



Dear My Island My Community Partners,

The past few months have been rewarding and challenging for Media Impact. Our New York office has been reminded that we all face increased dangers from a changing climate with the impacts of post-tropical Hurricane Sandy. It serves also to remind us how critical it is for us all to take urgent action to adapt to climate change.

We were fortunate that none of our staff were injured or had houses badly damaged however our NYC office was offline for a full week with some staff still without heat and hot water. We do hope that all your friends and families in the Caribbean and USA are safe.

On brighter notes, here are some of the highlights from the past few months:

- We are getting very close to our 100<sup>th</sup> episode with Callaloo now broadcasting episodes 80 to 91!
- Our team and partners in St Lucia have been full steam ahead engaging school groups in activities to promote awareness of climate change adaptation and biodiversity conservation in our first My Island Community Action Campaign.
- HIV/AIDS storylines have been integrated into primetime TV broadcast across the Caribbean.
- 8 radio magazines were produced and broadcast in Grenada and St Vincent & the Grenadines to raise awareness around climate change and ecosystem based adaptation as part of the The Nature Conservancy's At The Water's Edge (AWE) program.
- HIV/AIDS radio call-in shows have been hosted in Grenada and will be rolled out in another five OECS countries in the lead up to World AIDS Day in December 2012.
- A significant My Island mid-term evaluation is in progress including an evaluation survey, in-depth interviews, focus groups and clinic-exit interviews. These results will be the basis of the final report for the CARISMA II project initiated in late 2011.

Our team would like to sincerely Will Banham for his time and commitment to My Island My Community and programs of Media Impact and we wish him well in his future endeavors. Brenda Campos will now be responsible for oversight of the My Island program with the support of Alleyne Regis (Caribbean Regional Manager) and Jessica Robbins (Islands Communications Manager).

### 2012 Achievements for My Island My Community

#### *Community Action Campaigns on the Ground*

In support of the climate change and biodiversity conservation objectives of **My Island My Community**, our **Saint Lucia** team, together with partners, has initiated the execution of four major campaign activities to help St Lucians confront the emerging consequences of climate change by appreciating/rehabilitating the natural sea defenses of the *Mankòtè* mangroves and surrounding coral reefs. The goal of the campaign is to use creative and engaging activities to:

- Increase appreciation of the value of the island's mangroves, specifically the *Mankòtè Mangrove*, and its role in climate change.



- Build a well informed, engaged community who will take action to protect valuable ecosystems, particularly to participate in clean up and rehabilitation of mangrove sites on Saint Lucia.

The key activities of ***My Community Action Campaign - Saint Lucia*** include primary and secondary school visits as well as community visits and presentations. These will culminate in a cleanup/rehabilitation of part of the *Mankòtè Mangrove* site on Saint Lucia in March 2013. Alleyne and Della have been joined by Government and NGO partners to undertake the primary and secondary school visits which has stimulated a great deal of interest and attention and hype around climate change issues. Further stories from these events will be shared with you as they emerge.

Grenada is in the final stages of campaign planning and will be rolling out similar activities focused in the Woburn Clarke's Court Bay Marine Protected Area. Similar community action campaigns are also being planned in St Vincent & the Grenadines, The Bahamas and Tobago with funding provided by USFWS. Further funding is urgently needed however to deepen these campaigns and roll out further campaigns across all participating countries.

### ***Callaloo***

The *My Island My Community* team has produced more than 80 episodes of 'Callaloo', the regional E-E radio drama series. We are on air in 10 countries on 11 radio stations addressing biodiversity conservation, climate change adaptation and HIV/AIDS issues. Agreements have been reached to start broadcast in Belize, Barbados, St Maarten and Trinidad.

Media Impact leveraged results from the knowledge, attitude and behavior baseline survey conducted earlier this year, along with a substantive literature review and consultation with experts across the region, to develop a **scriptwriter's guide to HIV/AIDS in the Caribbean**. This guide provides technical advice to the scriptwriters of *Callaloo* to help translate science into relevant messages and actions in order to address knowledge, attitude and behavior changes in the key results areas. New scriptwriter's guides are also being developed for climate change adaptation and biodiversity conservation using results from the baseline and mid-term survey evaluation.

### ***HIV Storylines on Primetime TV***

Throughout 2012, Media Impact worked with the producers of an existing primetime Jamaican television series, *Blackburns of Royal Palm Estate*, to in-script HIV-themed storylines across ten episodes of the show. Media Impact liaised with Caribbean HIV experts, and television show producers, to identify and fashion the HIV messages and to incorporate messaging into the show. The messaging, and the season, premiered on Sunday, September 9 (episodes repeat each Wednesday) on ?. The HIV storylines will appear in the first 10 episodes of the season between September and November, addressing the need to protect your sexual health by using condoms at every sexual encounter, and the need to get tested for HIV. Focus groups are being planned with members of the target audience to gauge the impact of the messaging.

Media Impact has also partnered with the Caribbean Broadcasting Program, and Population Services International, to launch a re-broadcasting of the Jamaican-produced, HIV-themed film, NOT TO ME. Media Impact negotiated to distribute the film, throughout the region, using their network of 110 TV stations across 24 countries. As a part of that negotiation, CBMP inserted appropriate and relevant LIVE UP (a region-wide HIV campaign) elements into the film. CBMP sent the package out to their stations in early September, at which time it began airing across the region.

### **Building Regional Capacity**

As part of the At The Water's Edge (AWE) project, being implemented by The Nature Conservancy, Media Impact conducted two workshops in St Vincent & the Grenadines and Grenada focused on building the capacity of the representatives of the AWE project and other key local organizations to develop a set of eight, one-hour radio magazines, which were produced and broadcast with the AWE leaders to deepen public awareness of ecosystem based adaptation approaches to climate change.

### **Radio Magazines and Call-In Shows**

Radio hosts across the Caribbean are being mentored to host a series of HIV/AIDS radio call-in shows that will be aired across the Caribbean in the lead up to World AIDS Day (December 1, 2012). Grenada has already hosted their radio call-in show series which has prompted the radio station to host further shows. Three one hour long call-in shows will be hosted in each of the participating countries with each show focused on a result area.

**Radio Show 1:** Preventing HIV/AIDS infection and the role of consistent condom use

**Radio Show 2:** Improving perceptions of HIV positive people and reducing stigma

**Radio Show 3:** Improved attitudes about the acceptability of seeking sexual health care and using contraceptives and sexual lubricants

To prepare in-country moderators to host the shows, Media Impact has been providing mentoring to each participating station. This process has been challenging as it is difficult to get radio station management to confirm the radio moderator, requiring a great deal of follow up.

### Monitoring and Evaluation:

Media Impact has undertaken a significant mid-term evaluation survey with interviews conducted with 2250 respondents across St Lucia, St Vincent and Tobago. This evaluation will help to characterize the *Callaloo* audience by their demographic characteristics, as well as to assess listenership levels and listener perception of the entertainment and educational values of the radio drama, and to make sure that the educational messages are being perceived by the audience as they are intended by the creative team.

In addition to the survey, the mid-term evaluation also included:

**Reproductive Health Clinic Exit Interviews** – the Planned Parenthood Associations in St Lucia, SVG and also Grenada agreed to collect data from new patients which help to provide evidence if listening to *Callaloo* impacted on their decision to seek sexual health care.

**In-Depth Interviews** – These interviews explore how the individuals interact with *Callaloo* and specifically focus on how the program may have influenced them in their risk behavior and HIV/AIDS and Sexual Reproductive Health treatment decision making process.

Media Impact has also been continuing to work in collaboration with Population Services International (PSI) and Caribbean Broadcast Media Partnership (CBMP) to integrate questions related to the perception and exposure to *Callaloo* in their research, providing a strong source of independent data to complement our own research. . The results of this research will be critical to informing the Entertainment-Education components of the program and the baseline and mid-term surveys have helped to deepen our knowledge of HIV/AIDS in the Caribbean.

My Island My Community is the proud recipient of an **award for best monitoring and evaluation** from the Rainforest Alliance for July 2012.

### Next Steps:

1. Roll out the HIV/AIDS call-in shows across target countries
2. Launch of My Community Action Campaigns in Grenada, The Bahamas, St Vincent and Grenadines and Tobago
3. Finalize mid-term evaluation and develop the Scriptwriters Guides to Conservation and Climate Change
4. Continued mentoring and review of Callaloo storylines around priority areas
5. Secure further funding to support the program to end of 2013

**Thank you on behalf of the Media Impact team for your support!**

