

Saint Lucia's Climate Change Communications Strategy

Under the National Adaptation Planning Process



United States In-Country National Adaptation Plan (NAP) Support Program

Gift of the United States Government



Implemented by:



Initial funding for the Network also provided by:





Saint Lucia's Climate Change Communications Strategy under the National Adaptation Planning Process

Prepared under the guidance of:

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Foreword

Saint Lucia's National Adaptation Plan (NAP) has been defined as a ten (10)-year process (2018-2028), consisting of priority cross-sectoral and sectoral adaptation measures for eight key sectors/areas and a segment on the 'limits to adaptation', complemented, incrementally, with Sectoral Adaptation Strategies & Action Plans (SASAPs). Priority sectors for adaptation action include: Tourism; Water; Agriculture; Fisheries; Infrastructure and spatial planning; Natural resource management (terrestrial, coastal and marine); Education; and Health. Other key sectors will be identified through a cyclical, iterative NAP process.

Saint Lucia's NAP process is spearheaded by the Sustainable Development and Environment Division (SDED) of the Department of Sustainable Development, currently housed within the Ministry of Education, Innovation, Gender Relations and Sustainable Development. The NAP process has benefitted from the inputs of multiple stakeholders, comprising public, statutory, academic and private sector bodies. Indeed, this process has involved State and non-State actors, such as media personnel, who play an important role in helping efforts to positively influence thinking, mould outcomes, change behaviour and instigate action across the populace, at all levels.

Saint Lucia's overarching NAP continues to be supplemented by several documents:

- *Saint Lucia's National Adaptation Plan Stocktaking, Climate Risk and Vulnerability Assessment Report*
- *Saint Lucia's National Adaptation Plan Roadmap and Capacity Development Plan 2018-2028*
- *Saint Lucia's Climate Change Communications Strategy*
- *Saint Lucia's Sectoral Adaptation Strategy and Action Plan for the Water Sector (Water SASAP) 2018-2028*
- *Saint Lucia's Sectoral Adaptation Strategy and Action Plan for the Agriculture Sector (Agriculture SASAP) 2018-2028*
- *Saint Lucia's Sectoral Adaptation Strategy and Action Plan for the Fisheries Sector (Fisheries SASAP) 2018-2028*
- *Saint Lucia's Portfolio of Project Concept Notes for the Water Sector 2018-2028*
- *Saint Lucia's Portfolio of Project Concept Notes for the Agriculture Sector 2018-2028*
- *Saint Lucia's Portfolio of Project Concept Notes for the Fisheries Sector 2018-2028*
- *Monitoring and Evaluation Plan of Saint Lucia's National Adaptation Planning Process*
- *Guidelines for the Development of Sectoral Adaptation Strategies and Action Plans: Saint Lucia's experience under its national adaptation planning process*

This process also supported a climate change website, an animated video and training for government entities and journalists in communicating about climate change. A NAP Assembly and Donor Symposium were also all made possible under this process, through the support of several entities.

Specifically, the process has benefited from the financial support of the United Nations Development Programme's (UNDP) Japan- Caribbean Climate Change Partnership (JCCCP). Technical and financial support for Saint Lucia's NAP process has also been provided through the United States (U.S.) In-Country NAP Support Programme (NAP-SP), implemented by the International Institute for

Sustainable Development (IISD). Technical support for the chapter on the 'limits to adaptation' in the NAP was provided under the IMPACT project, funded by the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB), as part of the International Climate Initiative (IKI). The IMPACT project is jointly implemented by Climate Analytics, the Caribbean Community Climate Change Centre (CCCCC), Secretariat of the Pacific Regional Environment Programme (SPREP) and Charles and Associates (CAA) Inc. The Department extends its thanks to all of the foregoing and takes this opportunity to recognise the consultant, Ms. Clara Ariza, for her tireless efforts in Saint Lucia's NAP process, under the able guidance of SDED.

Saint Lucia looks forward to forging partnerships and alliances that will assist in developing additional SASAPs and implementing the measures, programmes, projects and activities outlined in its NAP, SASAPs and other support documents. Saint Lucia is prepared to welcome support, that is, finance, technology transfer and capacity building, from a variety of sources, including public, private, bilateral, multilateral and alternative sources, all in an effort to help the country build climate resilience and address the seemingly insurmountable phenomenon of climate change.

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1. Background

The National Adaptation Plan (NAP) process constitutes the key strategic framework for the achievement of developing country adaptation goals. Acknowledging the importance of a coordinated approach to adaptation across sectors and government levels, the U.S. Government is providing in-country support to NAP implementation in the East Caribbean region through the NAP Global Network (NAP GN). The Programme of Support for the East Caribbean is a three-year programme designed to address the needs and priorities of the region in terms of adaptation implementation, contributing to paving the way towards a more resilient future. The US In-country Support Program is managed by the International Institute for Sustainable Development (IISD), host to the NAP GN Secretariat, and it was developed in collaboration with USAID representatives in the region and in Washington D.C.

The NAPGN programme of support for Saint Lucia is designed to fill identified capacity gaps in order to facilitate the development and implementation of the country's NAP. The programme consists of three main areas of support:

1. Awareness raising and donor coordination
2. Targeted technical support
3. Communications

The priority areas for support were determined through discussions with the NAP GN technical focal point in Saint Lucia, the Department of Sustainable Development (DSD), which lies within the Ministry of Education, Innovation, Gender Relations and Sustainable Development. The programme was also developed in consultation with other donors working on the Saint Lucia NAP—namely the UNDP Japan-Caribbean Climate Change Partnership (JCCCP)—to ensure complementarity and a lack of duplication of effort.

This communications strategy was produced as part of the third pillar of the NAP GN's programme of support for Saint Lucia. The strategy aims to provide short and mid-term advice on how the Government of Saint Lucia can use strategic communications to support their NAP. The strategy draws from extensive consultations with relevant government actors, and is intended to serve a practical, action-oriented guide to communications in support of Saint Lucia's NAP process.

2. Introduction

Climate change poses a grave threat to the development of Saint Lucia's economy, the health of its people, and the preservation of its natural environment. Intense storms in recent years, resulting in billions of dollars of damage and loss of life, are the most vivid symptom of an increasingly volatile climate. But subtler changes are also evidenced, including higher average temperatures, reduced average rainfall, and higher sea surface temperatures.

In the face of these threats, the Government of Saint Lucia is moving quickly to strengthen the country's ability to adapt to climate change, through the development of the country's National Adaptation Plan. This effort is spearheaded by the Department for Sustainable Development, with demonstrated support from the Office of the Prime Minister, and also involves multiple ministries, agencies and offices—including agriculture and food security, water and sanitation, health, education and infrastructure. Given the cross-cutting nature of that threat, this strategy was developed in collaboration with the range of government and non-governmental entities involved in the adaptation planning process. The strategy seeks to answer the following questions:

- What **stakeholders** does the Government of Saint Lucia need to engage?
- What **changes in knowledge, opinions or behaviour** do we seek to change?
- What **messages** should be used, and what **channels of communication** will be most effective?
- How are communications-related **responsibilities shared by different government actors**—and what processes or procedures will **foster better internal coordination**?

In addition to in-country consultations with relevant stakeholders, the strategy draws on recent and current communications activities by the Government of Saint Lucia. In this sense, the strategy does not start from scratch: it builds on the Government's experience in communicating about climate change, and the significant internal expertise that it already holds on this matter.

The strategy also takes lessons from international experience. Governments around the world are integrating strategic communications into their climate change adaptation plans, providing a wealth of experience from which Saint Lucia can draw. From these experiences, communications practices have been identified that can be applied to the Saint Lucian context. The annex to this report provides case studies of how other governments are communicating climate change adaptation.

Ultimately, the strategy seeks to explain the role that strategic communications play in support of the NAP, and identify a range of communication tactics that will help the Government of Saint Lucia achieve its national adaptation goals. The main goals of the strategy are to:

- Encourage a whole-of-government approach to adapting to climate change, so that the Government of Saint Lucia acts in concert and speaks with one voice;
- Build broad-based public awareness on the Government of Saint Lucia’s policies and frameworks on climate change adaptation, and specifically, the National Adaptation Plan;
- Convince the public of the need for investment in climate change adaptation from both public and private sources, and the benefits of investing sooner rather than later;
- Demonstrate the practical steps that every Saint Lucian can take to strengthen the country’s resilience to climate change;
- Raise the profile of Saint Lucia’s climate change adaptation plan regionally and internationally, particularly among policy makers and donors; and
- Support civil action to educate and mobilise Saint Lucians on climate change by providing them with tools, resources and opportunities.

This report begins with an overview of Saint Lucia’s climate change adaptation policies and plans, which form the basis for the country’s NAP. This is followed by a description of the role that communications will play in supporting the NAP. Next, the core components of the communications strategy are presented: its objectives, key messages, and audiences. Each will be presented in general terms—i.e. according to their relevance to climate change adaptation in Saint Lucia more broadly—and in specific sectoral terms when required (i.e. agriculture, or tourism, for instance). The strategy concludes with a series of suggested actions for implementation. That list is not exhaustive; the communications strategy, as with the NAP process more generally, will continue to evolve over time.

3. Saint Lucia’s National Adaptation Plan

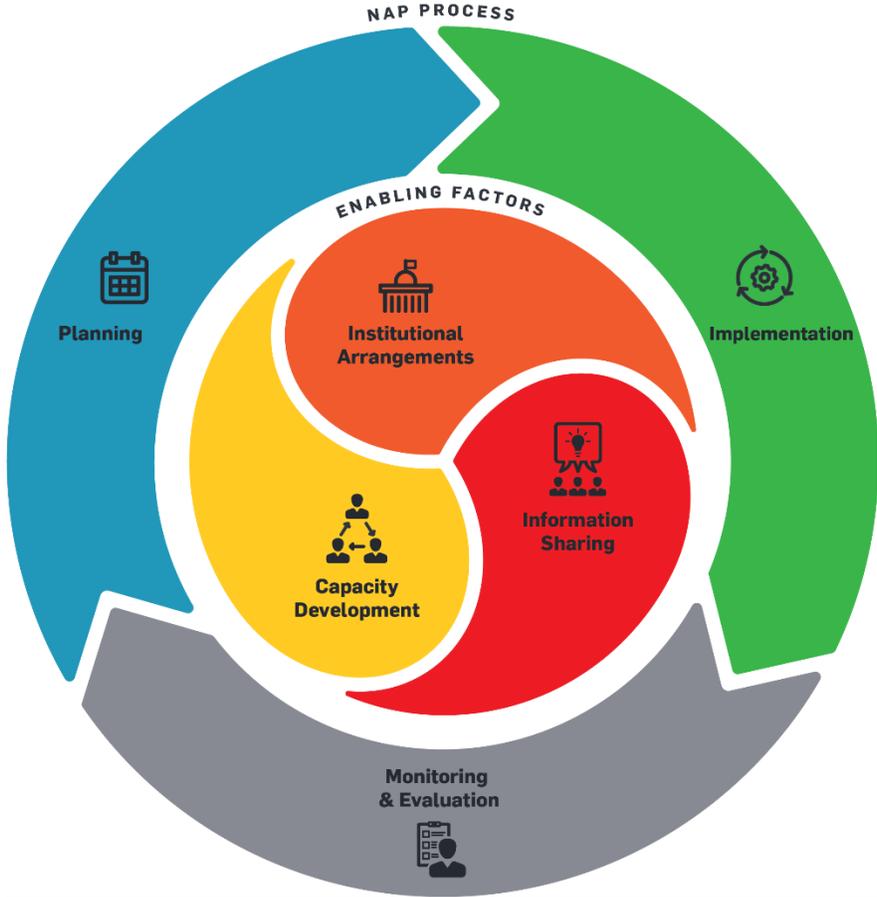
The Government of Saint Lucia has formulated a series of increasingly ambitious policy plans on climate change adaptation. The 2002 Cabinet-of-Ministers-endorsed National Climate Change Policy and Adaptation Plan marked the first comprehensive strategy to address all governmental, statutory, non-governmental and civic entities with a stake in addressing climate change impacts. It was followed by a revised Climate Change Adaptation Policy, adopted by the Cabinet of Ministers in 2015, which both broadens and deepens the policy planning process, with a cross sectoral approach that spans adaptation facilitation, financing and implementation. These policy frameworks are complemented by Saint Lucia’s Strategic Programme for Climate Resilience (SPCR), which sets out concrete pathways to integrate climate risk and resilience into core development planning.

Moving forward, Saint Lucia’s NAP will serve as the overarching blueprint for adaptation planning in Saint Lucia. The NAP is the big tent—so to speak—under which existing adaptation plans will gather, and new ones will be added, with an eye towards cohesion and integration. First established under the Cancun Adaptation Framework (CAF) (2010), NAPs identify medium- and long-term adaptation needs, and determine the strategies and programmes required to address these needs. Importantly, they are driven by the countries themselves, reflecting their priorities

and needs, and are not static planning documents, but process-driven plans that evolve over time as understandings of climate change deepen and resources are deployed to respond to the impacts.

At its core, the NAP process consists of three steps: planning at both a national and subnational level; implementation of the plans, again by a combination of national and subnational authorities; and monitoring and evaluation. The success of each of these steps hinges on several enabling factors, including institutional arrangements that foster dialogue and joint action; information sharing among stakeholders; and capacity development, so that the skills and resources are available to effectively deliver on adaptation plans. See figure 1 for an overview of the NAP process.

Figure 1: An Overview of the NAP Process¹



For Saint Lucia, development of the NAP will be completed in early 2018. The country has already identified those sectors that are **key priorities for adaptation, including tourism, water,**

¹ Source: *A Framework for Gender-Responsive National Adaptation Plan (NAP)*, International Institute for Sustainable Development, 2017

agriculture, fisheries, infrastructure and spatial planning, natural resource management - terrestrial, coastal and marine-, health and education, and has instigated a process of developing sector-specific adaptation strategies for these priority areas.

4. A Framework for Strategic Communications

This communications strategy is organised around five key components (see Figure 2): setting objectives and organising internally (i.e. getting different government entities involved and coordinated); identifying key audiences, both internally and externally; developing key messages; selecting the most effective modes, methods and channels for communication of messages; and establishing ways to evaluate the impacts of the communications campaign.

Figure 2: Framework for Strategic Communications



Communications Objectives

Strategic communications is 'purposeful', in that it furthers an end goal. Here, the objective, broadly speaking, is strengthening Saint Lucia's NAP. To do that, communications must be fully integrated into each of the three stages of the NAP process (see Figure 1).

At the planning stage of the NAP process, the Government of Saint Lucia must **foster consensus** on the nature of climate change threats, set priorities in terms of how it will act, and mobilise the

domestic and international resources—both public and private—required to implement the plan. Here, a key function of communications is building awareness on the science behind climate change, and what that science tells us about the current and future impacts faced by Saint Lucia. Some of that information will be important for every Saint Lucian, while other more specific and technical knowledge will need to find its way to more targeted audiences.

Implementation requires strong **coordination** among government actors, as well as open channels of communication with non-government stakeholders in civil society and the private sector. In many cases, successful implementation will also entail **persuading stakeholders** of the benefits of early action. The communications strategy addresses these needs through its focus on strengthening internal communications among government agencies, and by identifying the non-governmental allies with whom the Government of Saint Lucia needs to engage. The strategy also considers the types of behavioural changes required by stakeholders, along with the messages that might trigger that change.

Finally, monitoring and evaluation entails a process of **gathering and sharing** quantitative and qualitative information about how projects are performing, and ensuring that the lessons drawn from that analysis, reach the right people, at the right time. The goal here is demonstrating positive impact. This, again, is a matter of good internal communication within government, as well as with the public and with international stakeholders interested in the effectiveness of Saint Lucia’s climate change adaptation policies.

Table 1 describes in more detail, the communications objectives linked to each stage in the NAP process.

Table 1: NAP Process Stages and Communications Objectives

Stage in the NAP Process	Communications Objective	Notes
Planning	Establish a whole-of-government approach to climate change adaptation through strong internal communications.	Saint Lucia has already established consultative processes for identifying NAP priorities, and this cross-sectoral, collaborative approach is set to continue.
Planning	Ensure key government and non-government stakeholders have a shared understanding of the climate change threats faced by Saint Lucia.	The new Government of Saint Lucia climate change website will serve as a one-stop-shop for information on climate change adaptation and the NAP for both government and non-government audiences.
Implementation	Government of Saint Lucia acts in concert and speaks with one voice about	A strategy is needed to form consensus around key NAP messages so that government communicates its adaptation

Stage in the NAP Process	Communications Objective	Notes
	climate change adaptation.	plan in a clear, consistent way. A framework for this kind of strategy is presented below. The process of developing key NAP messages will depend on decisions within the government on the steps necessary for NAP implementation and the actions required of stakeholders.
Implementation	Stakeholders take the necessary steps to build resilience to climate change based on information provided to them.	The strategy seeks to both raise awareness and change behaviors, as discussed in more detail below. Messages are framed around problems/solutions, with solutions entailing actions necessary to build resilience to climate change.
Monitoring and evaluation	Saint Lucia’s climate change adaptation policies improve over time due to the integration of lessons learned in policy adjustments and modifications—including how those policies are communicated.	Saint Lucia’s climate change website could serve as a repository of information about climate change projects, including their objectives and impacts for those who need to monitor progress (i.e. government entities with climate change adaptation projects). Streamlining the systematisation of adaptation progress, projects and information with other entities will help to avoid the duplication of efforts, which is particularly important, given limited human resources. Also, goals and metrics, specific to communication, are established—such as website analytics and media monitoring.

Priority Audiences

As noted, the communications strategy is focused on both internal (i.e. within the Government of Saint Lucia) and external audiences.

Internal audiences

Internally, the priority audience is those stakeholders with high-level political authority, as their buy-in and ongoing role in raising the profile of Saint Lucia’s NAP, is critical to its success. Significant, too, are the technical, policy and budgetary officials in ministries and departments with the strongest stake in climate change adaptation, particularly those with responsibility for those priority sectors identified by stakeholders to be addressed in Saint Lucia’s NAP.

- **Political leadership:** Prime Minister; Cabinet of Ministers; Members of the Senate; House of Assembly
- **Ministries and Agencies:** Ministry of Education, Innovation, Gender Relations and Sustainable Development; Ministry of Infrastructure, Ports, Energy and Labour; Ministry of Agriculture, Fisheries, Physical Planning, Natural Resources and Co-operatives; Ministry of Economic Development, Housing, Urban Renewal, Transport and Civil Aviation; Office of the Prime Minister with responsibility for Commerce, Industry, Investment, Enterprise Development and Consumer Affairs; Office of the Prime Minister with responsibility for Tourism, Information and Broadcasting; Ministry of Health and Wellness.

External audiences

Externally, the focus for communications should be on those that will be instrumental in carrying the message about climate change impacts to the broader public (i.e. journalists, educators, celebrities and artists), as well as to those sector specific stakeholders (i.e. farmers and fishers) that need information to build their own resilience to climate impacts.

- **Media:** Mainstream local media, regional and international press, business periodicals, trade publications, and blogging sites
- **Technical experts:** Academics and researchers; opinion leaders on environment and sustainable development
- **Small and medium-sized enterprises:** Those individuals and small businesses whose livelihoods are affected by climate change, and need to take steps to protect themselves, such as fishers, farmers and hotel owners
- **Sports, entertainment and creative arts:** Creators (artists and performers) and celebrities who have shown an interest in environmental and social causes, who could become ambassadors on climate change adaptation

Key Messages

The messaging strategy must convey the Government of Saint Lucia's most important points about how climate change affects the country and the role that its NAP will play in the response to these threats. It must also be tailored to specific audiences, based both on their existing knowledge of climate change, and on the types of actions they can and should take to build their resilience. Some messages will be cross-cutting for all audiences ('universal messages'), while other messages will be primarily of interest to specific stakeholders (hotel owners, for example, or farmers).

Narrative

Facts alone will not generate interest in climate change—the Government of Saint Lucia needs a frame narrative that makes those facts meaningful to people. A well-crafted narrative will also tie together diverse messages, creating coherence and aiding in recognition and retention. The narrative frame should be built around two inter-related factors:

1. **That climate change affects what Saint Lucians value the most**—the health of their families, the economic prospects for youth, and the preservation of the island’s natural environment.
2. **That all Saint Lucians must act in concert to build their resilience to climate change.** The Government of Saint Lucia’s National Adaptation Plan sets out the measures necessary to protect the country against climate threats; however, every Saint Lucian—whether as a homeowner, educator or business owner—has a role to play in turning the NAP into a reality.

By developing messages that fit within that narrative frame, the Government of Saint Lucia helps make climate change concrete and meaningful to the public, and empowers them to act. The narrative also aims to build a sense of community around the issue of climate change, by emphasising how everyone is affected in one way or another, and that everyone can make a positive contribution to the country’s NAP. It is suggested that one overarching narrative frame be used for all the Government of Saint Lucia’s communications on climate change adaptation— but that within that frame, individual messages are tailored to specific audiences.

Tone

The messaging strategy seeks to strike a tone that expresses the urgency of the need to respond early to climate change. As importantly, however, it should strive to empower stakeholders. There is a risk that messages convey the sense that climate change is a foregone conclusion, and that it is so big that there is little that any one person can do. This could discourage stakeholders to take action. The tone must therefore express the gravity of the situation, but maintain that everyone can still play their part in protecting the people of Saint Lucia and their future.

Universal Messages

Some messages are intended for all stakeholders. These should begin by explaining the concept of climate change *adaptation*. While much of the public will be familiar with climate change, its *effects* will be less well known. From there, messages should move to the realm of action—in other words, having identified the problem, they need to also point towards solutions.

- Saint Lucia has played a negligible part in global warming, but is highly vulnerable to the impacts of climate change.
- Climate change means more intense storms; increased flooding at some parts of year, and longer dry spells in others; and threats to public health due to increased pests and disease. There are a number of domestic and regional examples and stories that can be used here to drive the point home: from the impacts of the catastrophic 2017 hurricane season on neighbouring countries (Dominica, Barbuda, Puerto Rico), to various drought episodes.

- It is critical that the island takes steps to strengthen resilience to climate change. The sooner action is taken, the better.

Sector-Specific Messages

The government will also have to develop messages designed for sector-specific audiences. This process follows a familiar pattern of first identifying the problem and then developing and communicating the sector-specific solution. Sector-specific messaging examples include:

- **Tourism:** The tourism sector is the main source of jobs in Saint Lucia, and accounts for 65 per cent of GDP. Yet, it is at risk from climate change, due to water shortages, storms, sea surges, sea level rise, and damage to infrastructure. The rising frequency of more intense climate events could also discourage international travellers from booking visits to the island. We must act now to better protect the sector—and in turn, the island’s economy.
- **Agriculture:** Climate change is a threat to food security and the livelihoods of our farmers. Farmers are already experiencing both increased flooding and droughts, and they are faced with potentially devastating, and increasingly intense, storms. The agriculture sector is now taking steps to adapt—and these must be scaled up rapidly.
- **Fisheries:** An estimated 50 to 80 per cent of Saint Lucia’s coral reefs have already been bleached due to rising water temperatures. This translates into a loss of habitat for sea life, including high value shellfish, such as conch. The fisheries sector can—and must—adapt.
- **Water:** “Water is life.” To help ensure that all Saint Lucians have access to good quality drinking water, we can all do our part to keep waterways free from litter. Clear drains and waterways are especially important during extreme weather events to let storm water drain and help prevent flooding.
- **Infrastructure and spatial planning:** Help us build a climate-resilient Saint Lucia. Climate change will mean more frequent and intense extreme weather events, so we need to invest in climate-resilient homes, offices, roads, bridges, and other infrastructure. We need to avoid construction in areas with a high flood risk, and consider climate change impacts like floods and more intense hurricanes in new project designs.
- **Natural resource management (terrestrial, coastal and marine):** “Save the Reef – Eat a Lionfish.” Lionfish are an invasive species that eat small reef fish; they can eat up to 80 per cent in an area in just five weeks. Reefs are already under threat from warmer waters and ocean acidification caused by climate change. Protect our reefs—eat a lionfish today!
- **Health:** “Climate change bites.” Warmer temperatures caused by climate change will mean more mosquitos. Protect yourself from the vector-borne diseases that mosquitoes

carry—use bug spray and mosquito nets, and clear stagnant water where mosquitoes breed.

- **Education:** In a 2013 survey, 44.7 per cent of Saint Lucians said that their household takes action to conserve water “Sometimes” to “Not at all.” Lower your family’s water bill and help prepare our island for climate change—talk to your family about what they can do to conserve water today!

In a workshop for government officials held in June 2017, a variety of government entities began formulating sector-specific messages around climate change adaptation. This formed a good starting point for the Government of Saint Lucia to build on, as it refines its messaging strategy with an eye towards priority sectors identified by stakeholders.

Channels of communications

Saint Lucia has a variety of newspapers, radio stations and television broadcasters. There has also been a proliferation of online news sources in recent years—outfits that originated online, and established print-newspapers that have built up their web presence.

In 2016, approximately 66.5 per cent of the Saint Lucian population was connected to the internet—a rate that has been steadily increasing year-on-year, driven in large part by the ownership of smart phones. Facebook is the most popular social media platform; as of June 2016, just over half the Saint Lucian population was a Facebook user.²

As in other countries in the Caribbean, television remains the dominant source of news and entertainment. Most the population watches television, and a few privately held-owned stations are dominant on the island. The online news sites and social platforms are growing; however, and particularly for younger, affluent and educated demographics, are a core means for consuming and sharing information. In addition, ‘WhatsApp’ has been a platform that farmers have used to exchange information and communicate with government officials.

Given the diverse array of audiences that need to be informed and engaged on climate change adaptation, a variety of traditional and new media will need to be used to communicate the country’s NAP and its adaptation actions. Television, and to a lesser extent radio, are the best means to reach large audiences, while social media allows for better targeting. ‘WhatsApp,’ and similar messaging applications, could also serve as ways to connect with particular stakeholder groups.

Finally, just as important as the type of communication platform is the messenger—i.e. the person or entity delivering the message. Messengers that are respected and admired by the target audience or that can appeal to, or effectively target, a particular sub-set or grouping, will be more impactful. The Government of Saint Lucia has already used this technique to great

² See Internetworldstats, updated June 30, 2016, <http://www.internetworldstats.com/stats11.htm>

effect—enlisting well-known musical acts to deliver messages about climate change—and should continue the trend with respect to climate change adaptation.³

This can extend beyond national celebrities to including testimonials from those employed in priority sectors: using, for example, a stakeholder who has been employed for a number of years in the tourism sector to describe the changes they have witnessed due to climate change over the course of their careers. For example, a testimonial script could read:

“Hi, My name is John Smith. I have been employed in Saint Lucia’s tourism industry for 10 years. Right now, the world is experiencing climate change, and Saint Lucia is not immune: we expect worsening storms, floods and droughts. The impacts on the local tourism industry will be significant and without action, could result in thousands of us losing our jobs. But, here’s what we can do ...We are a resolute people. We don’t give up. I’m sure we can adapt to climate change. Climate Smart Tourism is the answer. For more information please visit...”

Connecting Messages, Audience and Channels

Critical to the success of the communications strategy is drawing lines to connect specific objectives, messages, audiences and channels. This involves segmentation, in which audiences are understood, not as a homogeneous whole, but as a diverse set of stakeholders that vary by age, income, political affiliations and value systems. By segmenting audiences, we can better tailor messages to their interests, values and levels of knowledge, and select channels of communication, based on the ones that they already use. Table 3 provides a preliminary segmentation of message, audience and channels.

Message	Audience	Channels
Climate change is a threat to our health, jobs and environment, but we can act now to protect ourselves.	General	Television, radio, newspapers, Facebook, Instagram, creators (artists and performers)
Farmers are facing longer periods of drought, as well as more frequent flooding, due to climate change. Farming practices must adapt to this new reality.	Farmers	Television, specialised periodicals, in-person meetings, creators (artists and performers)

³ The ‘1.5 to Stay Alive’ campaign in the run up to the Paris Climate Change Conference featured artists such as Banky Banx, BeLO, Kendel Hippolyte, E.sy Kennenga, Jessy Leonce, Ace Loctar, Shayne Ross, David Rudder, Aaron Silk, Taj Weekes, and Deridee Williams. <http://1point5.info/en/messengers>

Message	Audience	Channels
Storms are becoming more intense and frequent—putting your home and family at risk. Take steps now to protect yourself.	Homeowners	Television, newspapers, radio, Facebook, Instagram, creators (artists and performers)
Seconds can be the difference between life and death in the face of tidal waves. Prepare now, so you can act fast when you need to.	Residents of coastal areas	Television, radio, Facebook, Instagram, creators (artists and performers)
Over 50 per cent of our coral is already bleached, and climate change will only make things worse. In addition, warming water is changing marine habitats. Both make fish harder to catch. Learn how this affects your livelihood, and what you can do to adapt.	Fishers, dive operators	Community and in-person meetings, television, radio, creators (artists and performers)
Climate change poses a unique threat to your future. That’s why youth are leading the way towards a resilient future.	Youth	Facebook, Instagram, YouTube, concerts, youth camps (for under 18), creators (artists and performers), youth-led organisations (National Youth Council (NYC), Caribbean Youth Environment Network (CYEN), National Students’ Council (NSC), Girls of a Feather, Saint Lucia National Trust Youth Chapter (SLNT)), Volunteer Saint Lucia

Each of these messages is intended to create an opening to point to solutions—that is, having identified the problem, to lead the audience towards what can be, or is being, done about it. Those solutions will be found in Saint Lucia’s NAP, both through the measures and investments that the Government of Saint Lucia is taking to build resilience, and the steps that non-government stakeholders must take as well.

Monitoring and Evaluation

A variety of tools gives insights into whether a communications strategy is having its intended impact, as well as where changing circumstances (for example, a shift in public opinion on an issue) requires a corresponding change in the communications plan. These include:

- **Media monitoring:** Systematic tracking of media coverage of climate change adaptation will reveal whether the media strategy is working effectively. It also provides invaluable insights into how the issue is being framed by media outfits, and who in civil society and the private sector is actively engaged in the issue – both in support and against reforms.
- **Website analytics:** The new climate change website serves as an important repository of information about government policy and plans around climate change adaptation—both for the public and more targeted audiences. As a part of the website strategy, an analytics dashboard is being set up, which will allow for the tracking and evaluating of key indicators, including the number of visitors to the site, bounce rates, and actions like newsletter sign-ups—that will be tracked over time.
- **Periodic public surveys:** The communications strategy will seek changes in knowledge, opinions and sometimes behaviour. At the beginning of the strategy, surveys and polls provide insights into existing habits, and follow up surveys will reveal whether these have changed. While changes will not necessarily be attributable solely to the communications plan, a well-targeted plan should be able to take at least part of the credit. Existing Knowledge, Attitude and Practice (KAP) surveys focused on climate change that have been conducted in Saint Lucia provide useful baseline data, including the 2013 “Climate Change Knowledge, Attitudes and Behavioral Practices in the OECS” survey conducted in six Caribbean countries—including Saint Lucia. Examples of questions that could be used to gather data that could be compared to baseline data from the OECS KAP survey include:
 - Have you ever heard that the planet's climate or its weather patterns are changing?”
 - Have you ever heard mention of the term climate change?
 - How informed do you think you are about things that can be done to protect yourself and your family from climate change?
 - Have you done anything in past six months to protect against a hurricane or storm?
 - Are you aware of any organisations that are active in dealing with climate change issues in your country?
 - Is the Government doing anything to reduce the effects of climate change?
 - How informed do you think you are about things that can be done to protect yourself and your family from climate change?
 - Does your household have a water tank?

- **Evaluations:** There are a variety of opportunities to ask for feedback on communications activities. The most obvious are events, like workshops and seminars. Evaluations from participants will signal whether these communications activities are viewed positively by participants, while also gathering ideas on improvements going forward.

5. Supporting Actions

Moving from a communications strategy to a communications plan entails formulating tactics that connect messages to audiences in ways that meet the Government of Saint Lucia's strategic objectives. What follows are communications actions that would help further advance the Government of Saint Lucia's communications goals. The list is not exhaustive, and is intended as a starting point to consider how best to scale up communications activities related to climate change adaptation and the NAP.

Strengthen Political Leadership and Intergovernmental Coordination

Executing the communications strategy requires strong internal coordination within the Ministry for Education, Innovation, Gender Relations and Sustainable Development, and among different government actors, to ensure a whole-of-government approach. The Government of Saint Lucia's National Adaptation Plan is already characterised by high-levels of internal organisation and leadership—due in no small part to the central role that the Department for Sustainable Development plays as a lead entity, and strong commitment from supporting Ministries. Moving forward, there are opportunities to build on that foundation, particularly with respect to coordination around communications planning.

- ***Establish a working group of government communicators on climate change.*** The Government of Saint Lucia has established various means of coordinating among different government entities on climate change adaptation. Extending that effort to communications planning could be done by forming a working group of communications professionals, representing different parts of government. That group would share information on what government entities are doing related to climate change outreach, cooperate on the development of communications materials, and jointly plan communications activities (i.e. workshops, public events, etc.). The activities of the working group should be linked to those of the National Climate Change Committee (as the NAP coordinating body), and the group should include representation from the Communications Unit within the Ministry of Education, Innovation, Gender Relations and Sustainable Development, as well as communications officers within government who have focused on climate change.
- ***Coordinate efforts to showcase stories about climate change adaptation.*** Multiple parts of the Government of Saint Lucia are involved in climate change adaptation projects. As the lead agency on climate change, the Department of Sustainable Development has a role to play in gathering information about these projects, and showcasing them to the

public. The new climate change website is an ideal place to bring these stories together, and to demonstrate how climate change adaptation is a whole-of-government endeavour.

- ***Continue to develop sector and issue-specific messaging.*** A workshop held in June 2017 brought together government officials—both technical and communications personnel—to begin developing sector-specific messages on climate change adaptation. That workshop made good progress in clarifying key audiences in areas such as agriculture, water, tourism and infrastructure—and the types of information the Government of Saint Lucia needed to transmit to them. Moving forward, these messages could be further refined, and formalised as part of a messaging strategy.

Initiate a Broad-based Public Awareness Campaign on Climate Impacts

The Government of Saint Lucia has successfully run popular public campaigns on climate change—the [‘1.5 to stay alive’ campaign](#), for example, in the lead up to the Paris Climate Conference. One of the goals of this strategy is to extend these efforts in two ways: to build awareness of how Saint Lucia is vulnerable to a changing climate; and to empower citizens to take actions that strengthen resilience. The ‘1.5 to stay alive’ campaign provides an excellent template for how to do that—it was a sophisticated campaign, with targeted messages, high-profile messengers, and an outreach plan that featured events, media partnerships, and a vigorous push on social platforms like Facebook, Twitter and YouTube. Taking that approach to climate change adaptation, the Government of Saint Lucia could:

- ***Develop catchy, compelling communications materials on climate change adaptation.*** Part of the success of the ‘1.5 to stay alive’ campaign is that it took a topic that is often seen as boring and serious, and made it fun and interesting. The same is true of the recent public service announcements on climate change, featuring local celebrities and children, produced in the run-up to COP 23. There is an opportunity to build on these successes with a focus on climate change adaptation. A first step is already underway: in early 2018, the Department of Sustainable Development released an animated video that serves as an entertaining introduction to the issue. There are also ideas to be borrowed from other countries. For example, Peru has launched a series of communications products under the theme “Got a Minute”, which posts short facts and stories about climate change adaptation in that country. The point has been to get the message out as concisely and compellingly as possible.

Improve the Quality and Quantity of Media Coverage on Climate Change

Journalists and editors are highly influential in shaping public knowledge and opinions. In a training workshop on climate change communications, held for journalists in Castries in June 2017, discussions included the many challenges they face in reporting on climate change. But they also hold a great desire to improve their coverage of climate change—and they suggested ways the government can facilitate that effort. Here are some of those ideas:

- ***Quick and easy access to government experts.*** Journalists on tight deadlines need to access information quickly, and finding the right expert to comment in the Government of Saint Lucia can sometimes be a challenge. The new Saint Lucia climate change website could assist in this respect, by providing a section dedicated to helping journalists find experts based on their areas of knowledge.
- ***Create opportunities for people-centric, on-the-ground reporting.*** Journalists complained too, that too much coverage focuses on government meetings and workshops. Yet, the Government of Saint Lucia manages an impressive number of climate change projects, which engage stakeholders directly on the ground, such as the provision of extension services to farmers, and mangrove restoration initiatives along coastal areas. Inviting journalists to accompany government officials as they work on these projects would give journalists—and by extension, their audiences—a concrete view of how the Government of Saint Lucia is addressing climate change impacts.
- ***Recognise and award outstanding journalism.*** Journalism awards have long been a method to both draw attention to exceptional reporting on specific topics, but also to encourage reporters (and editors and media owners) to focus on those topics. The Government of Saint Lucia has already introduced prizes to reward journalism on climate change. For example, in 2015, journalists in Saint Lucia were invited to submit their climate change stories to a panel of judges ahead of the Paris Climate Change Conference, with the winner receiving a fully supported trip to Paris to report on the conference. Similarly, in June 2017, journalists at the training workshop referenced above were asked to do the same, with the winner receiving a fully supported trip to Georgetown, Guyana to present their experiences in reporting on climate change adaptation, and to interact with local peers on communicating key climate change challenges and opportunities. Extending that effort to adaptation would serve to draw media attention to that specific part of the climate change challenge.

Step-up Efforts to Educate and Support Farmers

Farmers are highly vulnerable to climate change. Farming practices also have a significant environmental footprint. The Ministry of Agriculture—and its agriculture extension services—provides a range of support services to farmers. Likewise, the Saint Lucia Meteorological Services Department is a key source of climate and weather information that serves to guide decisions at the farm level. Building on this work, the Government of Saint Lucia could:

- ***Develop tools and apps that provide farmers with climate information.*** For example, Jamaica's Meteorological Office and USAID have developed a drought forecasting tool, having identified early warning systems as a priority in their NAP. South Africa has also produced a suite of tools—for farmers and other stakeholders—with its “Let’s Respond Toolkit.” In both cases, the idea is to take information and data that is already being produced, and make it available to farmers in way that helps them make better decisions.

Consolidate and Strengthen Educational Programmes for Youth

Efforts to educate and engage young people—through summer camps, social media and classroom visits, for example—are common across the Government of Saint Lucia. Indeed, in consultations with various government entities for this project, youth outreach was the most common form of outreach. Here is a way in which climate change education can be further enhanced from this already impressive starting point:

- ***Create an open-source archive of learning materials on climate change.*** There is a lot of activity around climate change education in Saint Lucia. The Department of Sustainable Development has developed a Climate Change Teachers' Toolkit (revised in 2011), in collaboration with teachers, and is seeking opportunities for upgrading that material, based on experiences in the classroom. Around the island, individual teachers have also taken the initiative to feature climate change in their teaching plans, developing their own materials. Sharing these materials through an open, online system would both benefit teachers who are already teaching climate change curricula, and encourage other teachers to do so as well, by providing easy-to-use, off-the-shelf ideas on how to integrate climate change into teaching plans. It is worth noting that based on the priority sectors/areas identified by stakeholders, it is the intention, further to the NAP, to develop a Sectoral Adaptation Strategy and Action Plan for the education sector.

6. Conclusion

Strategic communications is an essential ingredient to a successful NAP process—a fact fully recognised by the Government of Saint Lucia, and reflected in the myriad ways it is coordinating across government and engaging with non-governmental organisations, businesses, and policymakers, both regionally and globally. As the NAP process moves forward, and the planning process increases in scope and ambition, it is expected that communications activities will need to evolve in ways that remain targeted, efficient and innovative.

This strategy is a first step in providing a blue print to guide communications planning. It is far from the last word on the subject, but is simply a starting point for viewing communications as an integrated part of the NAP process. The essential elements of the strategy—specific objectives, well-crafted messages, clearly defined audiences, diverse channels and platforms, goal setting and impact assessment—set the foundation for impactful communications in the weeks, months and years ahead.

Annex 1. International Examples of Climate Adaptation Communications

Saint Lucia's "1.5 To Stay Alive" campaign

Ahead of COP 21 in Paris, Saint Lucian creators (artists and performers) produced "1.5 To Stay Alive" campaign, including releasing a [song and music video](#) to raise awareness of climate change and generate support for the Caribbean's position in international climate negotiations.



As part of this campaign, the Caribbean Youth Environment Network also produced the short documentary [1.5 to Stay Alive: Saint Lucia's Reality – A Youth Perspective](#).

Using the hashtag #1point5toStayAlive, the Government of Saint Lucia has continued to use this slogan for climate change awareness raising activities.

[Read more](#)

"Understanding Climate Change Adaptation in the Saint Lucia Context" workshop for journalists and media

Saint Lucia's Department of Sustainable Development collaborated with the NAP Global Network U.S. In-Country Support Programme to host this workshop for journalists and media workers. The aim was to foster enhanced awareness and build the conversation about taking action on climate change issues on the island. Participants also heard about the science behind climate change; insight into how the Government of Saint Lucia is planning for climate change impacts through its National Adaptation Plan process and other efforts; updates on the status of international climate change negotiations; and tools, tips and advice on covering climate change from fellow journalists.



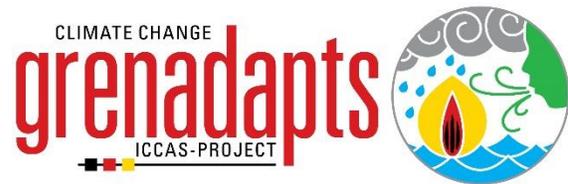
[Read news item](#)

[Visit "Climate Change in Saint Lucia" website](#)

Watch the animated video: [English version](#) / [Kwéyòl version](#)

Grenadapts campaign

The Integrated Climate Change Adaptation Strategies (ICCAS) programme in Grenada undertook a wide range of awareness raising activities, including an [interactive climate change toolkit for primary schools](#), an [ICCAS Climate Change Walk](#), a [climate change billboard](#) and a logo branding all of the government's climate adaptation initiatives and activities.



Grenada's Environment Division worked with the Deutsche Gesellschaft für Internationale Entwicklung (GIZ) and the United Nations Development Programme (UNDP) to implement the ICCAS programme on behalf of the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB)

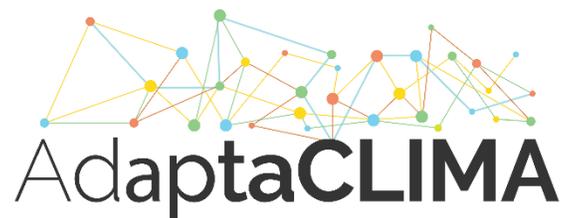
[Watch the ICCAS animated video](#)

[Watch the "Can't Do this Alone" music video](#)

[Read more about awareness raising on climate change in Grenada](#)

Brazil's "AdaptaClima" climate adaptation knowledge platform

The ADAPTA CLIMA platform systematises and shares information and materials on climate change adaptation and is designed to collect knowledge producers and users. It was created in fulfillment of a target from Brazil's NAP ("Online platform for knowledge management in adapta1on created and available to society") and was developed through a highly collaborative process, with direct involvement by 65 organisations representing the public sector, private sector, third sector, business sector and academy.



[Visit the AdaptaClima platform \(Portuguese\)](#)

[Read more \(English\)](#)

Jamaica’s “Uncut Conversations on Climate Change... Dialogue for the Future”

Coinciding with Jamaica’s ratification of the Paris Agreement, the Government of Jamaica’s Climate Change Unit held a three-day event to engage a variety of stakeholders, including high-level Government representatives, the private sector, Jamaica’s development partners, non-government and community-based organisations, the media, and academia in frank and open discussion on a number of topics surrounding the issue of climate change.

The event was covered by a popular local radio station and included a radio phone-in session during which Jamaicans could have their questions about climate change answered

[Read the agenda](#)

[Read the news release](#)



Peru’s “Do you have a minute? Let’s talk about climate change?” campaign

As part of the country’s “Adaptation first” approach to climate change, the Ministry of Environment developed policy briefs for the campaign “[Do you have a minute? Let’s talk about climate change?](#)” to raise awareness of climate change and adaptation.

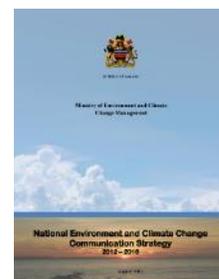


Malawi’s “National Environment and Climate Change Communication Strategy 2012 – 2016”

Malawi developed a dedicated communications strategy on the environment and climate change, including adaptation.

The strategy was developed to be used by all stakeholders including Government agencies, Non-Governmental Organisations (NGOs), the private sector, civil society, the academia, the media and the general public, with the high-level goal of improved implementation of climate change programmes.

[Read the strategy](#)



South Africa's Let's Respond Toolkit

The Let's Respond Toolkit, while not specifically developed for the NAP process, represents an excellent resource for adaptation planning by

local governments. Its purpose is to provide stakeholders with information, tools and guidelines to respond to climate change in local-level planning processes in South Africa. It aims to support the development of Climate Change Response Plans, defined as plans “to effectively manage inevitable climate change impacts through interventions that build and sustain social, economic and environmental resilience and emergency response capacity” (South Africa Department of Environmental Affairs). The toolkit was developed through a project targeting local government, particularly municipalities, covering all provinces.



[Visit the Let's Respond Toolkit website](#)

[Read a NAP Global Network sNAPshot brief on the toolkit](#)

Pacific Climate Change Portal

Developed by the Secretariat of the Pacific Regional Environment Programme (SPREP) in collaboration with a number of partners, the Pacific Climate Change Portal is designed to support climate change action in the region.



It collects data and information from many small island developing states in the region, namely: Kiribati, Marshall Islands, Nauru, Niue, Palau, Papua New Guinea, Solomon Islands, Tokelau Tonga, Tuvalu, Vanuatu, Cook Islands, and the Federated States of Micronesia.

[Visit the Portal](#)

Drought Risk Management and early warning information campaign in Turkana County, Kenya

In 2013, Kenya's National Drought Management Authority (NDMA) piloted a community level drought risk management (DRM) and early warning information campaign in Turkana County.

The campaign is aimed at ensuring community access to specific knowledge required for drought disaster risk reduction. Turkana County was selected for the pilot exercise due to its exposure to frequent droughts, expansiveness and unique challenges that hinder community access to information.

[Watch a video on the Turkana campaign](#)

