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Sustainable Fisheries Management Project (SFMP)

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Communications Strategy February 2015

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THE UNIVERSITY OF RHODE ISLAND GRADUATE SCHOOL OF OCEANOGRAPHY

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SPATIAL SOLUTIONS

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Cover photo: Fishermen mend their nets along a beach in Ghana (CREDIT: SFMP)

BACKGROUND

The United States Agency for International Development (USAID) has committed approximately US \$24 million dollars to the implementation of the USAID/Ghana Sustainable Fisheries Management Project (SFMP). The objective of this five-year project (October 2014-October 2019) is to rebuild marine fisheries stocks and catches through adoption of responsible fishing practices. The project contributes to USAID's Feed the Future (FtF) food security, climate change and biodiversity goals. **The ultimate objective of the SFMP is to ensure that there are more fish in the waters of Ghana five years hence than there are today, that the appropriate measures are in place to sustain healthy and robust fisheries, and that all stakeholders are committed to the enduring health of Ghana's fisheries and the people whose survival relies on it.** SFMP will contribute to and help advance the work of the Government of Ghana's Fisheries Commission (FC), Ministry of Fisheries and Aquaculture Development (MOFAD) and the West African Regional Fisheries Program (WARFP).

Priority focus of this project are the small pelagic fish stocks, the most important stocks for food security in Ghana and which support 100,000 canoe fishers and 20,000 fish mongers and processors. Small pelagic fish stocks are at near collapse with annual yields down from record highs of approximately 130,000 MT 10 years ago to approximately 30,000 MT now. The cause of this decline is fleet overcapacity resulting in overfishing, poor governance and the open-access nature of the fishery. Adoption of sustainable fishing practices and reduced exploitation to end overfishing is the only way Ghana can increase its wild-caught local marine food fish supply and bring greater profitability to the fishery, with the potential to benefit over 130,000 people directly and up to two million indirectly.

The Coastal Resources Center leads the implementation of the project in collaboration with a consortium of partners. SFMP contributes to the Government of Ghana's National Fisheries policies and Development Plans (The Aquaculture Sector Development Plan; the Food and Agriculture Sector Development Policy) as well as the Development Objective (DO2) of USAID's Feed the Future Initiative of food security and poverty reduction.

The SFMP is designed to build on the gains and lessons learned by the previous four-year USAID integrated coastal and fisheries governance (ICFG) Initiative in the Western Region, and scale up successful models along the entire marine coastline; to all coastal districts with more focus on the Western and Central Regions. The SFMP places greater emphasis on national policy initiatives and will invest significant financial resources in building the capacity of partners, agencies, fisheries stakeholder groups and civil society organizations. Unlike ICFG, SFMP is primarily a fisheries project, not a coastal management project. However, the integrated nature of successful fisheries work requires activities and initiatives that reach well beyond fishermen and the fishery itself.

The SFMP aims to end overfishing of key marine fisheries stocks, important to local food security through a multi-pronged approach:

- Improved legal enabling conditions for co-management, use rights and effort-reduction strategies

- Strengthened information systems and science-informed decision-making
- *Increased constituencies that provide the political and public support needed to rebuild fish stocks*
- Implementation of applied management initiatives for several targeted fisheries ecosystems.

The SFMP communications strategy concerns itself primarily with the third bullet item above. The overarching objective of this strategy is to provide stakeholders--from the national policy-making level to the fishers, fishmongers and general public--that restoring and sustaining the fishery is of the utmost importance to the physical, economic, environmental, social and political well-being of Ghana. Ultimately, achieving this objective lies with the Ghanaian people, and the communications strategy must, at every juncture, ensure that it is delivering the right message, at the right time, to the right audience via the right method. Those messages and delivery methods must be dynamic, driven by the changing reality of circumstances on the ground and by the collection, synthesizing and distribution of data that is based on applied science and research.

Introduction

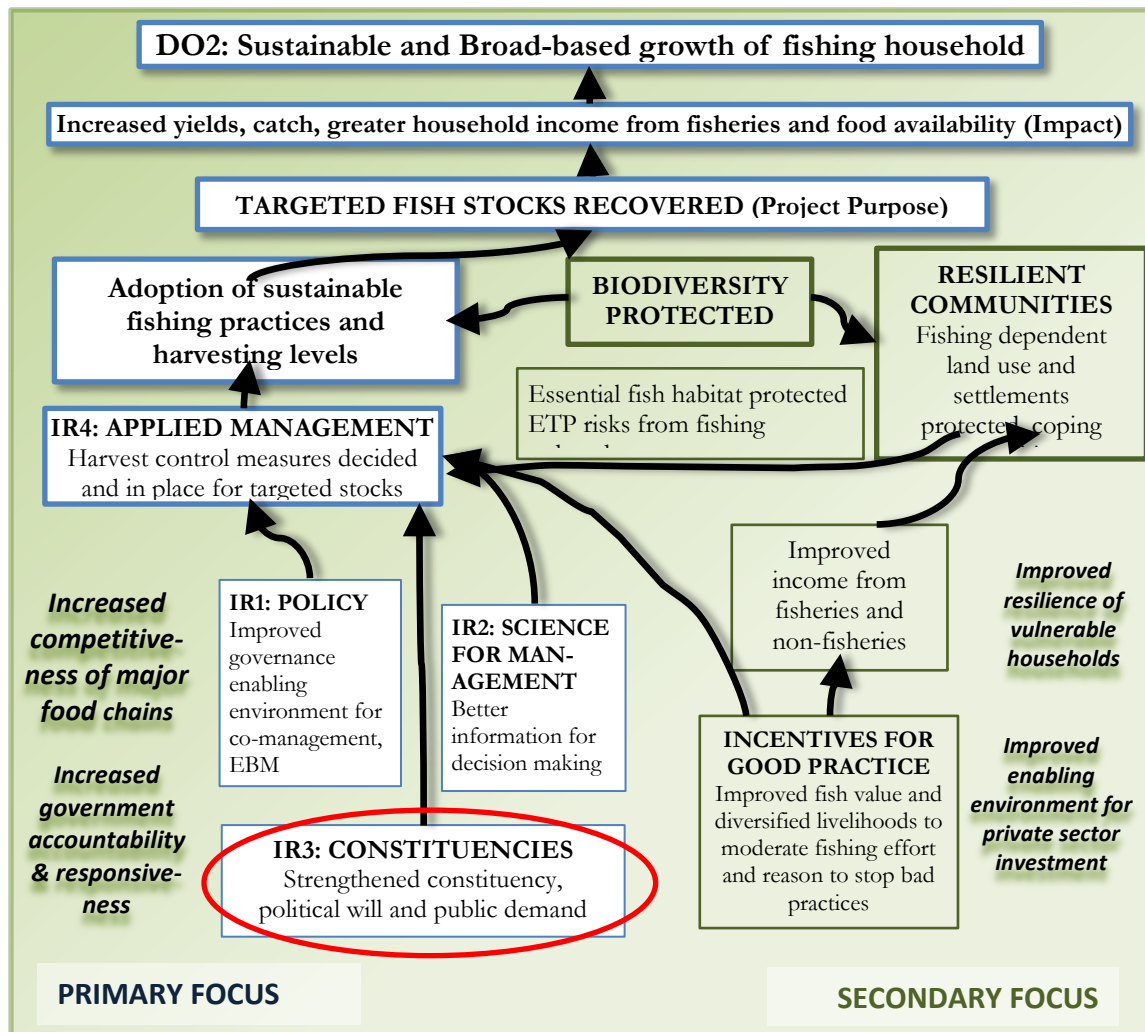
The SFMP Communications Strategy serves as a plan to guide communications through the five-years of the project. It will be expanded upon, updated and amended according to the dynamic nature of this project and its goals. Overall, this strategy intends to build constituencies and draw political and public support for rebuilding the key stocks. The strategy concerns itself primarily with intermediate result 3 in the SFMP Result Framework: **IR 3 - Creating Constituencies and Stakeholder Engagement**. The overarching objective of this communications plan is to build constituencies and political will through stakeholder engagement, ensuring that the public is aware of challenges and supports measures, short and long term, to reverse the diminishing returns on investment in the fisheries sector.

The initial phase of SFMP concentrates primarily on rebuilding the small-pelagic fishery stocks through efforts and activities on the local, regional and national levels. Therefore, this initial communications strategy concerns itself with activities, publications, documents, messaging, audiences, events, etc. that have a direct impact on this priority fisheries objective.

The Communications Team responsible for implementing this strategy comprises the SFMP Communications Officer Patricia Aba Mensah along with key project staff at SNV and Friends of the Nation and in concert with the FC, MOFAD and WARFP. Indeed, the short and long-term objectives of SFMP are to complement, synthesize and enhance the efforts of the FC, MOFAD and WARFP. In addition, the strategy will be planned and implemented in close collaboration with the USAID/Ghana Economic Growth Development Outreach and Communications section. CRC Communications Officer Carol McCarthy, based in the United States, supports team efforts.

The strategy is a living document that outlines objectives, messages, activities and methods, outputs, timelines, and responsible parties. Regular plan updates will reflect the dynamic nature of the project and impacts on realistic goals and timetables. The strategy will, however, focus on general key messages and gradually narrow down perspective to cater for more specific key messages drawn from science-based research and other assessments conducted in Year One. General message themes include:

- Overcapacity/stock collapse
- Illegal, Unregulated and Unreported (IUU) Fishing
- Early Actions/Management Measures
- Fuel Subsidies / Value Addition
- Post-harvest Management



SFMP RESULTS FRAMEWORK IN RELATION TO USAID FTF DEVELOPMENT OBJECTIVE 2

1. COMMUNICATIONS OBJECTIVES:

Creating Constituencies and Stakeholder Engagement

The overall communications objectives expected over the life of the project will achieve the following:

- Improve the ability of fisheries authorities and stakeholders at all levels to work collaboratively, through a transparent process, to formulate policy and to report progress, status updates and ongoing challenges ensuring a feedback loop that encourages open exchange of ideas and information
- Under-represented groups will be encouraged and supported to engage in policy development and management plan decision-making regarding fishing practices and in turn, these stakeholders will promote such practices and processes to their peers
- Active support for policies and stakeholder behaviors consistent with best practices and legal requirements for responsible fishing (voluntary compliance increased)
- Active participation by stakeholder organizations throughout policy development and management planning processes.
- This engagement is focused on small pelagic fisheries coast wide and demersal fisheries in the Pra to Ankobra region.
- In sum, achieving behavior change across stakeholder groups that has a positive impact on Ghana's fisheries and the people who depend on the sector for their food and/or livelihoods

A National Communications Strategy for Sustainable Fisheries Management

The National Communications Strategy document details out an overarching communications pathway for building political will and public support for the SFMP. This strategy presents a framework for meeting the corporate and external communication needs of the project through ongoing engagement and collaboration with the FC, MOFAD and the WARFP communication teams. A strategy crafted jointly among MOFAD, WARFP and SFMP will achieve a complementary package of communications interventions that avoid redundancy, build momentum and result in sum larger than its parts, with the impacts to prove it. This strategy will include media outreach campaigns, stakeholder communications forums, fisheries best practices competitions, mass media campaigns, international day events and electronic mobile applications. This strategy also will be developed and implemented with input and guidance from USAID's communications team. This will ensure that partners coordinate on the identity and purpose of respective projects, rapidly share strategy insights, disseminate outreach products as well as policy and technical information and address the need for international communication.

The first tier of SFMP communications is corporate and internal and involves clarifying protocols for branding and documentation for implementing partners; timely and regular progress reports and success stories in the form of work plans, annual reports, technical reports, and factsheets, biweekly FtF bullets and significant change stories. This strategy provides an avenue for feeding information to WARFP, the FC, MOFAD and USAID/Ghana, and ensuring partners and regional fisheries stakeholder groups post accurate, updated information on events and developments.

The second tier of SFMP communications is a series of carefully coordinated national and regional Policy Campaigns on emerging technical and scientific information and policy dialogues timed to match decision processes. Messages will capture stakeholder concerns including those of women and children who are typically overlooked. This national policy campaign is a major focus of Year one communications activities. These include issue briefs for policy makers and high-level decision-makers on critical topics, mass media communications to educate and mobilize the public, local and regional level stakeholder meetings/events/dramatizations, regional-level stakeholder meetings, identification and mentoring/training of village/community champions to become trusted voices of SFMP in their communities, national policy dialogues (2) with government leaders. This campaign will include coverage of success/significant change stories in the media, social media outreach, printed and digital fact sheets and technical information and face-to-face outreach as needed.

This communications strategy will apply elements of behavior change and diffusion of information theories (see Appendix 2) to help achieve project objectives.

Activities and elements

This strategic plan acts as a road map for the Communications Team members to follow to achieve the objectives outlined in the Project Description Document, especially for the IR3 component and subcomponents. It addresses what the Communications Team will do, how it will do it, and who is responsible for each task/activity/deliverable. Core elements include key messages, responsible parties, output timelines, schedules and methods for communication. Component and sub-component activities and messages will contribute to the main communications objectives stated above.

Messages, platforms, methods and timelines are contingent upon the real-world execution of the project, the findings of research, assessments and fieldwork, and this strategy, by its nature, is subject to change based on those considerations.

As SFMP is a program implemented through a USAID cooperative agreement, all communications deliverables and messages referenced in this document, whether in print or electronic, should conform to the branding and marking guidelines detailed in the [SFMP Branding and Marking Plan](#) and the [USAID Graphic Standards Manual](#). Also find attached (Annex 1), Key Principles and protocols for branding and documentation. Properly branded and compliant templates will be provided to the partners and are to be used for all document preparation. The SFMP communications team will assist partners in the production of high-quality, well-structured documents and publications that meet all branding and compliance requirements. The SFMP communications team will review final documents and will be responsible for their digital distribution. The Accra SFMP team also will provide partners with communications job aids to enhance their capacity to produce communications materials and achieve strategy objectives.

2. Corporate / Internal Communications

Internal stakeholders for the SFMP consist of USG/USAID, METSS and implementing partners. The objective of corporate/internal communications is to fully document the work of the SFMP, ensure all partners are kept up to date on progress, activities, deadlines and the particular needs of donors, and officials. Ongoing communications among the team members, officials and donors must encourage a transparent give-and-take, must meet the unique needs of donors and officials and be conducted. For communication purposes and effectiveness of information generation, processing and sharing, the internal stakeholders are further classified into two segments:

- Information Generation and Processing Group –Implementing Partners
- Information Receivers and Advisors Group. -USG/USAID, METSS

Implementing Partners

This group consists of the implementing partners of the SFMP, who are involved in the day-to-day and on-the-ground information gathering and processing: Coastal Resources Center (URI and Ghana offices), Hen Mpoano, Friends of the Nation, SNV, SSG, Spatial Solutions, CEWEFIA, Daasgift and DAA. This level of communication will involve lessons learning; information gathering and sharing of certain on-the-ground implementation communications; information processing and proper packaging, e.g. processing and proper packaging of success stories before sharing; preparatory planning of on-the-ground joint communications events, etc.

Objectives

- To foster information sharing and lessons learning culture among implementing partners
- To promote transparency and openness amongst partners
- To ensure that implementing partners clearly understand SFMP goals and share same vision
- To promote effective, timely and consistent delivery of quality communication outputs.
- To promote teamwork, joint effort and coordinated communication for the delivery of SFMP.
- Ensure that implementing partners are aware of internal developments before they are made public
- Ensure all communications follow corporate style guidelines for effective branding
- To ensure consistent and clear messaging among partners and to stakeholders

Channels: This level of communication will be enhanced through

- Partners meetings
- Technical meetings
- Field reports sharing
- Quarterly knowledge sharing meetings
- Internal communication review meetings
- Monthly subcontract reporting
- Shared document drafts
- A community of practice
- Rich network of policy engagement and implementation
- Diffusion of innovations

Mechanisms: This will include e-mail and cell phone-based platforms such as

- Direct phone-to-phone calls,
- E-mail information sharing or E-mailing group,
- WhatsApp group chats and information sharing, etc.
- AdobeConnect meetings at regular interval (TBD)
- Sharing on Ghana Dropbox folders
- Weekly partner conference calls
- Google calendar and other Google drive applications as needed
- CiviCRM a multiplatform campaign/contact management, messaging tool

Information sharing among the implementing partners will depend on full participation in good practices of information sharing to ensure effective management of communication operational messaging, timely delivery of communication products and events as well as timely drafting of public statements.

USG/USAID and METSS,

The second classification is the information receivers and advisors group consisting of USG/USAID and METSS. This group will receive information that is refined and processed within the project indicators.

Information to USG/USAID and METSS group will be communicated only through the USAID/Ghana SFMP Communications Expert. This will ensure coordinated information sharing with USG/USAID and METSS. Feedback communication and advice from this group will be shared with the implementing partners for the relevant actions. In addition, an open platform will be developed for outside interests to learn of SFMP activities and news.

The **objectives** for this classification are

- To ensure adequate and efficient information flow from implementing partners to USG/USAID and METSS USAID.
- To ensure that the right information from the right source are communicated to USG/USAID and METSS.
- To ensure timely and consistent information flow from implementing partners to USG/USAID and METSS.

The products for this information sharing will include;

- Fact sheets,
- Feed the Future bi-weekly bullets,
- Success stories/Documentaries,
- Briefing Packs, Annual and semi-annual reports,
- Internal communication review meetings,
- Newsletters, etc.

Roles/Responsibilities of Internal Stakeholders

- USAID/Ghana SFMP Communications Expert will lead, direct and coordinate all communications for the internal stakeholders. This will include facilitation of the e-mail group, cell-phone-based whatsapp group, etc. The role will include circulation of processed information from the implementing partners to USG/USAID and METSS group.

- The SFMP M&E Specialist will provide support to the Communications Expert for the streamlining of communication products and reporting relative to the M&E indicators.
- **USAID/USG:** As the donor agency, the US Government/USAID has vested interest in the SFMP and will be appraised of overall programme developments in a timely and consistent manner. They will provide regular feedback and advice to the Accra SFMP team for effective delivery and tracking on course. The ACCRA team will then communicate feedback to partners and sub-recipients.
- **METSS:** will provide regular tracking of the implementation process and products delivery with M&E indicators and provide monitoring feedback to implementing partners for effective delivery.
- **Implementing partners:** (*Coastal Resources Center-University of Rhode Island (CRC-URI, CRC-Ghana, Hen Mpoano (HM), Friends of the Nation (FoN), Netherlands Development Organization (SNV), SSG Advisors, Spatial Solutions, Central and Western Fishmongers Improvement Association (CEWEFIA), Daasgift, Development Action Association (DAA)*) will be involved in the day-to-day on-the-ground information gathering and processing. These partners will also be the communication implementation team and will distribute communication products
- **Communications Team:** will provide general guidance for the planning and implementation of the communication strategy, including drafting of the communication strategy and providing regular capacity strengthening including orientation training for staff of implementing partners. The team will collaborate with and complement the communications activities of the Fisheries Commission, MOFAD and the WARFP communication team for accelerated information flow and joint implementation actions with these key partners.

Communicating Consistent Messages

A messaging sheet will be developed to enhance coordinated communication among partners. This concise document will contain the purpose, goal, aspirations and key activities for the SFMP project. It will be shared with all implementing partners and project staff to ensure consistency of message in content and tone.

An orientation training will be organized to ensure that implementing partners understand the SFMP project terminologies, approach, concept and key deliverables. The messaging sheet will also communicate the role of each partner to enhance the coordination among implementing partners and successful delivery of the SFMP.

Channels Tools and Timeline

The communication tools identified for each item and the timeline of delivery for yearly communication outputs will be contained in the annual work plan documents for the SFMP that will be developed on a year-by-year basis through a learning-by-doing approach.

Timeline: Activities to communicate to USG/USAID, METSS and implementing partners will be constant and continuous throughout the project duration; the communication will commence from the beginning of the Project (Q1 year 1) through to the end of the Project (Q4 year 5).

3 EXTERNAL STAKEHOLDER COMMUNICATIONS

The purpose of the external communications is to contribute to the creation of supportive constituencies for policy and legal reforms, ensuring a blend of bottom-up and top-down approaches for effective resource management, voluntary compliance; and to ensure that relevant stakeholders and user groups participate actively in policy development and management processes at all levels. The external stakeholder communications component will engage fisheries organizations and managers, fishing communities, media and the public. The FC, MOFAD and WARFP are integral partners throughout this strategy implementation, and SFMP will work to complement and enhance their activities and goals in achievement of these objectives.

Strategically, the external communications component has been divided into three broader categories:

- Executive Level Communications
- National and Regional Level Policy Campaigns
- Contact Management Strategy

Executive Level Communications

This level of communications targets the **Policy Makers Group**, which comprises people in political positions and high-level decision-making roles, who are urgently needed to help secure the legal and policy reforms necessary to end overfishing and rebuild stocks.

The identified policy-makers include; Key Advisors and Officials at the Office of the President, Members of Cabinet, Members of the Council of State, Members of Parliament in coastal areas and the relevant Parliamentary Select Committees (Food & Agric), the Minister of Fisheries and Aquaculture Development, etc.

The objectives for engaging this high-level policy makers group are:

- To establish and strengthen alliances and allies with high-level policy-makers to support the SMFP's policy reforms agenda.
- To establish a strong national presence; promote identity and positive image for SFMP and the American People among policy makers.
- To communicate the generous support of the American people, who have made this project possible.
- The engagement strategy for the policy-makers will include formalizing relationships with them individually; the process will begin with identification of possible allies in the office of the President including Advisors and friends, Cabinet Members, Council of State Members, etc.

Relationship formalization will then be initiated through one-on-one visits, courtesy calls and other identified means. The goal of this engagement strategy is to build consensus among policy-makers and other high-level decision makers and to work in a collaborative fashion.

This group will be engaged through carefully crafted and targeted information designed for specific results. The strategy for communication to this group will include information and message delivery that outlines the political and national gains resulting from the fisheries reforms.

The Key Messages for this group will be as follows:

- Legislative reforms urgently needed to rebuild marine fish stocks and improve food security in fisheries.
- Supporting legislative reforms will help arrest the declining fisheries livelihoods.
- Effective implementation of SFMP will, in the long-term, contribute to addressing poverty in coastal zone of Ghana.

The targeted communication products and channels for this level will include;

- Policy Briefs,
- Fact Sheets,
- Periodic Information Briefing Packets,
- Newsletters
- Evidence-based video documentaries
- Invitations to SFMP Event Launching
- Special event day celebrations
- Personal face-to-face meetings

National and Regional Policy Campaigns

These campaigns are crucial to the communications component of IR3 and seek to draw huge social capital for strengthening the enabling environment for fisheries management and for effective implementation of some management measures. These campaigns have been positioned to create trust between resource users and policy-makers and to elicit the acceptance and understanding of project goals and to work collaboratively to overcome challenges as they arise.

Key audiences for these campaigns are the **Fisheries Managers Group** and **Fishers, Media and General Public** comprising of; relevant law enforcement agencies (Fisheries Enforcement Unit, Marine Police of the Ghana Police Service, Ghana Navy, Airforce, Judges and Prosecutors) Coastal District Assemblies, Ghana National Canoe Fishermen Council, Fisheries Alliance, Artisanal Fishers, Semi-Industrial Fishers, fishmongers / processors, private sector, women, children, etc.

Fisheries Managers Group

Stakeholders of this group are the main agencies responsible for the drafting and implementation of policies and legislative instruments relative to fisheries management and or coastal zone development. The SFMP Communications Team will therefore work closely with these stakeholders especially WARFP/FC/MOFAD who are directly responsible for the fisheries sector and are currently implementing a World Bank loan facility project with similar aspirations to SFMP relative to legislative

reforms. The Communications Team will explore all possible opportunities for resource leveraging from WARFP.

The team will therefore seek out contacts and fully engage and incorporate the MOFAD/FC and WARFP Communications Advisors throughout the first year to ensure that both WARFP and SFMP coordinate and share strategic insights and disseminate outreach products as well as policy and technical information to address adequately the local and international communication with respect to the joint aspirations.

Objectives

- Communicate and share SFMP goals/objectives, methodology (blend of bottom-up/top-down,) as developed in concert with WARFP/FC/MOFAD and other fisheries managers in support of common goals
- Create platforms to build and enhance effective dialogue, engagement and enabling environment towards legislative reforms.
- Ensure all communications follow corporate style guidelines for effective branding.
- Lively, broad, transparent stakeholder engagement
- Building awareness and support for acceptable and effective choices
- Encouraging engagement, and soliciting fresh ideas from all stakeholders
- Fostering a strong willingness and ability to comply with changes

Messages

- Consensus building and awareness raising/ support for acceptable and effective choices and effective resource governance towards stocks rebuilding
- Create and enhance platform for effective dialogue among fisheries stakeholders
- Encouraging participation of stakeholders in decision-making, soliciting fresh ideas from all stakeholders and fostering strong willingness and ability to comply with changes

Communications Products

- Policy Briefs,
- Fact Sheets,
- Periodic Information Briefing Packets,
- News Letters,
- FtF Bullets

Mechanisms

- Joint communication meeting
- Joint technical planning and debriefing meetings
- Review meetings
- SFMP Event Launching
- Special event day celebrations
- Evidenced-based video documentaries
- Newsletters
- National Policy dialogues (bi-annual),

- Stakeholder engagements for *sardinella* plan and Pra-Ankobra demersal fishery plans
- Websites, success stories

The SFMP Accra Team will forge closer relationship with WARFP/FC/MOFAD and create many new ties that will accelerate information flow and make unprecedented progress in building consensus on the need for improved governance at local, district, regional and national levels providing a strong platform on which SFMP will build and expand.

Fishers, Media and General Public

The fishers and general public group consist of GNCFC, GIFA, Semi Industrial, fishmongers/processors, women groups, children, other fisher groups, selected Press houses/ Media Groups, CSOs and the general public.

This group constitutes the largest stakeholder group, therefore the communication will target this group with simple information and active local engagements to create the levels of constituencies needed for the political demand and implementation for policy and legal reforms.

Objectives

- To raise awareness of SFMP vision, objectives and aspirations to the public
- To draw massive public support and political demand for sustainable fisheries management
- To win the backing of fishers for legislative reforms and close seasons.
- Engage media to influence public opinion on fisheries issues.
- Inform fishers to adopt responsible and sustainable fisheries practices.

Messages

- Illegal and unsustainable fishing leads to collapse of the fisheries industry.
- Behavioral change will help to rebuild marine fish stocks and improve food security in fisheries.
- Co-management is key for restoring traditional control to support central management systems.

Timeline

The overall strategy for SFMP is to win supportive constituencies for fisheries legislative reforms, therefore activities to communicate to external stakeholders will be a constant and continuous action throughout the project duration; the communication to external stakeholders will commence from the beginning of the Project through to the end of the Project.

Methods/Tools

- Community communications fora,
- Stakeholder caucuses hearing at landing sites.
- National Fisheries Dialogues
- Regional fisheries mini dialogues.
- Radio discussions/programmes
- Community drama
- Radio Drama, Jingles and Announcements

- Communicative Bill Board, branded T-shirts, branded calendars, Stickers, banners,
- SFMP Event Launching
- Press Conference, Press releases, etc.
- Special event day celebrations
- Media Orientation workshops
- Media-outreach programmes
- Newsletters,
- Screening of evidenced-based video documentaries
- Websites, Success Stories
- National Toll Free lines, etc.
- Social media (if USAID sanctions its use)

Implementation Details of Media Engagement for Corporate / External Communications

Though the fisheries sector is a significant element in Ghana's economy it has not attracted the commensurate level of media highlight to project the issues for national attention. This may be, because of low interest of journalists to write fisheries stories or low knowledge in fisheries or poor packaging of fisheries stories, etc. Engaging the media is therefore relevant to catalyze a cadre of media practitioners who will be informed and actively engage policy makers and the duty bearers to sustain the demand for political will for fisheries reform. This communications strategy will therefore extensively engage the media through the following: National editors' forum, Media capacity workshop and orientations, Best Journalist Award schemes, Fisheries Policy Talk shows and Press conferences, releases, publication of fisheries articles.

Our strategy will also facilitate the formation of a WhatsApp media platform on fisheries and encourage investigative journalism in fisheries issues.

National Editors Forum: In Ghana the newspapers and media set and shape the political and social agenda. The news editors of the media houses are the key architects of headline stories, they are the ones who determine which news is placed on the front page or given special highlight. An annual national editors' forum will be organized each year to engage news editors of the various media houses and press on them to highlight fisheries stories.

Media Capacity Workshops and Orientations: These workshops and orientations will be organized to strengthen the capacity of media persons and key media actors to understand and appreciate the importance of the fisheries sector, the relevance of fisheries to national economy and its relations with poverty reduction and food security. Towards this, at least one (1) Media Capacity strengthening workshop/ orientation will be organized each year under the SFMP.

Formation of Fisheries Media Platform on WhatsApp: A mobile phone based fisheries media network will be created through the WhatsApp platform. The media platform will be used to share regular information and initiate media dialogue around the SFMP and other fisheries issues. The Platform will be used as a tool to encourage investigative journalism on certain fisheries issues. The journalists on the platform will be provided with information materials to produce article, interviews and

investigative reports on the fisheries. A strong social media - with approval from USAID - presence will enhance media networking, and will include Facebook, journalist e-mail groups, etc. for information sharing.

Fisheries Policy Radio and TV Talk Shows: Radio and or TV Fisheries policy discussion programmes would be required to sustain the momentum on fisheries dialogues and maintain regular fisheries discussions on radio and TV. This will provide regular update on national level fisheries policy issues and follow-up on commitments of the national dialogue series and political will. The idea for this Fisheries Policy Talk Show is to push fisheries issues to the desired top level for national development.

Popular radio and TV discussion programmes will be identified and SFMP will negotiate with the producers and or hosts to create space for fisheries policy discussions on those programmes.

Already some popular Radio and TV programs such as the following exist and will be engaged for this process: “The News file” on Joy FM, “The Advocate on GTV”, Morning Show on Peace FM, “the Supper Morning Show” Joy FM., “*Dwa So Nsem* Morning show “on *Adom* FM, and other relevant media

Press Conferences: Press conferences will be organized each year as needed and driven by project developments, achievements and findings. Thematic issue areas will be selected for each of the press conferences and key affected or concerned actors will be supported to air their issues. E.g. Fisher folks talking and demanding punitive actions to curb illegal fishing, establish co-management systems and closed seasons, etc. The press conference will take on issues without any political lens, will refrain from dwelling on problems, but rather will provide useful contributions for the solution.

Publication of Fisheries Articles: Press releases and Articles on fisheries will be published in the newspapers to inform and engage shareholders especially government and the policy makers on the need for policy reforms. The articles will carry people and development-centered stories that will appeal to duty bearers for action.

5 CHILD LABOUR COMMUNICATIONS CAMPAIGN

SFMP will address child labour and trafficking, which is prevalent in the larger coastal fishing communities of the Central Region, as a component of fisheries activities in targeted communities. This issue includes both hazardous fisheries work by children under age 18 and child trafficking. Reports indicate that children are sent to the Volta Lake region to engage in dangerous fishing practices and are never enrolled in school. Single female-headed households with many children are the most vulnerable.

The SFMP intends to address these practices by first assessing the problem in the regions and determining how best to address the issues based on report findings. A communications effort will seek to change behavior in fishing communities based on the results of the findings. A detailed campaign, including goals, messages, audiences, channels, monitoring and evaluation will be developed once the assessment provides a clear and complete picture of the issue and the challenges in the region

6 HEALTHY FISH COMMUNICATIONS CAMPAIGN

The Healthy Fish Campaign will dwell on science-based information (on fish quality, supply) from fish landing sites on fish quality, fisheries supply and fisheries marketing chain to enrich consumer understanding and demand for safe fish handling, traceability and to generally have a preference for healthy fish.

The campaign will also promote consumer rights protection using women in fishing communities as agents of change to elicit behavioral change among fishers relative to negative effects of illegal, unregulated and unreported (IUU) fishing on fish quality, consumption and on incomes. In a similar way, the campaign will also raise public awareness of health and safety implications of these fisheries issues.

The Healthy Fish campaign also seeks to facilitate value addition of fish products, prevent post-harvest losses and ensure that women processors offer a product that has the highest quality and economic value to the market. Once a study of the fish-smoking process is complete, SFMP will assist the fish-processing community in improving fish-smoking processes to achieve healthier products for the market and healthier working conditions for the processors. Once achieved, SFMP will communicate the benefits of the improved process and the healthy food products throughout the stakeholder groups.

Once the communications campaign is underway, monitoring and evaluation will commence to monitor the timeliness of discussions and messages reaching audiences, visibility and awareness of the consequences of healthy fish activities under SFMP, the appropriateness of communication channels and tools with target audiences, the penetration of the message to the target audience and observable progress, successes and changes on the relevant stakeholders. Detailed evaluation will be carried out half yearly to ensure that the project implementation is result oriented and will focus on the effectiveness of the campaign.

Monitoring will be an ongoing process and will be carried out using the following indicators:

- Detailed reporting
- Level of participation in workshops, trainings and fairs (Total number of people and location)
- Records on number of people into improved stove construction
- Records on number of people who have acquired material needed to achieve activity objectives,
- Level of local government and related institutions involvement

7 OVERALL STRATEGY MONITORING AND EVALUATION

To ensure that the overall communication strategy is achieving its intended purpose, an effective monitoring and evaluation plan has been developed and is aimed at determining the following:

- Are messages reaching audiences in a timely manner?
- Have information and publicity created visibility and awareness of the SFMP's activities
- Are we using the appropriate channel and tools to communicate with target audiences?
- Is the specific target message reaching and penetrating the target audience?
- Have progress, successes and change been adequately communicated to relevant stakeholders?
- Are target audiences and general demands for information increasing or decreasing?
- How effective are the communication tools?

Table 8.1 highlights the Monitoring and evaluation plan for the key elements in the strategy.

| No. | Activity | Indicators | Frequency | Responsibility | Means of Verification |
|-----|--|---|----------------------------------|--------------------|---|
| 1. | Communication to Internal Stakeholders | <ul style="list-style-type: none"> • No. of partners Meetings Held. • No. of Communication review meetings held | Annually Quarterly | CRC | <ul style="list-style-type: none"> • Partners Meeting Reports. • Communication review meetings reports. |
| 2. | Communication to External Stakeholders | <ul style="list-style-type: none"> • No. of Media engagements. • No. of meetings with MOFAD/FC/WA RFP. • No. of meetings held with Parliament caucus for Fisheries. • No. of engagement with Fishers/stakeholders | Annually Quarterly Monthly | Communication Team | <ul style="list-style-type: none"> • Meeting Reports. • Photographs • Newspaper Clips. • Videos |

| | | | | | |
|----|-----------------------|---|---|-----|--|
| 3. | Child Labour Campaign | <ul style="list-style-type: none"> • Baseline study on Child labor and trafficking. • A training manual for Child labor and trafficking. • No. of Media engagements. • No. of engagements with stakeholders. • No. of community awareness raising organised. • No. of IEC materials produced and disseminated on Child labor and trafficking. | <p>Annually</p> <p>Quarterly</p> <p>Monthly</p> | SNV | <ul style="list-style-type: none"> • A copy of Baseline report. • A copy of Child labor and trafficking manual. • Meeting Reports. • Photographs • Newspaper Clips. • Videos • IEC materials. |
| 4 | Healthy Fish Campaign | <ul style="list-style-type: none"> • Baseline study on Healthy Fish. • A training manual for Healthy Fish. • No. of Media engagement. • No. of engagement with Fishers/ stakeholders. • No. of community awareness raising. • No. of IEC materials produced and disseminated. | <p>Annually</p> <p>Quarterly</p> <p>Monthly</p> | SNV | <ul style="list-style-type: none"> • A copy of Baseline report. • A copy of Healthy Fish manual. • Meeting Reports. • Photographs • Newspaper Clips. • Videos • IEC materials. |

ANNEX 1

Protocols for Branding and Documentation

All SFMP deliverables and documents will conform to the USAID Branding and Marking Plan as spelled out in the Automated Directive System 320 (ADS 320). While conforming to USAID standard guidelines, the SFMP will also be promoted among implementing partners and to beneficiaries and host country citizens, in a way that furthers the broader 5-year project goals as well as the GoG agric and fisheries policies and plans while creating uniformity and consistency.

Corporate Communications

- All communications to the general public and relevant target groups should conform to the SFMP 'song sheet', which spells out project mission, goals and objectives.
- Partners shall use individual project websites to promote the SFMP goals and activities. There shall be no project specific website
- Partners shall submit timely and accurate (508 Compliant) progress and annual reports including weekly Feed the Future bullets to the SFMP national office for packaging onward submission to USAID.
- All internal communications relative to administrative charges of individual partner organizations must not bear the identity of USAID. Letterheads should rather bear the logos of respective partner-organization
- All external communications relative to the project must be on the SFMP letterhead and should project the USAID identity.
- All documents produced collectively by partners must acknowledge the contribution of respective partners and or persons involved.
- SFMP products and documents used to advance individual partner-organisation on a non-SFMP platform such as websites, etc. must still acknowledge the 'support of the American People' as well as acknowledge other partner organisations involved in production and development of the product.
- All communications with USAID and partner government agencies must be done through the SFMP Accra office.
- Development of IEC materials must be done in consultation with SFMP communications team for proper branding before printed or published
- Information and products on SFMP for the use of various implementing partners must be screened by the SFMP and CRC/URI Communications Officers before going public; these include media and press-related information
- All information and official engagements under the SFMP shall be shared and made known to partners during monthly partners retreat
- Each IP must identify areas of success and significant change stories under the SFMP - at least once every quarter - necessary for follow-up by the communications team and USAID Outreach Development team.
- All technical and project documents

ANNEX 2

Behavior change through communications

Effective and lasting behavior change is at the core of this communications strategy. The policy and programmatic achievements of the SFMP will require constituency buy-in on every level, and effective communicates are integral to achieving this buy-in.

Methods of changing behavior through communication activities must be attuned to the particular audience and the action that is expected of them. Therefore, these methods will be developed in detail as project activities commence. Expectations for changing behavior through communications should keep in mind the widely accepted Transtheoretical Model, which outlines stages of change. The first step in any behavior change communications is identifying at which stage your intended recipient is. In brief, these stages are:

Precontemplation (Not Ready): People in the Precontemplation stage do not intend to take action in the foreseeable future, usually measured as the next six months.

Contemplation (Getting Ready): Contemplation is the stage in which people intend to change in the next six months.

Preparation (Ready): Preparation is the stage in which people intend to take action in the immediate future, usually measured as the next month. Typically, they have already taken some significant action in the past year.

Action: Action is the stage in which people have made specific overt modifications in their lifestyles within the past six months.

Maintenance: Maintenance is the stage in which people have made specific overt modifications and are working to prevent relapse. Researchers have estimated that Maintenance lasts from six months to about five years.

Termination: Termination is the stage in which individuals are not tempted; they have 100% self-efficacy. It is as if their new behavior has become an automatic habit.

More information about this theory of behavior change and how communications plays a role can be found here: <http://www.prochange.com/transtheoretical-model-of-behavior-change>

To bring stakeholders to the point of changing behavior requires a diffusion of innovations theory (http://en.wikipedia.org/wiki/Diffusion_of_innovations), which seeks to explain how, why, and at what rate new ideas and technology spread through cultures. This theory argues that diffusion is the process by which an innovation is communicated through certain channels over time among the participants in a social system. The communication channels, time and social system are key elements to this theory,

which relies heavily on the buy-in of early adopters and highly regarded social networks or groups. Once the innovation is widely adopted, it has a greater chance of becoming self-sustaining.

APPENDIX

OVERALL COMMUNICATIONS STRATEGY MATRIX

| OBJECTIVES | AUDIENCE | MESSAGES | CHANNELS/ TOOLS | KEY DELIVERABLE S | TIMELINE | | | | | EVALUATION |
|---|-------------------|--|---|---|----------|----|----|----|----|---|
| | | | | | Y1 | Y2 | Y3 | Y4 | Y5 | |
| CORPORATE COMMUNICATIONS | | | | | | | | | | |
| Project updates & results relative to contribution of SFMP to FtF DOs are communicated to USAID/METSS in a consistent, timely and efficient manner (Quality component must feature) | USAID/METS S/ USG | 1. Fisheries management issues in Ghana 2. Progress of SFMP in the areas of collaborations, policy milestones, consensus building/ political will | Quarterly knowledge sharing mtgs; Partners Mtgs; monthly subcontract reporting; Presentations; network of policy engagement and implementation; Direct phone-to-phone; Emails; Skype; Whatsapp group chats; CiviCRM Contact Mgt platform | Factsheets, Technical/Progress reports; Bi-wkly FtF Bullets; Newsletters; Briefing packets; Issue briefs Events - International Days & reports, Launch, Video documentaries; Quarterly success stories, etc. | | | | | | 1. No. of IEC materials produced and disseminated 2. No. of Annual/ Technical Reports/ IEC materials produced 3. No. of Events Organized 4. No. of video documentaries and success stories produced. 5.No. of Skype, Whatsapp group chats |

| | | | | | | | | | | |
|--|---|--|---|--|--|--|--|--|--|---|
| <p>1. Enhance Information Generation / Documentation / Knowledge Management and Learning among IPs 2. Foster greater collaboration/ team building 3. Effective Communications/ Consistency in outreach</p> | <p>IPS - CRC/URI, HM, FoN, SNV, DAA, Daasgift, CEWEFIA, SSG, SS</p> | <p>1. Working towards rebuilding marine fish stocks 2. Fisheries Management issues in Ghana 3. Share relevant information and project itinerary with other partners, e.g. baseline/technical reports, field updates, to avoid community fatigue while creating consistency in outreach</p> | <p>Monthly technical mtgs; Quarterly knowledge sharing mtgs; Partners Mtgs; monthly subcontract reporting; Direct phone-to-phone; Emails; Skype; Whatsapp group chats; CiviCRM Contact Mgt platform; photo library; google calendar; Dropbox; partner websites, local radio discussions</p> | <p>Technical/ progress reports; minutes of technical/partners meetings; field activity reports; reports of events; IEC materials; FtF Bullets; Success Stories, photos from field, newsletters</p> | | | | | | <p>1. No. of Partners meetings/ technical meetings held and reports generated 2. No. of contact mgt/ web-based media platforms established and working (dropbox, google calendar; community of practice 3. No of radio discussions/stakeholder engagements.</p> |
|--|---|--|---|--|--|--|--|--|--|---|

EXTERNAL COMMUNICATIONS: National Small Pelagics Management Plan/ Early Actions

A. Executive Level Communications

| | | | | | | | | | | |
|---|--|---|--|--|--|--|--|--|--|--|
| <p>1. Building alliances/ Formalizing Relationships/ building political will to support SFMP policy agenda 2. Promote identity of the American People and establish strong national presence of SFMP, among policy makers</p> | <p>Coastal MPs; Select Committees on Food & Agric.; Office of the President; Minister of Fisheries; NDPC and Ministry of Local Government and Rural Development?</p> | <p>1. State of Ghana's Marine Fisheries (Focus on small Pelagics) 2. Need to rebuild fish stocks to revive livelihoods of 1000s 3. Early actions/ harvest control measures is the only way to rebuild stocks 4. Channel fuel subsidies to other economic/livelihood uses to reduce overcapacity issue. 5. Need for legislative reforms on co-mgt, use rights for effective resource governanc</p> | <p>1. Monthly briefing meetings with Minister 2. Joint quarterly briefing meetings of MPs with MOFAD. 3. Quarterly briefing meetings with Office of President 4. Participation in national dialogues, special events</p> | <p>Briefing packets; Policy briefs; press releases; factsheets; newspaper articles; billboards; presentation materials; Bi- annual newsletters; evidence-based video documentaries</p> | | | | | | <p>1. Minutes of briefing sessions 2. Presentation material 3. FtF Bullets on meetings 4. Participant roster 5. No of bi-annual Newletters 6. Copies of evidence-based video documentaries 7. No of billboards. 8. No. of press releases and newspaper articles.</p> |
|---|--|---|--|--|--|--|--|--|--|--|

B. National Policy Campaigns: Small Pelagics

| | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|---|
| <p>1. Consensus building and awareness raising/support for acceptable and effective choices and effective resource governance towards stocks rebuilding</p> <p>2. Create and enhance platform for effective dialogue among fisheries stakeholders</p> <p>3. Encouraging participation of stakeholders in decision-making, soliciting fresh ideas from all stakeholders and fostering strong willingness and ability to comply with changes</p> | <p>Fisheries Managers: MOFAD, FC, WARFP, FEU (Marine Police, Navy, MCS, Airforce)</p> <p>Judges/Prosecutors, AG's Dept, Coastal District Assemblies,</p> <p>Fisheries Organisations GNCFC; Fish Alliance; GIFA; IUU Fishers; Semi-Industrials; Traditional Authorities,</p> <p>Fishers/Gen. Public/ Media</p> | <p>1. Working towards rebuilding marine fish stocks</p> <p>2. Fisheries Management issues (small pelagics) in Ghana</p> <p>3. Fisheries reforms on collaborative management and use-rights needed for effective shared-resource governance</p> <p>4. Effective enforcement needed to combat IUU, Over-capacity issue.</p> <p>5. Effective Enforcement not the only measure towards rebuilding stocks; early actions on harvest control is crucial to rebuilding stocks</p> | <p>1. Stakeholder consultations towards national dialogue</p> <p>2. national campaigns on the need to rebuild stocks via radio discussions, community/radio drama,</p> <p>3. Focus group discussions</p> <p>4. Joint communication meetings with WARFP/MOFAD</p> <p>5. Joint technical planning and debriefing meetings</p> <p>6. Review meetings</p> <p>7. SFMP Event Launching</p> <p>8. Special Day celebrations</p> <p>9. Evidenced-based video documentaries</p> <p>10. Press briefings</p> | <p>Reports of National Dialogue;</p> <p>Conclusions on stakeholder consultations;</p> <p>Press releases; policy/issue briefs; Bi-annual newsletters; factsheets; FtF Bullets; briefing packets for national dialogue and media; Other IEC materials (billboards, t-shirts, calendars, banners, etc.)</p> | | | | | | <p>1. No. of National dialogues held</p> <p>2. No. of IEC materials produced and disseminated</p> <p>3. No. of people reached with sensitization messages on stocks rebuilding</p> <p>4. Success stories depicting changes in behaviour of resource users</p> |
|--|--|--|--|--|--|--|--|--|--|---|

C. Regional Policy Campaigns: Small Pelagics

| | | | | | | | | | | |
|--|---|---|--|---|--|--|--|--|--|---|
| <p>1. Encourage participation of regional stakeholders at all policy development levels towards rebuilding stocks</p> <p>2. Communicate/ share SFMP goals and generous support of American People</p> <p>3. Create constituencies that understand and support project policy goals to reduce poverty/hunger</p> <p>4. Creating ownership of fish laws and changing behaviours towards effective enforcement / voluntary compliance</p> | <p>Fisheries Organisations - GNCFC, GIFA, Semi-Industrial Fishers, <i>Saiko</i> Fishers, Women groups (Fishmongers/ Processors), Chief Fishermen, Chief Fishmongers, FEU of FC, Fisheries Alliance, etc. Regional Offices of FC; Selected coastal district assemblies</p> | <p>1. State of Ghana's Marine Fisheries, focusing on small pelagics</p> <p>2. The need for collective decision-making/ co-management to revamp fisheries economy which is home to 1000s of livelihoods</p> <p>3. Early Actions/ implementation of quick measures is the only way to rebuild stocks</p> <p>4. Voluntary compliance</p> | <p>1. Stakeholder forums in all four coastal regions jointly organised with FEU and Fisherfolk communicators</p> <p>2. Stakeholder consultations; focus Group Discussions</p> <p>3. Regional fisheries mini dialogues;</p> <p>4. Feedback loops from National Dialogue to Regional Stakeholders and vice-versa</p> <p>5. Radio/ Community Drama Production with WARFP</p> <p>6. Radio/TV discussions on fish management issues towards consensus building for effective resource governance</p> <p>7. Press briefings; Video documentaries</p> <p>8. SFMP Launch</p> | <p>Meeting notes/ proceedings from regional consultations/ forums; IEC Material (video documentaries, billboards, posters, banners; calendars, stickers, issue briefs); newspaper articles; press releases; factsheets, FtF Bullets</p> | | | | | | <p>1. No. of regional dialogues towards policy development and effective resource governance</p> <p>2. No. of IEC Materials produced and disseminated at regional campaigns</p> <p>3. No. of people reached with sensitization messages on stocks rebuilding</p> <p>4. Success stories depicting changes in behaviour of resource users</p> |
|--|---|---|--|---|--|--|--|--|--|---|

D. Community Level Campaigns: Small Pelagics /Demersal Fisheries Plans

| | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|
| <p>1. To raise awareness of SFMP vision, objectives and aspirations to the public in</p> <p>2. Communicating the generous support of the American People to target groups /</p> <p>3. To draw massive public support and consensus to rebuild stocks</p> <p>4. To win the backing of fishers for legislative reforms and close seasons.</p> <p>5. Engage media to influence public opinion on fisheries issues.</p> <p>6. Inform fishers to adopt responsible and sustainable fisheries practices.</p> | <p>Fishers, Media, General Public, selected coastal/fisheries communities for demersal fish management/post-harvest improvements</p> | <p>1. Illegal and unsustainable fishing leads to collapse of the fisheries industry.</p> <p>2. Behavioral change will help to rebuild marine fish stocks and improve food security in fisheries.</p> <p>3. Co-management is key for restoring traditional control to support central management systems.</p> <p>4. Quick/early actions is one sure way to rebuild stocks</p> | <p>1. Community communications forums;</p> <p>2. Stakeholder caucuses hearing at landing sites;</p> <p>3. National Fisheries Dialogues;</p> <p>4. Regional fisheries mini dialogues.</p> <p>5. Radio discussions/ programmes</p> <p>6. Community / radio drama</p> <p>7. Radio Drama, Jingles and Announcements</p> <p>8. SFMP Event Launching</p> <p>9. Press Conferences, Media-outreach programs</p> <p>10. Special Day events</p> <p>11. Media Orientation workshops held jointly with USAID EG Office</p> <p>12. Screening of evidence-based video documentaries, success stories</p> | <p>Communicative Bill Board, branded T-shirts, branded calendars, Stickers, banners, newsletters</p> | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|

| EXTERNAL COMMUNICATIONS: Slow Burn Activities | | | | | | | | | | |
|--|--|---|---|---|--|--|--|--|--|--|
| <i>A. Legislative Reforms</i> | | | | | | | | | | |
| 1. Contribute inputs to fisheries management plan on co-management, use-rights, license limits | legislative committees and senior government officials, especially with MOFAD and the FC public relations officer, fishers, general public | Management of shared resource is more effective when co-managed. Use-rights is one sure way of achieving effective enforcement of fisheries laws. | National Policy dialogues, stakeholder consultations, special day events, radio/tv discussions, | Factsheets Issue briefs on legislative reform Radio/community drama | | | | | | |
| <i>B. Healthy Fish Campaign</i> | | | | | | | | | | |

| | | | | | | | | | | |
|--|---|--|--|---|--|--|--|--|--|---|
| <p>To create informed constituencies out of fish processors to act as agents of change against IUU fishing</p> | <p>Fish processors / fishmongers Smoked fish traders Fish smoking stove artisans Post-Harvest Unit - MOFAD The general public</p> | <p>What is Healthy Fish (Clear National definition for healthy fish)</p> <ul style="list-style-type: none"> • The need for value addition for fish products and socio-economic benefits • Personal hygiene and sanitation education and effects of indoor air pollution | <p>Community stakeholder forums</p> <ul style="list-style-type: none"> • Focus group discussions • Capacity building forums and training. • Best Safety and Hygiene competition in communities • International Day Events for promotion of campaign • IEC - Billboards, posters, collaterals (fish aprons, t-shirts) • Community drama | <p>stakeholder forums reports</p> <ul style="list-style-type: none"> • training reports • video documentary • International Day Events and reports. • IEC - Billboards, posters, collaterals (fish aprons, t-shirts) • Success stories | | | | | | <p>No. of Assessment reports.</p> <ul style="list-style-type: none"> • No. of Stakeholder/Meeting Reports. • No. of Photographs • No. of Newspaper Clips. • No. of Videos • No. IEC materials. |
| <p><i>C. Child Labour Strategy for the Central Region</i></p> | | | | | | | | | | |

| | | | | | | | | | | |
|---|---|---|---|---|--|--|--|--|--|---|
| <ul style="list-style-type: none"> • To raise awareness on negative impacts of child labour and trafficking activities • To sensitize and educate target communities and households for a reduction in child labour and trafficking cases | <ul style="list-style-type: none"> • Vulnerable households in the Central Region • Children in fishing communities • Migrant fishers • Social welfare agencies • law enforcement agencies • Department of Labor • Municipal Assembly • The General Public | <ul style="list-style-type: none"> • What is Child Labor and trafficking (come out with Clear National Definition) • Relevant baseline data/ info with respect to Child labor and trafficking in the C/R. • What are the existing laws and policies for child labour and trafficking? • What are the socio-economic consequences of child labor and trafficking from fishing villages for the victims and the families they originate? • Responsible parenting and child education lead to socio-economic development • Provision of alternative livelihoods can support households and take away the need to sell children into forced labour. | <ul style="list-style-type: none"> • Face to Face: stakeholder engagements and platforms, outreach programmes • Print Media: newspapers, factsheets, banners, billboards • Electronic Media: radio, TV, electronic newsletters, websites and social media. | <ul style="list-style-type: none"> • Assessment of Child labor and trafficking. • No. of Media engagements. • No. of engagements with stakeholders. • No. of community awareness raising organised. • No. of IEC materials produced and disseminated on Child labor and trafficking. | | | | | | <ul style="list-style-type: none"> • A copy of Assessment report. • No of Meeting Reports. • No. of Photographs • No. Newspaper Clips. No. of Videos • No. IEC materials. |
| | | | | | | | | | | |

| JOINT STRATEGY FOR SFMP AND WARFP | | | | | | | | | | |
|-----------------------------------|---|--|--|---|--|--|--|--|--|---|
| Thematic Areas | Objectives | Audience | Messages | Channels/Tools | | | | | | Deliverables/ Evaluation |
| 1. IUU Fishing | <p>1. Reducing IUU Fishing to remain competitive with international standards</p> <p>2. Strengthen good governance and fisheries regulatory enforcement</p> | <p>Policy makers, fisheries managers, vessel owners, artisanal fishers, Saiko (fish transshipment) Fishers (industrial / semi-industrials), fisheries associations</p> | <p>(Information on status of IUU fishing; impact of IUU on economy and the need to combat it. Arrests and prosecutions and heavy fines/fish input seizures await defaulters (fishers) relative to Fish laws Incentives for non-IUU fishers (fish inputs, tax exemptions, subsidies and concessions on fish inputs)</p> | <p>Begin with grassroots sensitization, focus group discussions with Chief Fishermen, policy briefs, national/regional policy dialogues, radio/TV panel discussions, documentary on IUU Fishing, IEC Materials (billboards, t-shirts, stickers)</p> | | | | | | <p>Deliverables: reports on stakeholder consultations/forums, reports of policy dialogues; media reports, documentary on IUU, video/audio evidence of talkshows, copies of IEC materials</p> <p>Evaluation: No. and frequency of stakeholder forums/consultations held; No. of Policy dialogues held; no. of Media engagements, No. of documentaries produced on IUU; No. of video/audio evidence of media engagements, No. of IEC materials and geographic coverage of these materials</p> |
| Arrests/Prosecutions | | | | | | | | | | |
| Fish Education | | | | | | | | | | |

| | | | | | | | | | | |
|-----------------------------------|--|--|--|--|--|--|--|--|--|--|
| Livelihoods Empowerment | | | | | | | | | | |
| Value Chain | | | | | | | | | | |
| Healthy Fish | | | | | | | | | | |
| Registration/ Licensing | | | | | | | | | | |
| Research | | | | | | | | | | |
| Post Harvest Losses | | | | | | | | | | |
| Small Pelagics Management Plan | | | | | | | | | | |

Communications Delivery Methods and Recipients

| | | TARGET AUDIENCE | | | | | | | | | | | | | | | | | | | | |
|-------------------------|--------------------------------------|-----------------|-------|-----------------------|--------------|----------------------|---------------------------------|---------------------|---|---------------------------|-----------------|------------------|----------|----------------|------------------------|---------------------|--------------------------------|--------------------------------|------------------------------|-------------|-------|---|
| | | USAID / USG | METSS | IMPLEMENTING PARTNERS | MOFAD/ WARFP | FISHERIES COMMISSION | COASTAL MPS / SELECT COMMITTEES | OFFICE OF PRESIDENT | PRODUCER ORG ^N S (GNCF, GIFA, etc. | CBOs/CSOs – Fish Alliance | CHIEF FISHERMEN | KONKOHENES/WOMEN | CHILDREN | GENERAL PUBLIC | DEPT OF SOCIAL WELFARE | DISTRICT ASSEMBLIES | REGIONAL COORDINATING COUNCILS | SMEs – PUBLIC/PRIVATE PARTNERS | TARGETED FISHING COMMUNITIES | CONSULTANTS | MEDIA | |
| DELIVERY METHODS | Fact Sheets | X | X | X | X | X | X | X | | | | | X | X | X | X | X | | | | X | |
| | Feed the Future Bullets | X | X | | | | | | | | | | | | | | | | | | | |
| | Success Stories | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| | SFMP Launch | X | | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| | Bi-Annual Newsletters | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| | Technical Reports | X | X | X | X | X | X | X | | X | | | | X | X | X | X | X | | | X | X |
| | Semi Annual Reports | X | X | X | | | | | | | | | | | | | | | | | | |
| | Annual Reports | X | X | X | X | X | X | X | | X | | | | X | X | X | X | | | | | |
| | National Dialogues | X | | X | X | X | X | X | X | X | X | X | | X | | | X | X | | | X | X |
| | Regional Dialogues | X | | X | X | X | X | | X | X | X | X | | X | X | X | X | X | X | X | X | X |
| | Community Meetings | | | X | X | X | | X | X | X | X | X | X | X | X | X | | X | X | | | |
| | Press Briefings | X | | X | X | X | X | X | X | X | X | X | | X | | | | | | | | X |
| | Press Kits | X | | X | | | | | | | | | | | | | | | | | | X |
| | Briefing Packets | X | | | X | | X | X | | | | | | | | | X | | | | | |
| | Field Reports | | X | X | | X | | | | | | | | | | | | | | | X | |
| | International Day Events | X | | | X | X | | X | X | X | X | X | X | X | X | X | X | X | X | X | | X |
| | Other Social Events | X | | | | X | | X | X | X | X | X | X | X | X | X | X | X | X | X | | X |
| | Technical Meetings | X | | X | X | X | | | | | | | | | | | | | | | X | |
| | Internal Communication Review | X | | X | X | | | | | | | | | | | | | | | | X | |
| | Video Documentaries | X | | | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | | X |
| | Partner Websites | X | | X | X | X | X | X | X | X | X | X | | X | X | X | X | | | | X | X |
| | Staff Meetings | | | X | | | | | | | | | | | | | | | | | | |
| | Training Workshops/Seminars | X | | X | X | X | | X | X | X | X | | | X | X | X | X | X | X | X | X | X |
| | Quarterly Knowledge Sharing Meetings | X | X | X | X | X | X | X | | X | | | | | | X | X | | | | X | |
| | Billboards | | | | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | | X |
| | T-Shirts | X | | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| | Media Orientation | X | | X | | | | | | | | | | | | | | | | | | X |

Calendar: Responsibility and Frequency of Communication

| | | RESPONSIBILITY | | | | | | | | | | FREQUENCY | | | | | | | | | | |
|------------------------------|---|----------------|-----------|-----|-----|------------|-----|------|---------|----------|-----|------------|------|-------|--------|-----------|---------|-----------|---------------|----------|----------------|---|
| | | CRC-JURI | CRC-GHANA | SNV | FoN | HEN MPOANO | SSG | S.S. | CEWEFIA | DAASGIFT | DAA | COMMS TEAM | Once | Daily | Weekly | Bi-Weekly | Monthly | Quarterly | Semi-Annually | Annually | Adhoc/Periodic | |
| DELIVERY METHOD | Fact Sheets | x | x | x | x | | x | | | | | x | | | | | x | | | | x | |
| | Feed the Future Bullets | | x | x | x | x | x | x | x | x | x | | | | | x | | | | | | x |
| | Success Stories | | x | x | x | x | x | x | x | x | x | | | | | | x | | | | | |
| | SFMP Launch | x | x | x | x | x | x | x | x | x | x | x | x | | | | | | | | | |
| | Bi-Annual Newsletters | | | x | | | | | | | | | | | | | | | x | | | |
| | Technical Reports | x | x | x | x | x | x | x | | | | | | | | | | | | | | x |
| | Semi Annual Reports | | x | x | x | x | x | x | x | x | x | | | | | | | | x | | | |
| | Annual Reports | | x | x | x | x | x | x | x | x | x | | | | | | | | | | x | |
| | National Dialogues | | x | | | | | | | | | | | | | | | | x | | | |
| | Regional Dialogues | | | | x | | | | | | | | | | | | x | | | | | |
| | Community Meetings | | | | x | x | | | x | x | x | | | | x | | | | | | | |
| | Press Briefings | | x | | | | | | | | | | | | | | | x | | | | x |
| | Press Kits | x | x | | | | | | | | | | | | | | | | | | x | |
| | Briefing Packets | | x | | | | | | | | | | | | | | | | x | | | x |
| | Field Reports | x | x | x | x | x | x | x | x | x | x | | | | x | x | | | | | | |
| | International Day Events | | x | x | x | x | | | x | x | x | x | | | | | | | | | x | |
| | Other Social Events | | x | x | x | x | x | x | x | x | x | x | | | | | | | x | x | x | |
| | Technical Meetings | | x | x | x | x | x | x | x | x | x | x | | | | x | | | | | | |
| | Internal/ External Communication Review | x | x | x | x | x | x | x | x | x | x | x | | | | | | | | | x | |
| | Video Documentaries | | x | | | | | | | | | | | | | | | | | | x | |
| Partner Websites | x | | x | x | x | x | x | x | x | x | | | | | x | | | | | | x | |
| Staff Meetings | x | x | x | x | x | x | x | x | x | x | | | | x | | | | | | | | |
| Training Workshops /Seminars | | | | | | | | | | | | | | | | | | | | | x | |
| Knowledge Sharing Meetings | | x | x | x | x | x | x | x | x | x | x | | | | | x | | | | | | |
| Billboards | | x | x | | x | | | | | | | | | | | | | | | x | | |
| T-Shirts | | x | | | | | | | | | | | | | | | | | | | x | |
| Media Orientation | x | x | | | | | | | | | | | | | | | | | | x | | |

PRODUCTION TABLE: LIST OF YEAR 1 COMMUNICATIONS OUTPUTS OCT 2014 – SEP 2015)

| IR № | SFMP CODE | KEY OUTPUT/ DELIVERABLE | M.A.P. | TIMELINE (Y1) | | | | COMMENTS |
|------|-------------------------|---|----------------------|---------------|----|----|----|--------------------|
| | | | | Q1 | Q2 | Q3 | Q4 | |
| 3.1 | | Press Release on Cooperative Agreement | Pat | | | | | Nov. 2014 |
| 3.1 | | Partners Retreat | CRC-URI CRC-Accra | | | | | Feb 2015 |
| 3.1 | COM001 | Communications Strategy | Comms Team | | | | | March 2015 |
| 3.1 | COM002 | SFMP Launch Event/ Event Report | CRC-Accra Pat | | | | | April 28 May 15 |
| 1.2 | COM003/ GSFMP_POL020 | Issue Brief on Small Pelagics | Najih/ Brian | | | | | April 28 |
| 1..2 | COM004/ GSFMP_POL021 | Issue Brief – Fuel Subsidy & Overcapacity | Brian/ Kofi | | | | | June 2015 |
| 1.2 | COM005/ GSFMP_POL022 | Issue Brief – IUU Fishing | Kofi | | | | | August |
| 3.1 | COM006 | Factsheet on Fuel Subsidy | Pat | | | | | April |
| 3.1 | COM007 | Factsheet – Small Pelagics | Carol / Pat | | | | | May |
| 3.1 | COM008 | Factsheet | Pat | | | | | May |
| 3.1 | COM009 | Factsheet | Pat | | | | | July |
| 3.1 | | Bi-Wkly FtF Bullets | Pat | | | | | |
| 3.1 | COM010 | Bi-Annual Newsletter | Sarah - SNV | | | | | May 2015 |
| 3.1 | COM011 | Bi-Annual Newsletter | Sarah - SNV | | | | | Aug 2015 |
| 3.1 | | Launch Press Release | Pat/USAID | | | | | April |

| | | | | | | | | |
|-----|--------------|---|-------------|--|--|--|--|---|
| 3.1 | | Routine Press Releases | Pat | | | | | |
| 3.1 | COM012 | WED2015 (Environment Day celebration) Event Report | Pat | | | | | June 5 |
| 3. | COM013 | One Day Media Orientation Training Report | | | | | | |
| 3.1 | | Monthly Technical Meeting Reports | Comms Team | | | | | |
| 3.1 | | Annual Reports | | | | | | Quarterly, Semi-Annually, Annually |
| 1.1 | GSFMP_POL001 | Briefing Packet for Parliamentary Select Committee/ Coastal MPs | Pat | | | | | 1 st packet – April 2 nd - June/July 3 rd - August |
| 1.2 | GSFMP_POL006 | National Dialogue Report #1 | Kofi/ Najih | | | | | July |

