



The Governor's Coral Reef Advisory Group

Lack of Awareness Addressed by American Samoa's Local Action Strategies



LOCAL ACTION STRATEGY: Lack of Awareness

- o CRAG is without a specific Education & Outreach LAS but incorporates education in all of the LAS
- o General and Specific Projects – RARE PRIDE



ISSUE & IMPACT: Lack of Awareness

- o Limited knowledge and awareness
- o Business owner apathy
- o Lack of personal responsibility



ISSUE & IMPACT: Lack of Knowledge

Q36: If it's overflowing what do you do with your trash?

(28) If it's overflowing what do you do with your trash?

	Counts	Percents	Percents	
			0	100
take it to another dumpster or trashcan	113	31.7%		
throw it on top of the rest of the trash	94	26.3%		
leave it beside the dumpster or trash can	90	25.2%		
wait until space is available	17	4.8%		
no answer	18	4.5%		



ISSUE & IMPACT: Lack of Knowledge

Q20: Do think there are any threats to sea turtles near your village?

(14) Do think there are any threats to sea turtles near your village?




	Counts	Percents	Percents	
			0	100
Yes	53	14.8%		
Uncertain	94	26.3%		
No	210	58.8%		
Totals	357	100.0%		

Figure 1.17 Existence of threats to sea turtles near respondent's village. Only 15% of respondents believed that there were threats to sea turtles near their village, despite the fact that threats to sea turtles are pervasive throughout the island.



ISSUE & IMPACT: Lack of Knowledge

Q44: Can you name 3 negative effects of sand mining?



(34) Can you name 3 negative effects of sand mining?			
	Counts	Percents	Percents
			0 100
Yes	44	12.3%	
No	313	87.7%	
Totals	357	100.0%	

Figure 1.37 Respondent able to name three effects of sand mining. Only 12% of respondents named three effects of sand mining. As evidenced by figure 1.39, many of those responses were incorrect, because less than 5% of respondents provided three correct answers. Thus knowledge of the negative effects of sand mining is limited and will be addressed by the campaign.



PROJECTS: Lack of Awareness

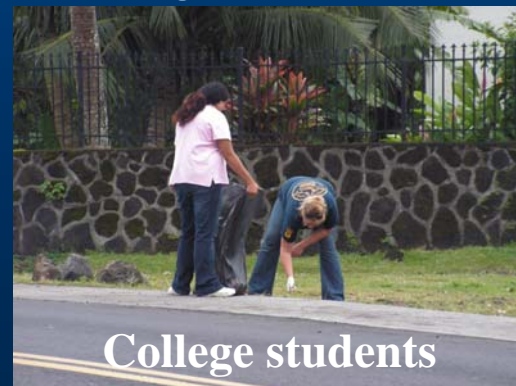
- o Capacity building
- o Community project funds
- o Teachers Challenge Award



PROJECTS: Lack of Awareness

Capacity Building

- o Student internship
 - Dumpsters monitoring project
 - Puppet scripts development
 - Trash transect
 - Americorp internship
- o Reefwatchers – volunteer program for the youth



PROJECTS: Lack of Awareness

Teachers Challenge Award



PROJECTS: Lack of Awareness

Community Projects



CHALLENGES: Lack of Awareness

- o Financial capacity – uncertain funding amount.
- o Technical capacity –
 - Lack of facilities and opportunities for students on island
 - Lack of NGO involvement in coral reef endeavor
 - Science teachers without science background



NEEDS: Lack of Awareness

Priority Projects

- o Marine lab / Learning center
- o Expand program





FUTURE PLANS: Lack of Awareness

Future Plans

- o Priority – Conduct post campaign survey
- o Priority – Utilized lessons learned to improve efficacy
- o Priority – Share RARE methodology
- o Priority – Continue to develop and increase local capacity

We look forward to hosting the next Task Force meeting where you will be able to see first hand the many programs we have in American Samoa

FAAFETAI

