

**PCI-MEDIA IMPACT SUBMISSION  
TO THE IN-DEPTH REVIEW OF THE IMPLEMENTATION OF THE PROGRAMME OF WORK ON  
ISLAND BIODIVERSITY**

*June 30, 2011*

PCI-Media Impact (Media Impact) has been committed to the advancement of conservation of island biodiversity and sustainable livelihoods through the use of strategic communications for behavior change for more than twenty years. This work directly contributes to the achievement of the Aichi targets, specifically:

- **Strategic goal A.** Address the underlying causes of biodiversity loss by mainstreaming biodiversity across government and society
- **Strategic Goal E:** Enhance Implementation through participatory planning, knowledge management and capacity building

The thrust of Media Impact's communication campaigns center around capacity-building and coalition-building, using Entertainment-Education to amplify voices and engage audiences on targeted environmental and social issues. Media Impact's unique *My Community* methodology empowers stakeholders to improve their own lives through mentoring, training, access to powerful media platforms, and sustainability-planning.

In January 2010, Media Impact, the Organization of Eastern Caribbean States and 13 partner organizations initiated My Island – My Community, an ambitious new partnership committed to re-scripting community based adaptation to climate change, biodiversity conservation, population and sexual and reproductive health and regional integration.



In June 2011, the My Island – My Community radio drama entitled Callaloo will start to go on air in 15 Caribbean countries with a regional radio drama that weaves together relevant information through the use of a compelling story that is of strong interest and culturally appropriate for the people of the different island nations.

In each of the participating countries, national coalitions comprised of local Community Based Organization (CBOs), Non-Government Organizations (NGOs), government agencies, radio stations, academics, and scientists are joining together to create

an action-oriented and culturally relevant set of initiatives. Each coalition will develop My Community action campaigns to complement the radio drama through multi-tiered public awareness activities, including: interactive radio call-in shows, capacity development activities, music festivals, school visits, and other relevant community engagement initiatives. With action on the ground in 15 countries, regional sharing will allow for unique peer-to-peer learning opportunities; regional advocacy; capacity building and significant economies-of-scale in implementation.

The three overall objectives of the program are:

- Strengthen the capacity of organizations across the Caribbean to effectively use communications to build resilience and catalyze change in their communities;
- Build a community of supporters ('coalitions') in the region that engage in activities to promote the actions encouraged in the drama; and,
- Promote positive changes in the relevant knowledge, attitudes, and behaviors around targeted social, health, environmental and economic issues.

My Island - My Community will be broadcast across the 15 Caribbean countries of Anguilla, Antigua and Barbuda, Barbados, Bahamas, Belize, British Virgin Islands, Dominica, Grenada, Montserrat, St. Kitts and Nevis, St. Lucia, St. Marteen, St. Vincent and the Grenadines, Trinidad and Tobago, and Jamaica. My Island – My Community targets multiple key target audiences – decision makers, opinion leaders, faith-based groups, youth, women, government, as well as members of the public at large.

Media Impact’s work in the Caribbean dates back to 1990 and our collaboration with Rare to produce *Apwe Plezi*, a local radio drama in St. Lucia promoting conservation of biodiversity amongst other priority issues. The program was broadcast for three years and resulted in positive increases in knowledge, attitudes and behavior. This success led to similar project work on the neighboring islands of St. Vincent, Grenada, Dominica and Antigua. Media Impact oversaw the production and broadcast of 104 episodes of *Coconut Bay* in 2000. This island-based drama was one of the top-rated programs in the OECS region. These programs addressed a variety of social issues, such as family planning and biodiversity conservation in the Eastern Caribbean.

In efforts to support the global advancement of conservation of island biodiversity, PCI Media Impact has actively engaged with the Global Island Partnership to support advancement of its mission. In January 2010, PCI Media Impact’s Executive Director, Sean Southey, was invited as a representative to the Global Island Partnership Steering Committee and soon after commitment under the Partnership to jointly fund an Islands Communications Manager focused on planning and implementing communications initiatives to advance conservation of biodiversity and sustainable livelihoods of island communities globally.

In January 2011, Jessica Robbins was appointed as the Islands Communications Manager based in PCI-Media Impact’s New York office. In this dual role, Jessica coordinates the My Island My Community program as well as implementation of the Global Island Partnership Communications Strategy.

PCI-Media Impact (Media Impact) is an international leader leveraging the combined power of the media and the inspiration of storytelling to change communities around the world. During 25 years of work with partners, Media Impact has produced more than 3,000 Entertainment-Education episodes of 100 programs, increasing knowledge, changing attitudes and facilitating behavior change on some of the most pressing issues of our time, including biodiversity conservation, climate change, sustainable development, HIV/AIDS prevention, human rights and democracy. These productions have reached more than 1 billion people in 34 countries.

Regional and International Partners of My Island My Community - Caribbean

