

Communication Strategy for Biodiversity Information Dissemination

Goal:

The Division of Environment and Conservation is able to systematically familiarise the generality of Samoa's people and communities with the status of the country and the global environments and efforts to conserve and sustainably manage the country's natural resources.

Purpose:

To arrange the processes, policies and resources of the division for implementing effectively its education, media and public awareness activities under the framework of the departments framework for education, media and public awareness programme.

Objectives:

1. Define the public information dissemination priorities of the different areas of the Division's environment protection and sustainable development responsibilities.
2. Define the procedures or lines of actions and timeframes for researching, designing, and producing the different information dissemination materials and activities.
3. Set and or adopt policies and practices regarding labels, themes, logos, and other means of identifications and public representations of education, media and public awareness materials and activities.
4. Organise among the staff of the division definite coordinating arrangements for the various procedures and lines of actions for researching, designing and producing information dissemination materials and activities.
5. Pilot lines of actions, identification and public representations, and coordinating arrangements in three priority types of productions (media, public event and presentation).

Activities:

1. Define the public information dissemination priorities of the different areas of the Division's environment protection and sustainable development responsibilities.
 - 1.1. DEC/DSLE define their information dissemination priorities for the next five years.
 - 1.2. Research and compile appropriate text and graphics on the set priorities.
 - 1.3. Set specifications of format (poster, booklets, videos, cds, etc.) for dissemination materials/approaches.
 - 1.4. Source material production (design, layout, printing, construction, etc.) arrangements and funding.
 - 1.5. Carry out production and dissemination of information materials.
2. Define the procedures or lines of actions and timeframes for researching, designing, and producing the different information dissemination materials and activities.
 - 2.1. Define lines of actions with respect to researching, designing and producing the different information dissemination materials and activities.

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- 2.2. Set timeframes, staff, and resources arrangements for carrying out each line of action.
- 2.3. Put up a coordinating display board or matrix for following up line of actions implementation.
- 2.4. Implement lines of actions defined for the different information dissemination material productions and activities.
3. Set and or adopt policies and practices regarding labels, themes, logos, and other means of identifications and public representations of education, media and public awareness materials and activities.
 - 3.1. Set define labels, themes, logos and other means of identifications and public representations of education, media and public awareness materials and activities.
 - 3.2. Define policies and practices with regarding the use of the defined identifications and public representations.
 - 3.3. Apply the set identifications and defined policies to the materials and activities set in lines of actions.
4. Organise among the staff of the division definite coordinating arrangements for the various procedures and lines of actions defined for producing information dissemination materials and activities.
 - 4.1. Set appropriate and practical staff and resource arrangements for carry out lines of actions for the different information dissemination activities.
 - 4.2. Set definite processes of reporting, monitoring and consultations for following up lines of actions and staff arrangement performances.
 - 4.3. Implement the defined processes of reporting, monitoring and consultations.
5. Pilot out the arrangements made with respect to lines of actions, identification and public representations, and coordination for information dissemination in a first two to three productions.
 - 5.1. Select three urgent lines of actions to pilot out the arrangements made in the above objectives.
 - 5.2. Set timeframes for following up the piloted actions.
 - 5.3. Review timeframes for following up the piloted actions.