



## GOJ/EU/UNEP CLIMATE CHANGE ADAPTATION & DISASTER RISK REDUCTION PROJECT

The GOJ/EU/UNEP Climate Change Adaptation and Disaster Risk Reduction Project  
Component Three – Communication Campaign

**“Raising Awareness and  
Building Capacity With  
Respect to Climate Change  
Issues and Adaptation.”**



Implementing Agencies: The Meteorological Service and The Environment Management Division



# Outreach to Parish Council Stakeholders

**6** Sensitisation sessions held with parish council stakeholder groups to share information about climate change impacts and possible adaptation responses at the local government and community levels.



# Pilot Public Education Project - Alligator Pond Community

**45** community leaders from the nine development areas in the parish of Manchester trained in climate change adaptation and disaster risk reduction planning



**9** community members in Alligator Pond, Manchester sensitised re climate change, its impacts on Jamaica, their parish and their community



**2** Alligator Pond community members shared their experiences re climate change impacts at the community level and possible adaptation strategies with persons from the Porus and Scotts Pass communities, Manchester

# Parish Outreach-Expo, Theatre, Concert

More than **5000** members of the general public participated in climate change education expos and concerts across nine parishes.



# Parish Outreach-Expo, Theatre, Concert

GOJ/EU/UNEP CLIMATE CHANGE ADAPTATION & DISASTER RISK REDUCTION PROJECT  
Climate Change - We have to change!

**Falmouth EXPO & Concert on Climate Change**

Featuring: THE VOICES FOR CLIMATE CHANGE EDUCATION ARTISTES

**Wednesday November 21, 2012**

Expo: 2:00 p.m.  
Concert 4:30 p.m.

**WATER SQUARE, FALMOUTH, TRELAWNY**

Exciting displays

Sponsors

FOR FURTHER INFORMATION CONTACT:  
THE NATIONAL ENVIRONMENT AND PLANNING AGENCY, 10 & 11 CALEDONIA AVE KINGSTON 5 TEL: 754-7540



Parish outreach expos and concerts feature booths by implementing partners and parish level stakeholders, community theatre by Women's Media Watch and performances by the Voices Artistes.

# Outreach Private Sector Groups and Media

**3** groups of private sector stakeholders sensitised re climate change in luncheon meetings to engage the tourism and business sectors in Montego Bay, Negril and Ocho Rios.



**5** local media houses participated in training re coverage of climate change in sessions in Montego Bay and Mandeville-Coverage of issues secured from training exercises in both towns.



**3** Outside broadcasts done with radio stations to cover parish level outreach events.



# School Outreach with Voices Artistes



Over **10,000** students from 18 primary and junior high schools in Westmoreland, St James, St Elizabeth, Trelawny and Kingston and St Andrew sensitised re climate change and environmental protection via performances and messages from Voices for Climate Change Education artistes and technical resource persons.

More than **150** seedlings planted in these schools.



# THE COMMUNICATION CAMPAIGN

**OUR GOAL:** Increased awareness among Jamaicans about climate change and about adaptive measures that can be taken at the individual, community and national levels to cope with the changing climate.

## OTHER ACTIVITIES UNDER THE COMMUNICATION CAMPAIGN:

- Reached more than 500 primary school students via support to the Institute of Jamaica/National History Museum's Afternoon with A Scientist programme, Earth Day 2012 Essay, Poster & Photography Competition and Performing Arts Competition on Climate Change
- 8 JUTC buses in all 4 transport zones in the Kingston Metropolitan Area mounted with advertisements carrying the message of the need to change and adapt with climate change
- Developed 6 posters, 2 brochures, promotional material (cups, mugs, key rings, stickers, bags) to provide information and project visibility
- Sponsored RADA St Ann Booth at the 2012 Denbigh Agricultural & Industrial Show. The booth, which highlighted the impacts of climate change in the parish and how farmers and other stakeholders can adapt, won the Rudolph Burke Trophy for Best Overall Pavillion



For further information on the communication campaign of the  
GOJ/EU/UNEP CCADRR Project, contact:  
The Meteorological Service  
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