



CNMI COASTAL RESOURCES MANAGEMENT

Coral Reef Initiative Communications Plan 2018



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1. Background

The Commonwealth of the Northern Mariana Islands' (CNMI) Coral Reef Initiative (CRI) is a cross-agency initiative to protect and preserve CNMI's coral reefs and to ensure the responsible management of the resources associated with those habitats. The CNMI's CRI is managed jointly by two resource agencies the Division of Coastal Resources Management (DCRM), within the Bureau of Environmental and Coastal Quality (BECQ), and the Department of Lands and Natural Resources' (DLNR) Division of Fish and Wildlife (DFW). This work is achieved through biological monitoring, habitat restoration, research, enforcement, and education and outreach.

The CNMI is made up of 14 islands extending over 600 kilometers in the western Pacific basin. The people of the CNMI value coral reefs and are dedicated to their conservation. These diverse reef ecosystems provide traditional and subsistence uses, production of commercial food products, recreational opportunities for a healthy tourist economy, physical protection of the coastal zone from storms, unique educational opportunities, and novel research applications. Coral reefs are also integral to the CNMI's cultural heritage.

Increased population and development over the past decade in the CNMI has exacerbated a number of threats to the coral reef ecosystems and has led to the destruction and reduced health of coral reefs and coral reef associated habitats. These effects are most noticeable on the island of Saipan, where approximately 90 percent of CNMI's population resides. Therefore, most coral reef management efforts have focused on Saipan. However, the other southern populated islands do have important coral reef ecosystems that are threatened by human impacts. From a long-term perspective, the decline in coral reef coverage and marine health threatens the CNMI's cultural heritage, traditional ways of life, and

physical protection from storms. Additionally, this decline immediately impacts the CNMI's tourism and fisheries industries, and thus its economy. The CNMI government considers coral reef ecosystem conservation and management a high-priority concern. Improving the CRI's education and outreach efforts continue to be critical in helping target audiences understand the value of coral reef ecosystems and how to better manage their impactful actions. The CRI continually works to enhance public awareness, understanding, and appreciation of coral reef ecosystems and empowers the public to become active stewards of the marine environment.

By building on existing communication efforts and working collaboratively, we can increase awareness of coral conservation issues and inform specific target audiences about how they can help protect coral reef ecosystems. This strategic communications plan constitutes a concerted effort among the participating agencies in CNMI's Coral Reef Initiative to systematically and effectively reach out to these target audiences through program-driven goals, results-oriented objectives, and metrics for evaluation. The plan is grounded in the following over-arching missions.

Division of Coastal Resources Management Mission

To maintain each resident's constitutional right to a clean and healthful environment by providing effective interagency collaboration, permitting and enforcement, monitoring, outreach and education, and restoration.

Division of Fish and Wildlife Mission

Through research, monitoring, regulation, enforcement, planning, and management, the Division of Fish and Wildlife seeks to ensure the long-term survival and sustainability of the Commonwealth of the Northern Mariana Island's natural resources for present and future generations.

CNMI Coral Reef Initiative Education Vision

An informed community that knows and appreciates the value of CNMI's Coral Reef ecosystems.

CNMI Coral Reef Initiative Education Mission

To educate and inspire a community about our diverse near shore coral resources, the benefits of these resources, as well as current threats and conservation actions that individuals can take to protect our coral reefs and marine environment.

To achieve these missions and overall vision, CNMI Coral Reef Initiative must approach its outreach and communications efforts with specific populations and community sectors in mind, tailoring goals and objectives to fit audience needs. The following section summarizes the target audiences of CRI, and potential approaches for outreach in a changing socio-economic landscape.

2. Target Audiences

The following table summarizes the target audiences of the CNMI Coral Reef Initiative, including a brief forecast of audience needs and emergent concerns, and our approach to addressing these issues.

Target Audience	Current Audience Needs	Future Needs and Emerging Issues	New Approaches
<p>Local community groups and local (resident) recreational users: This audience constitutes what is commonly referred to as “the general public”. A population of local residents and community groups that are resource users, but not necessarily with a specific commercial or subsistence interest in the resources.</p>	<ul style="list-style-type: none"> To understand the importance of CNMI’s coral reefs and marine protected areas. To understand how their day-to-day actions as local stewards affect the condition of the reef. To understand what can be done, both individually and collectively, in a public capacity, to contribute to coral reef protection. 	<ul style="list-style-type: none"> As upcoming CRCP-funded projects will aim to revise and enhance Marine Protected Area (MPA) management plans, regulations, and policy, this audience needs to be better informed about changes to the rules and regulations in Marine Protected Areas. The local community will need to be equipped with the appropriate tools or to extend their knowledge of coral reef conservation and stewardship to other audiences that demonstrate behaviors that are detrimental to marine resources (e.g. tourists). 	<ul style="list-style-type: none"> Include, as a standard component of outreach materials, an element that enables this target audience to extend knowledge and best practices to other target audiences. Ensure communications materials frame the local population as the primary stewards of marine resources, reducing the common conception that conservation is implemented through a select subset of local government programs and managers.
<p>Tourists: Those visitors to the island with temporary stays, not including the operators of privately arranged tourism activities.</p>	<ul style="list-style-type: none"> There is a long-standing, pervasive need for this audience to understand the sensitivity of marine resources and reef ecosystems, and what tourist behaviors are appropriate or damaging. 	<ul style="list-style-type: none"> With an increasing trend in tourism and proliferation of tour operators, the tourists themselves must be equipped with the knowledge of how sensitive and vulnerable CNMI reefs are, and what behaviors are detrimental to these ecosystems, regardless of what tour operators are promoting. 	<ul style="list-style-type: none"> Recent efforts to equip tourists with crucial knowledge of coral reef sensitivity and damaging human behaviors can focus more heavily on “early intervention” measures prior to, and upon arrival in CNMI.
<p>Marine sports operators (MSO)/Tour operators: The commercial enterprises that offer tours and recreational opportunities specifically tailored to groups of tourists and foreign visitors.</p>	<ul style="list-style-type: none"> General compliance with DCRM’s Marine Sports Operator regulations. Ability to steer clientele (tourist) behavior in a manner that avoids direct and indirect damage to the reef. 	<ul style="list-style-type: none"> Increased tourism has resulted in higher concentrations of impacts of day-to-day activities in the marine environment. Recent completion of marine planning efforts and lagoon use management plans offer a wide range of sustainable management and conservation options that tour operators will need to be aware of. 	<ul style="list-style-type: none"> Implementation of tour operator’s certification program Communication of Saipan Lagoon Use Management Plan (SLUMP) recommendations to tour operators.

Target Audience	Current Audience Needs	Future Needs and Emerging Issues	New Approaches
<p>Fishing Community: All those participating in fishing activities, whether for commercial, subsistence, or other non-commercial reasons.</p>	<ul style="list-style-type: none"> To understand the location and boundaries of No Take Zones (NTZs) or Marine Protected Areas, and which regulations apply within them. To be informed about fishing regulations, unsustainable fishing practices, and overfishing. To understand immediate and long term negative impacts of unsustainable fishing practices (e.g. life stage and vulnerability of certain catch). 	<ul style="list-style-type: none"> Marine Protected Area boundaries will need to be conveyed in a very obvious manner as general use of the Saipan Lagoon and nearshore managed areas increases. Marine Protected Area Management Plans need to be updated and adopted by the implementing agency and funding agency. Significant changes in MPA policy will need to be communicated to all marine and coastal stakeholders. Marine Protected Areas need to be properly enforced as general use of MPAs increases. Actions that residents can take in response to violations must be clearly communicated. 	<ul style="list-style-type: none"> Begin to work more closely with fishermen to support coral reef conservation, communicating alignment of management priorities and healthy fish populations. Train community members to report violations.
<p>Teachers/Students: Including all members of the CNMI Public School System, as well as private institutions, and Northern Marianas College.</p>	<ul style="list-style-type: none"> Enable access to coral reef and climate change education materials. Provide hands-on learning and demonstration opportunities for youth and adults. To extend outreach regarding rules and regulations of Marine Protected Areas, including which fishing nets can be used and which species cannot be harvested, into school systems. 	<ul style="list-style-type: none"> The school system is increasingly open to new material within its curricula, therefore coral reef awareness and conservation needs to be integrated into local curriculum at multiple levels. The program needs to provide school visits and field trips for K-12. Funding for materials and transportation is needed to take students out on field trips to visit MPAs or participate in CNMI Snorkels activities. 	<ul style="list-style-type: none"> Schedule regular school visits and build a partnership with teachers. Provide a curriculum and communication materials that make it easy for teachers to integrate. Provide training to teachers in coral reef conservation.
<p>Private Landowners and Developers: Those individuals and groups that play a direct role in the configuration of land uses, and changes in watershed health throughout the CNMI.</p>	<ul style="list-style-type: none"> To understand the importance of their watershed, its function, and the natural and anthropogenic activities that cause polluted runoff affecting reef health. 	<ul style="list-style-type: none"> Economic shifts within the Commonwealth have provided landowners and private developers with opportunities to transform land use and land cover within large areas of CNMI watersheds. Timing is critical for landowner and developer training on 	<ul style="list-style-type: none"> Provide educational material and training to landowners and other private interests in stormwater management and simple erosion control techniques.

Target Audience	Current Audience Needs	Future Needs and Emerging Issues	New Approaches
	<ul style="list-style-type: none">• To understand the importance of sustainable coastal development and economic value of natural resources.• To learn about cost-effective ways to mitigate their impacts.	erosion control and stormwater management in order to reduce polluted run-off for the benefit of a healthy watershed.	

Secondary Audiences

Secondary Audiences are those stakeholders and groups that can play a key role in the effectiveness of the overall communications strategy. These audiences are not necessarily the initial target audience for communications, but need to understand the overall CRI strategy, and agree to partner in its implementation due to their area of influence.

Secondary Audience	Description of influence
Regulatory agencies <ul style="list-style-type: none"> ○ BECQ ○ DLNR/DFW ○ DPL ○ Zoning ○ DPW ○ DPS 	<ul style="list-style-type: none"> ● Regulation of Coastal Zone and nearshore waters ● Outreach capacity through consistently funded initiatives ● Enforcement capacity through federally-funded programs in the coastal zone and marine environment ● Oversight authority over commercial and resource user activities in marine ecosystems and marine managed areas ● Mandates to protect and conserve coral reef and seagrass ecosystems
Policy/decision makers <ul style="list-style-type: none"> ○ Government bodies ○ Regulators ○ Courts ○ Corporations ○ Agency Board members ○ CNMI Legislature ○ CNMI Office of the Governor 	<ul style="list-style-type: none"> ● Enable legislation that may revise or enhance policy related to coral management priorities ● Supporting conservation efforts through more informed decisions by agency leadership ● Providing “political will” to push coral conservation and management down through lower tiers of government
Mass Media (Newspapers, Television, Theater)	<ul style="list-style-type: none"> ● Information dissemination ● Capacity to address multiple audiences simultaneously
Marianas Visitors Authority	<ul style="list-style-type: none"> ● Primary partner in promoting best practices for tourism-based economy ● Able to initiate tour operator trainings, certifications, and site-based conservation efforts ● Able to reach foreign visitors and increasing tourist numbers with outreach in multiple languages, and ensure best practice are communicated in a manner tailored to visitor cultures

With these audiences in mind, CNMI CRI can better assess its own capacity to address these needs. The following sections dissect the Program’s strengths and challenges, ultimately identifying the unique role and areas of opportunity for a targeted outreach and communications approach.

3. Program Self-Assessment & Niches

The following table provides a high-level overview of the CNMI CRI’s current assets and areas for improvement. This is followed by an assessment of barriers to effective communications (“Threats and Challenges”), and the roles that CRI programs can play in overcoming these barriers and achieving outcomes (“Program Profiles”).

A synthesis column in the “Program Profiles” table provides a summary of the CRI Communications approach, along with three broad outcomes related to (1) knowledge, (2) stewardship, and (3) capacity building. These three outcomes form the basis for goals and objectives within the overall communications strategy.

CNMI Coral Reef Initiative Strengths, Weaknesses, Opportunities, and Threats

<p>Strengths</p> <ul style="list-style-type: none"> • Long-standing relationship with environmental NGO that specializes in outreach and community engagement • Strong partnership with community including community group partners and CNMI's public and private schools. • Consistent branding and messaging over time • Trained staff/capacity within implementing agency and partners • Robust information & data on CNMI's Coral Reefs to support knowledge dissemination • Ample technical capacity to distill complex science and data into communications material • Existing Local Action Strategies, watershed restoration efforts, and management plans • Support from directors • Team has a shared vision 	<p>Weakness</p> <ul style="list-style-type: none"> • Declines in funding • Need for additional supporting agencies beyond primary CRI partners • Need to identify conservation champions within the community, and in the political arena • Lack of enforcement of Marine Protected Areas • Regulatory agency and community weak with enforcing and reporting of violations throughout coastal zone and nearshore waters. • Outdated regulations with no consistent framework for updates • Lack of personnel to implement, enforce, and develop <i>new</i> programs. • No designated leadership (at all levels) leading to lack of political will at times • Diverse interests in resource use within the community • Multiple large scale stressors (biophysical and socio-economic) • Lack of opportunities for community volunteers to be routinely involved
<p>Opportunities</p> <ul style="list-style-type: none"> • Communications to emerging audiences about coral reef conservation • Replication of successful practices for other priority watersheds • Building community cohesiveness by connecting different target audiences (e.g. local residents and tourism sector) • Building new partnerships with landowners and private interests • Building capacity within agency using training resources and highly successful internship program 	<p>Threats</p> <ul style="list-style-type: none"> • Rapid development and urban sprawl • Lack of political will and inconsistent leadership due to turnover • Competing priorities for current administration and decision-makers • Difficulties in communicating economic value of coral reef resources to audiences engaged in economic planning and development

Cross-Cutting Threats and Issues

Building on the examination of challenges in the table above, the following themes have proven potential to hinder the effectiveness of outreach and communication efforts (e.g. foreign languages, decision maker turnover, etc...), and therefore provide a means of further focusing communications goals and objectives.

Apathy

Some target audiences have no personal, cultural, recreational, or self-evident connection to the waters and reefs of the CNMI. Because of consequent apathy, many are less likely to take responsibility for stewardship of the CNMI's resources.

Awareness

Lack of awareness includes a lack of education and a lack of knowledge about our marine environment, and must be addressed through a range of approaches, particularly through education in schools and outreach to different segments of the community that may not be aware of how best to care for the CNMI's coral reefs, or where to go for information about stewardship in general. If people are not educated about the rules and regulations associated with coral reef environments and marine protected areas, or general conservation actions, they will not be able to follow them.

Tourism

Increased tourism, without the implementation of best practices, continues to result in habitat destruction and detrimental harvesting activities. Tourists may not be aware of the damaging effect they can have on the reef environment when they walk on the reef, remove coral, or contribute in a wide variety of other ways to the destruction of the CNMI's reefs.

Cultural Diversity

Language barriers, lack of vested interest in the health of the coral reefs, and the impact of an increasingly multi-cultural society have cultivated a plethora of attitudes, beliefs, and relationships with the marine environment that may be misinformed, or uninformed. Outreach and communications efforts cannot be effective without tailoring materials or projects to be culturally relevant.

Lack of Respect for Traditional Practices

Lack of respect for traditional practices can lead to habitat destruction and over-harvesting, particularly where traditional systems of management and self-control are not observed. As the CNMI population grows, due in large part to immigration of people from all over the world, traditional Chamorro and Carolinian practices are threatened, ultimately creating a disconnect between various cultural groups and shared marine resources.

Social Demands

Social demands and stressors include poverty, poor infrastructure, and general increases in population. A strong relationship has been observed between increasing demand for amenities and finite resources among a growing population, and overall reduction of watershed health and water quality. This cross-cutting issue can undermine more targeted communications efforts, as it is difficult for the community to see positive results from behavior change while larger forces at work continue to degrade marine ecosystem health.

The table on the following pages summarizes how each CRI focus area (Education/Outreach, MPAs, and Watershed Coordination) is equipped to address the suite of cross-cutting issues outlined above, and synthesizes the outcomes of these program approaches into a set of three goals. These goals form the foundation of this strategic communications plan.

CRI Communications Program Profiles

Program:	CRI Education and Outreach	CRI MPA Outreach and Policy	CRI Watershed Coordinator – CAPs/Priority Watersheds	Overarching Synthesis: All CRI Programs
Audiences (Target and Secondary):	<p>Students and Teachers</p> <p>Tourists and Tour Operators</p> <p>Local community resource users (recreational and subsistence users)</p>	<p>Policy Makers</p> <p>Regulatory Agencies</p> <p>Students and Teachers</p> <p>Tourists and Tour Operators</p> <p>Fishing Community</p>	<p>Landowners</p> <p>Farmers</p> <p>Developers and Private Interests</p> <p>Policy Makers</p> <p>Regulatory Agencies</p> <p>Students and Teachers</p>	<p>Synthesis of program audiences (See Section 2):</p> <p>Landowners</p> <p>Farmers</p> <p>Developers and Private Interests</p> <p>Policy Makers</p> <p>Regulatory Agencies</p> <p>Students and Teachers</p> <p>Local community resource users</p>
Niche:	<p>Awareness and Appreciation Focus Area</p> <p>Integrating coral reef education and hands on opportunities for youth and adults</p>	<p>Fishing Impacts and MPA Focus Area</p> <p>Work with individuals and communities to be actively involved in managing our marine protected areas, and cultivating sustainable fishing practices.</p>	<p>Land-Based Sources of Pollution Focus Area</p> <p>Work with individuals, communities, and across agencies to be actively involved in watershed protection, restoration, and management.</p>	<p>Synthesis of program niches:</p> <p>All target audiences have opportunities to learn about our diverse near-shore coral resources, the benefits of these resources, current threats, and conservation actions that various audiences can take to protect our coral reefs and watersheds.</p> <p>General education and outreach efforts should be customized by CRI programs to specifically address fishing impacts, MPA management and policy, and watershed health.</p>
Outcome: Knowledge	<p>Education and outreach is founded upon information that uses the most recent data and trends, allowing for an up-to-date knowledge base.</p>	<p>Increased understanding and compliance with fishing regulations and the current state of CNMI MPAs, communicated in a form digestible to decision makers.</p>	<p>Increased awareness of effects of land-based sources of pollution on water quality and coral reefs, and understanding of best practices to reduce impacts.</p>	<p>GOAL 1: To transfer a more cohesive understanding of the value of CNMI’s coral reef ecosystems and watersheds to target audiences, with updated information on resource status.</p>

Program:	CRI Education and Outreach	CRI MPA Outreach and Policy	CRI Watershed Coordinator – CAPs/Priority Watersheds	Overarching Synthesis: All CRI Programs
Outcome: Stewardship	Information and educational resources that promote positive best practices among the local community and tourism sector are placed in the hands of those target audiences.	Updated, adaptive management plan(s) that address the CNMI’s MPAs have included priorities and actions that are easily understood by, and communicated to target audiences at the decision-making and policy development level.	Landowners, farmers, developers, and other private interests are aware of best management practices that limit land-based sources of pollution as watershed management plan priorities are conveyed to those audiences through customized outreach materials.	GOAL 2: To extend the wide range of information and tools necessary for effective stewardship in a way that easily conveys the connection between target audiences’ interests and specific actions those audiences can take.
Outcome: Building capacity	The media and tourism sector are actively partnered with CRI education and outreach efforts, and therefore able to extend and distribute knowledge pertaining to conservation best practices to a wider universe of audiences.	Updates to MPA policy, regulations, and management plans have included participation from the local resource users, fishing community, resource managers, and decision makers, thus enabling target audiences to take ownership of MPA policy and planning.	Through participation in field-based outreach and education activities, the audiences and stakeholders that have been targeted in CNMI conservation action plans (CAPs) are equipped with experience-based knowledge and skills to continue implementing CAPs.	GOAL 3: To transfer the knowledge bases and resources of CNMI conservation practitioners and managers to the audiences involved in implementing and/or spreading conservation efforts, thus greatly expanding the sphere of the Coral Reef Initiative’s influence and effectiveness.

4. Strategy: Goals, and Objectives

Goal 1: To transfer a more cohesive understanding of the value of CNMI’s coral reef ecosystems and watersheds to target audiences by using updated information on resource status.

Objective 1.1: By April 2019 the CNMI Coral Reef Initiative will tailor its entire knowledge base for coral reef ecosystem and watershed outreach through the development of updated outreach and communication materials, as well as evaluation instruments, targeting specific audiences.

Objective 1.1 Strategic Approach

Activity/Output <i>What will be done or produced?</i>	Responsibilities <i>Who will do it?</i>	Timeline <i>By when?</i>
All (100%) MPA-related outreach materials intended for media outlets are updated to reflect fisheries and reef monitoring project results gathered from 2015 to present, and address specific target audiences within the advertisements.	Led by the MPA Coordinator, with support from the CRI Education and Outreach Coordinator and CNMI Marine Monitoring Team. This output will also require some coordination with the Division of Fish and Wildlife’s Fisheries Section.	50% of materials updated by September 2018. 100% of materials updated by April 2019.
All (100%) “Ridge to Reef” focused outreach materials are updated with CNMI watershed and marine monitoring project results gathered from 2015 to present, and address specific target audiences within fact sheets and “Reef Tips” articles.	Led by the CRI Education and Outreach Coordinator, with support from the Watershed Coordinator and Marine Monitoring Team	50% of materials updated by September 2018. 100% of materials updated by April 2019.
All (100%) Pre and post-program quizzes and surveys are updated to reflect the information and messages in new outreach materials. Surveys are specific to target outreach audiences.	Led by the CRI Education and Outreach Coordinator	100% of quizzes and survey instruments updated by April 2018, acknowledging opportunities to modify survey instruments as outreach materials are updated through April 2019.

Objective 1.1 Evaluation Metric(s):

- Percentage of MPA-related outreach materials and media updated with the most recent marine monitoring and fisheries data (Evaluated in April 2018, and April 2019)
- Percentage of “Ridge to Reef” focused outreach materials updated with the most recent marine monitoring and watershed project results (Evaluated in April 2018 and April 2019)
- Percentage of pre- and post-program surveys and quizzes updated to reflect updated communications materials and specific target audiences.

Objective 1.2: By, September 2019, all materials that were updated or developed under Objective 1.1 are implemented at CRI outreach opportunities identified in the CNMI’s Cooperative Agreement with NOAA, including media-based outreach, school programs, environmental expos, and “Ridge to Reef” summer camps (Appendix A).

Objective 1.2 Strategic Approach

Activity/Output <i>What will be done or produced?</i>	Responsibilities <i>Who will do it?</i>	Timeline <i>By when?</i>
MPA outreach is conducted with updated materials reflecting current resources, MPA issues, and policy advancements, as developed in Objective 1.1, including: 18 advertisements in printed news media, an advertisement running for 2 months on local radio (160 ads), 2 months of advertisement in the local movie theater, and distribution of the updated outreach materials at Environmental Expos, “Ridge to Reef” Summer Camps, and meetings with Marine Sports Operators.	Led by the MPA Coordinator, and conducted in concert with the Education and Outreach Coordinator.	<p>September 2018</p> <ul style="list-style-type: none"> - (Movie Theater advertisement; Outreach at Environmental Expos) <p>September 2019</p> <ul style="list-style-type: none"> - (Newspaper and Radio advertisements; Outreach at “Ridge to Reef” camps; Distribution of materials to Marine Sports Operators/Tourism target audience)
100% of youth program outreach (e.g. school system; Watershed Warriors) includes materials with updated information on the status of CNMI priority watersheds and land-based sources of pollution, including the incorporation of new watershed data from Talakhaya projects and water quality violations on Saipan into outreach.	Led by the Watershed Coordinator, with direct support from the Education and Outreach Coordinator, and additional support from the BECQ Water Quality Monitoring program and NOAA Coral Fellow	September 2019 (see Appendix A – Calendar of Events)
Updated information as described in objective 1.1 is conveyed through field experiences, including: Eyes of the Reef citizen science initiative, CNMI Snorkels Day, NMC’s 4H Riptide Program, Watershed Warriors field trips, and “Ridge to Reef” Eco Camps.	Led by the Education and Outreach Coordinator, with field support from the CNMI Marine Monitoring Team and Watershed Coordinator	September 2019 (see Appendix A – Calendar of Events)

Objective 1.2 Evaluation Metric(s):

- Number of print and radio advertisements featuring updated MPA information
- Number of days with movie theater advertisements featuring updated MPA information
- Number of updated MPA brochures, stickers, and other “handout” materials distributed during outreach events at environmental expos, community meetings, and youth programs
- Number of participants in Eyes of the Reef program and post-program survey results
- Number of participants in NMC’s 4H Riptide Program and post-program survey results
- Number of participants in “Ridge to Reef” Eco Camps, and results of post-camp quizzes
- Number of participants in Watershed Warriors field trips, and results of post-trip surveys

Goal 2: To extend the wide range of information and tools necessary for effective stewardship in a way that easily conveys the connection between target audience interests and specific actions they can take.

Objective 2.1: By April 2019 all target audiences are provided with stewardship education and tools that can help them understand how their individual behavior impacts the environment and connects them with local ecosystems.

Objective 2.1 Strategic Approach

Activity/Output <i>What will be done or produced?</i>	Responsibilities <i>Who will do it?</i>	Timeline <i>By when?</i>
Three actions specific to fishing community integrated into MPA outreach materials, and conveyed at community meetings.	Led by the MPA Coordinator, and conducted in concert with the Education and Outreach Coordinator.	April 2019
Five major actions or behaviors promoted or discouraged in 100% of outreach conducted for the tourism and marine sports operator target audiences.	Led by the Education and Outreach Coordinator, and additional support from the DCRM Communications Team.	April 2019
100% of Reef Tips articles in print-based news media include specific actions and associated target audiences within their content.	Led by the Education and Outreach Coordinator, and additional support from the Watershed Coordinator and MPA Coordinator.	April 2019

Objective 2.1 Evaluation Metric(s):

- Number of participants at fishing derby who visit CRI booth
- Percentage of schools and percentage of public school system student population reached by MPA presentations
- Percentage of college students reached by MPA presentations
- Percentage of outreach opportunities participated by fishermen
- Percentage of participants who sign coral reef pledge
- Percentage of participants who participate in coral 101 trivia
- Percentage of participants/fishermen who receive information on MPA rules and regulations
- Frequency of one-on-one interactions with community
- Percentage of activities where community feedback is requested
- Number of MPA site visit/tours offered
- Number of reported violations at MPAs (Indicating an increase in community knowledge of MPA rules and regulations)
- Number of community presentations regarding fisheries and MPAs
- Number of people who attend community presentations
- Number of news stories related to fishing community
- Number of calendars distributed to fishermen

- **Percentage of MSO who receive information on best practices. Number of participants at MSO meetings/forum**
- **Number of meetings held with fishing community**
- **Number of advertisements published related to coral reefs, watersheds, and MPA information.**
- **Number of briefings with press**
- **Percentage of prepared “key messages” issued appear in media coverage**

Goal 3: To transfer the knowledge bases and resources of CNMI conservation practitioners and managers to the audiences involved in implementing and/or spreading conservation efforts, thus greatly expanding the sphere of the Coral Reef Initiative's influence and effectiveness.

Objective 3.1: By, September 2019, work with and provide support to partnering agencies in integrating CRI related conservation and stewardship practices into their existing programs and initiatives. More than 50% of partner agencies, identified in this plan as [secondary audiences](#), have included CRI's action-oriented materials or information into their agency's printed material, plans, or media.

Objective 3.1 Strategic Approach

Activity/Output <i>What will be done or produced?</i>	Responsibilities <i>Who will do it?</i>	Timeline <i>By when?</i>
....x duration of advertisements and quantity of materials distributed through MVA at the airport, and through its events.	Led by the Education and Outreach Coordinator, and additional support from the Watershed Coordinator and MPA Coordinator.	September 2019
100% of materials distributed to tour operator target audience and MVA include translations in Korean and Chinese.	Led by the Education and Outreach Coordinator, and additional support from the Watershed Coordinator and MPA Coordinator.	September 2019
Updated CRI Outreach materials and information, as described in Objectives 1.1 and 2.1, are directly incorporated into plans or printed materials of partner agencies.	Led by the Education and Outreach Coordinator, in partnership with CRI's secondary audiences .	September 2019

Objective 3.1 Evaluation Metric(s):

- Number of participants enrolled in Tourism Certification Program
- Number of times advertisement is played at airport
- Number of communication materials distributed to tour operators
- Percentage of participants who complete Tourism Certification Program
- Percentage of partner agencies that have incorporated CRI action-oriented information or tools into their plans, policies, or printed materials

Appendix A: Calendar of Education and Outreach Events and Opportunities 2018-2019

<i>Date</i>	<i>Activity/Event</i>	<i>Comments</i>
January 2018		
January 11, 2018	4H Riptide Program	Coral Reef and Watershed Presentation
January 19, 2018	CNMI Snorkels Day	Coral Reef, Watersheds, and Marine Debris Presentation
February 2018		
February 6, 2018	GTC Elementary School (4 th grade, 3 sections, 62 students)	Coral Reef Presentation
February 8, 2018	GTC Elementary School (5 th grade, 2 sections, 48 students)	Coral Reef Presentation
February 8, 2018	4H Riptide Program	Coral Reef and Watershed Presentation
March 2018 Launch IYOR 2018		
March 3, 2018	MINA's Schools for Environmental Change	Coral Reef and Watershed Presentation/Eyes of the Reef/International Year of the Reef
April 2018- April is Environmental Awareness Month		
April 24-27, 2018	Environmental Expo	Coral Reef Presentation and Display
April 29, 2018	Flame Tree Arts Festival	International Year of the Reef Rain Barrel Art Contest
May 2018 – May is Tourism Month		
May 5-26, 2018	Taste of the Marianas	Coral Reef Display
June 2018		
June 1, 2018- August 11, 2018	CRI Summer Internship Program	10-week summer program, opportunities for field-based training
June 11-15, 2018	Youth Environmental Stewardship Program	Four day Ridge to Reef Camp on Tinian themed 2018 International Year of the Reef
June 18-21, 2018	4H Camp Magalahi	Three day Ridge to Reef Camp on Saipan
June 8, 2018	World Oceans Day	Film screening- Chasing Coral
July 2018		
July 2018	Youth Environmental Stewardship Program	Four day Ridge to Reef Camp on Rota
July 16-20, 2018	4h Maga'lahi Camp	Five day Saipan Camp
August 2018		

August 11, 2018	CRI Summer Internship	Managaha Field Trip: Human Impact surveys/Eyes of the Reef
September 2018		
September 16, 2018	International Coastal Cleanup	Opportunity to present to participants.
January 2019		
	School Visits	10 th grade
	CRI Tide Chart Calendar	Distribute CRI Tide Chart Calendar to fishermen, marine sports operators, and community residents
	Distribute new Eco Cards	Replace existing eco cards and sign up new vendors
February 2019		
	School Visits	11 th grade
March 2019		
	School Visits	5 th grade
April 2019- April is Environmental Awareness Month		
	Environmental Expo	4 th grade: Coral Reef Presentation and Display
	Flame Tree Arts Festival	Coral Reef Display
	Reef Tips	Publish Reef Tip articles during Environmental Awareness Month
May 2019 – May is Tourism Month		
	Taste of the Marianas	Coral Reef Display
June 2019		
	CRI Summer Internship Program	10-week summer program, opportunities for field-based training
	Youth Environmental Stewardship Program	Four day Ridge to Reef Camp on Tinian
	World Oceans Day	Film screening- Chasing Coral
July 2019		
	Youth Environmental Stewardship Program	Four day Ridge to Reef Camp on Rota
	4h Maga'lahi Camp	Five day Saipan Camp
August 2019		
	CRI Summer Internship	Managaha Field Trip: Human Impact surveys/Eyes of the Reef
September 2019		
	International Coastal Cleanup	Opportunity to present to participants.