an area cleanup. A total of approximately thirty bags of solid waste was removed from three sites; Soufriere basketball court, Soufriere waterfront and Hummingbird Beach. Due to poor attendance by members of the teams, each team was then required to hold an additional

cleanup in an area of the community of their choosing. Thus far, one team held another cleanup on Sunday 3rd September. The other teams planned their cleanups at the end of September since many of them were back at school.

The area to the back of the court has an illegal dump site and since the court is not locked, stray dogs regularly spread garbage on the court posing a real health risk to the athletes and all users of the court. The court also does not have any garbage disposal bins and persons litter indiscriminately. In an effort to reduce pollution and general aesthetics of the court, the SBA will install two garbage bins on the court and paint “No Littering” signs and the SMMA logo on each bin.

Results

A series of standardized maps of the SMMA and CAMMA were produced with assistance from a GIS expert from the Development Control Authority in the Ministry of Physical Development. More importantly this project allowed the creation of various GIS layers including the zones, dive sites and yacht mooring locations. These layers will now allow custom maps to be produced which will be uploaded on the SMMA website. For the purpose of this project a map was generated which will be used in the creation of the new informational brochure.



Plate 1. Original picture of Map of CAMMA



Plate 3. Map of SMMA & CAMMA (100m buffer)



Plate 2. Map of SMMA

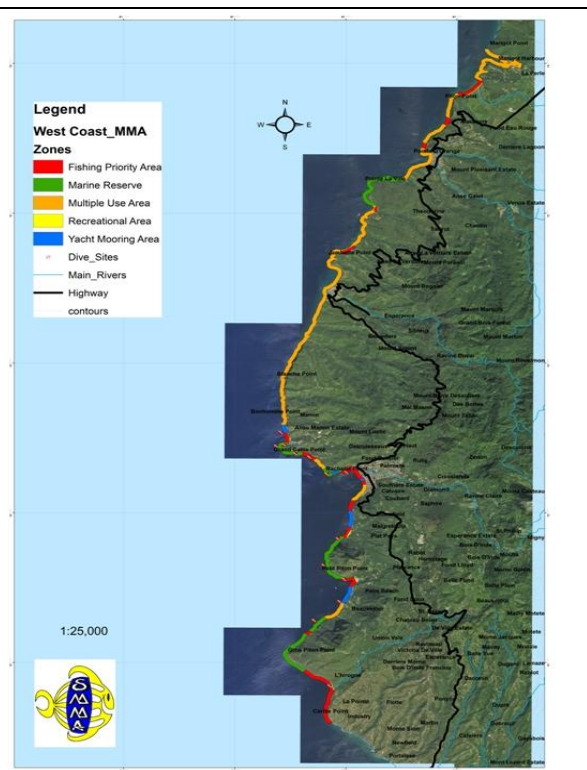


Plate 4. Map of SMMA & CAMMA (100m buffer) with satellite photo overlay

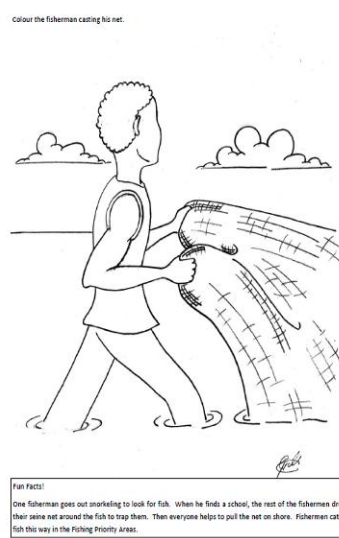
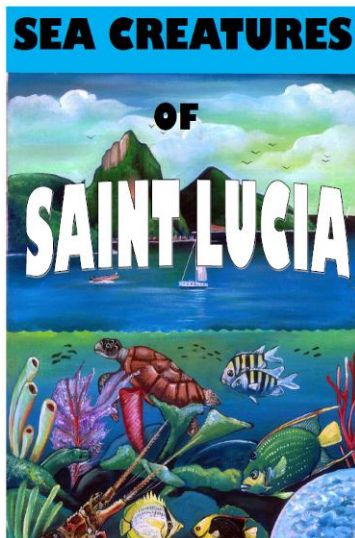
A review of the standardized map by various stakeholders led to recommendations for revision prior to printing. These include:

1. Clean up labelling on the map. Keep only the names of the towns and beaches.
2. Increase (exaggerate) the polygon shapes of the beaches to make them stand out on the informational brochure
3. Increase (exaggerate) on the area of the mangroves at Marigot Bay which is a Marine Reserve to make it visible on the informational brochure.

The workshop to review management effectiveness using score card assessment of the SMMA Inc. was not well attended. Thus a recommendation was made to circulate the score card and the report to other stakeholders and board members to validate the results. The report was not released by the time of preparing this report. However the participants were able to identify the following key issues which arose from the completion of the exercise.

1. The SMMA Inc. needs to develop a management plan in addition to the existing Agreements to manage the two areas, and to pay attention to board effectiveness.
2. The SMMA Inc. must be officially declared by way of the Gazette as the agency responsible for the management of CAMMA as the designated Local Fisheries Management Authority.

In collaboration with an artist from Soufriere and a Japanese Overseas Cooperation Volunteer and the colouring book was designed targeting children from preschool and infant schools. The colouring book is titled “Sea Creatures of Saint Lucia” will be available for download on the SMMA Inc. website (www.smma.org.lc) and one thousand copies will be printed for distribution to students during upcoming school visits. It showcases sea creatures and users which can be found in the SMMA and CAMMA. Each page also includes fun facts about the animals or the activities which take place in the areas. An art piece which was commissioned in observance of International Year of the Reef 2008 was used as the cover page of the colouring book and also appears on the cover page of this report.



Discussion

The initial follow-up project as envisaged by the workshop participants included revision of the SMMA communications plan. The most recent communications plan found was prepared in 1995. Members of the Board of Directors indicated that the communications plan should be prepared following the development of the management plan. Therefore, communications materials were prepared using funding from this project including reproduction of the SMMA DVD, standardized map of the SMMA & CAMMA, revised informational brochure of SMMA and CAMMA and a children’s colouring book.

The President and other members of the executive committee of the SBA expressed sincere gratitude to the SMMA Inc. and to CERMES for providing financial assistance for the tournament. To show their appreciation, they named the tournament to recognize the SMMA. Members who participated in the cleanup also expressed their satisfaction at having made a difference in the cleanliness of the community.

Key learning

Innovative communications materials can be developed to spread the message of marine conservation such as the colouring book for children. The artists contacted willingly volunteered their talent towards this initiative.

Sporting events is another relatively under-utilized channel for conservation messages. Typically sports tournaments have been widely supported by beverage companies, which use the events to market their products. The SMMA Inc. have sponsored football tournaments in the past however this was the first time sponsoring a basketball competition to market the SMMA and to raise awareness of pollution and its effect on the marine environment.

The seaward boundary of the SMMA and CAMMA must be mapped as this is crucial to determining the exact size of the area and although it cannot be physically demarcated due to depth restrictions, the bathymetry contour can be viewed on electronic and printed charts for navigational and enforcement purposes.

The SMMA Inc. needs to develop a management plan to guide operations.