



LOCAL ACTION STRATEGY: LACK OF AWARENESS CNMI

U.S. Coral Reef Task Force Meeting
Reina C. Camacho

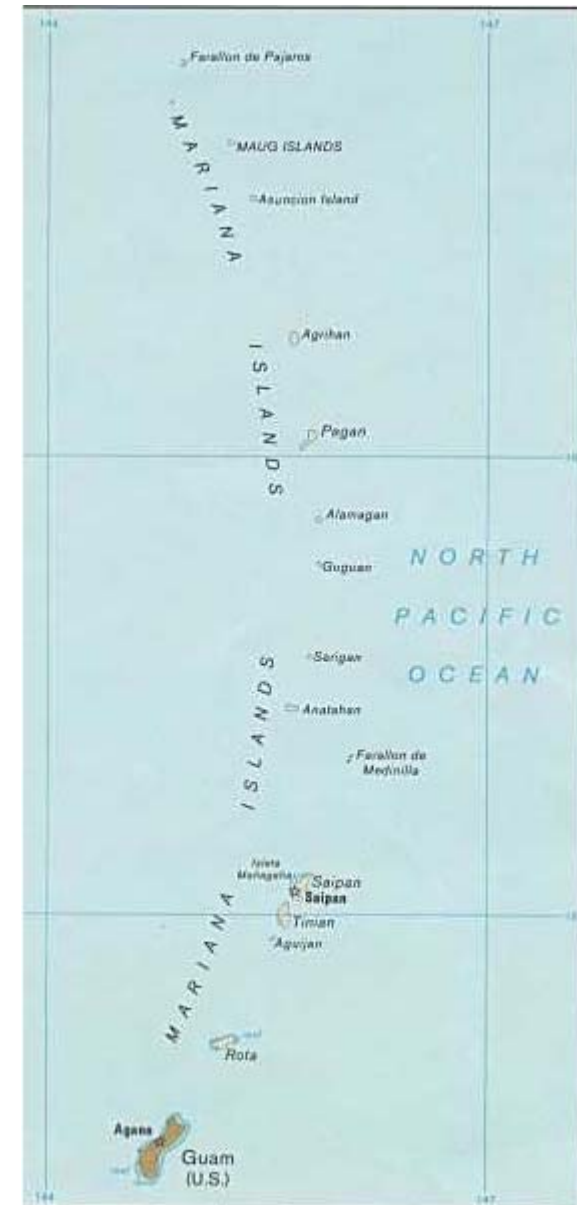
March 2007

Issue & Impact: LACK OF AWARENESS

- 3-islands
- Lack of formal awareness or educational campaign

Strategy:

- Youth programs
- Multi-lingual campaigns
- Community forums



Priorities

- Brochures, Posters, Displays,
- Press Releases & Editorials
- Youth Programs
- Community Forums
- Multi-cultural/lingual Media Program *
- Environmental Training
- Environmental Hotline
- Internships



COCO

Internships

Project 1: COCO

Est. '05 - CRM, DEQ, DFW, DPW, NMC, PSS

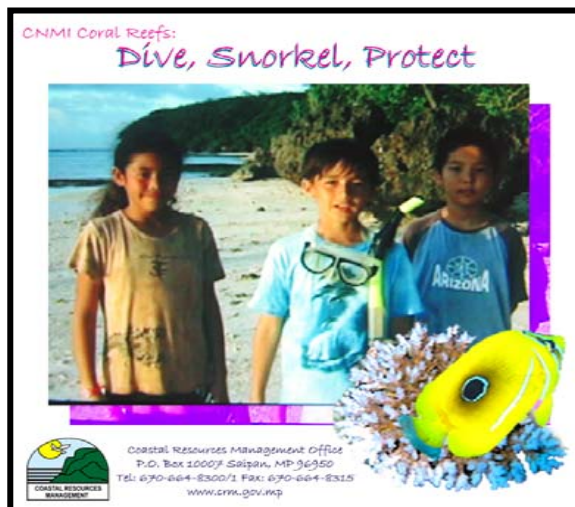
General Outreach

- School Presentations
- Radio Appearances
- TV Appearances
- Bi-weekly Environment Page

Project 1: COCO *cont'd*

BROCHURES

- *Dive, Snorkel, Protect*
- *Fishing Regulations*
- *Marine Operators Handbook*



Project 1: COCO *cont'd*

CAMPAIGNS

- *Boaters Awareness*
- *Environmental Symposiums*
- *EcoArts Festival*



Project 1: COCO *cont'd*

Specific Outreach

School Presentations → 4th grade

Challenge: Agency commitment

Impact: focus on 'learning'

*Publicity: newspaper, websites,
school bulletin*



Project 1: COCO *cont'd*

Environmental Expo

→ all schools, parents

Challenge: Logistics

*Impact: learning via
fun, hands-on*



Publicity: newspaper, TV, websites, newsletters

Project 2: Internships

A vibrant clownfish with yellow, black, and white stripes is swimming over a diverse coral reef. The scene is set in clear blue water, with various types of coral and other marine life visible in the background.

- *Outreach*
- *Biosearch data analysis*
- *Wildlife habitat restoration*

- *Coral reef surveys*
- *Permitting & Enforcement: marine sports operators, fishing, permitting, etc.*



Summer Internship Program



My intensions for pursuing a higher education in the environmental field is largely based on my determination to save the CNMI from the environmental degradation...I gained a better understanding of the CNMI's environmental agencies, as well as ... the importance of the coral reefs, biodiversity, and the need to approach non-point source pollution with best management practices..."

I gained a lot o'f things coming out from the internship, learning about watersheds and also planning skills while I helped with the EcoArts festival. It was a really great experience...by the way, I'm planning to apply to for 2007 internship again..."



Project 2: Internships

Impact

*Direct – Biology,
Environmental Science*

*Indirect – PSAs, Families &
Friends*



Lorriaine, Frank, and SherriAnn.



2005 Interns and Mentors, group photo after presentations

CHALLENGE: IMPLEMENTATION

- Extremely diverse audiences
- Capacity, capacity, capacity
 - Individuals
 - Institutions
 - System-wide



Projects:

Train the Trainer –Time/Staffing

Small Grants - Follow up/Staffing

Enforcement Training - Technical

NEEDS: LACK OF AWARENESS

Broadcast multilingual TV public service announcements (PSA)

- Challenges: training, research data, funding, translations/language barrier
- Assistance:

Development of LAS

- Challenges: community involvement, shared vision, funding, translators
- Assistance: NOAA

FUTURE PLANS: LACK OF AWARENESS

Continue existing LAS – specific target audience

Emphasis: **capacity**

- Reaching multiple audiences → many languages
- Building future leaders and managers

Partnership and Funding Assistance by:

NOAA, DOI, EPA, USDA, NRCS, etc.



A tropical sunset scene with palm trees and a person's silhouette. The sky is filled with soft, golden light from the setting sun, partially obscured by wispy clouds. Two tall palm trees stand prominently in the foreground, their fronds silhouetted against the bright sky. In the center, a person stands with their back to the camera, looking out over the ocean. The overall mood is peaceful and reflective.

Thank You!

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