



Melanesia
15-19 February 2021

Mélanésie
15-19 février 2021

Vanuatu



Fisheries Department of Vanuatu



Experiences of disseminating information & spreading awareness

Scaling-up CBFM in Vanuatu

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Introduction

What was done to raise awareness about coastal fisheries management?



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- Collaboration with existing networks and NGO's influencing CBFM
 - CBFM community play in communities
- Radio Tok Bak show program
- Short info films
 - (Fish-based nutrition for health diets, Twist mo Spin play)
- Billboards at community level promoting CBFM
- Social Media
 - VFD social media page
 - TAILS social media chat group
- Outreach awareness programme
- Domestic news articles/ Regional technical articles (SPC)
- Translation of regional information material
 - e.g. community CBFM guides and fish handling guide.
- National fisheries events



Introduction

What was done to raise awareness about coastal fisheries management?



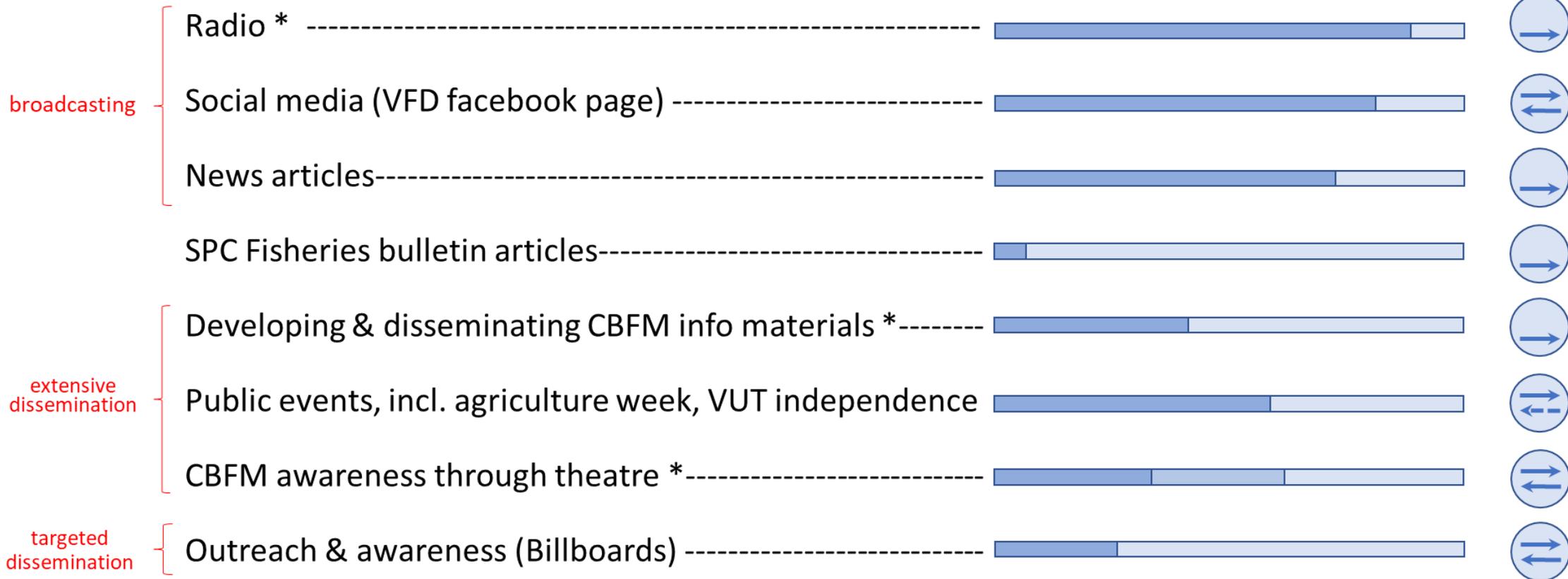
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Estimated reach

Info flow

0 communities ----- All communities



- * - In collaboration with partners
- - 1-way flow of Info
- ↔ - Interactions & discussions
- ↔ - Limited interaction & discussions





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Our learnings

*What worked well from those awareness raising activities to ensure **reliable, relevant, simple** and **up to date** information reached local communities and other target audiences?*





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Radio Programme: Tok Back Show

[BROADCASTING]

- Enables focus on timely topics of public interest
 - Tabu areas: (i) urgent openings after a cyclone, and (ii) their use during COVID-19.
- Audience includes general public with access to radio.
- It is broadcast nationally.
- Encourages opinion and feedback from general public.
- Enables other stakeholders to participate such as other government institutions (Environment Dept), community reps and NGO's (Wan Smolbag).
- Proven impact on CBFM: increase number of requests for information/updates on CBFM activities to VFD following each show.





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CBFM Theatre Play

[EXTENSIVE DISSEMINATION]

- Developed from onsite study (scriptwriters living with communities) to understand fishing practices, challenges and how different people depend on fishing in different ways (women, men and youth).
- Plays are hosted in the communities – by touring of the production group.
- Fun to watch but also delivers important messages that community can relate to; e.g. coastal fisheries are more than about fish, but also deeply part of family and community life.
- It is accessible by all groups in the community (audience includes youth, elderly, special-needs people, community leaders, women and students).
- The after play workshop - enables communities to
 - reflect more deeply on what they saw in the play,
 - share thoughts and experiences, and
 - identify why resource management is important to them (and how to best approach it).
- Feedback from the community shows that
 - People understand the messages in the play.
 - It is a different form of awareness that brings people with different status in the community to participate and share together.
- Proven impact on CBFM - some communities agreed on new management rules after the play such as banning of fishing of parrot fish (Futuna Island).





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Way Forward

What should be done differently in future to ensure reaching ALL communities with adequate, reliable, simple and up to date coastal fisheries management information?

- Continue to raise importance of Coastal fisheries and its contribution at national level to people's wellbeing
 - i.e. food and nutrition security and local economy
- Bring coastal fisheries into the agenda of political discussion
- Encourage different media for awareness tools that communities can have access to and which they can relate to easily to.
- Identify different awareness strategies that target different audiences and use them all – not just one.

