



Port Royal is not only an important refuge for marine wildlife, but also a commercially important site for species such as the Atlantic thread herring, oysters, shrimp, and lobster.

Promoting Pride in Port Royal, Jamaica

Rare Pride is an innovative social marketing program that inspires local pride—and conservation—in the world's most important biodiverse areas.

Ecological Importance of Port Royal

Recognized as a federally mandated Protected Area in 1998 under the Natural Resources Conservation Authority Act, the Port Royal Protected Area is a treasure trove of cays, shoals, mangrove lagoons, coral reefs, seagrass beds, and surrounding shallow waters. The wetlands act as a hydrodynamic barrier that reduces wave energy from offshore. The mangroves within the site contain and reduce sediment and fresh water incident from the outfalls in the harbor, thereby protecting the marine areas, coral reefs, and seagrass beds. Port Royal's mangroves and sand dune vegetation further contribute to the stabilization of the shoreline and in turn, the coastal protection of the city of Kingston. Additionally, Port Royal serves as a refuge for many birds and mammals during adverse weather conditions and provides habitat for juvenile birds and marine organisms.

Threats to the Region

Increased recreational activity, anchoring boats on the cays, overfishing, housing construction, and commercial shipping all contribute to the rapid degradation of Port Royal's natural resources. Adverse effects on the ecology of the area have been noted by the removal of a section of Rackham's Cay and relocation of coral reefs to widen shipping channels.



PHOTO, above: Sea near Trident Castle (Definitive Caribbean). MAP: Jamaica (Madeleine Donachie).

What is Rare Pride?

Working with local partners in more than 40 countries, Rare runs grassroots marketing campaigns to motivate community support for conservation. We call them “Pride” campaigns, because they inspire people to take pride in, and protect, the charismatic species and natural treasures that make their regions so valuable and unique.



Centered around a flagship species, Pride campaigns use a variety of social marketing tools -- including billboards, ads, mascots, bumper stickers, comic books, events, classroom activities, and pop culture vehicles -- to reach every audience segment with conservation messages. The 18 month campaigns are all run by local activists trained at one of Rare's university centers in the UK, Mexico, or Indonesia.

Rare has run successful campaigns on four continents, many of which have built enough community support for conservation to establish new protected areas, reform legislation, reduce forest fires, and practice more sustainable agriculture. Rare's services are used by everyone from The Nature Conservancy and World Wildlife Fund to the United Nations – all of which seek greater involvement of local communities in their global conservation strategies.



Port Royal, Jamaica, Pride Campaign Goals

Rare is currently working with the Jamaican government's National Environment and Planning Agency (NEPA) to bring Pride to the Port Royal Protected Area. NEPA is The Nature Conservancy Jamaica Program's local partner in the region, and Rare is proud to have joined their efforts to preserve this ecologically important site.

Campaign goals:

- shift public behavior toward more sustainable practices—namely, sustainable tourism and minimal impact construction
- promote responsible recreation/improve trail interpretation in communities around a semi-urban protected area
- promote knowledge of regulations on fishing and mangrove conservation.
- foster the constituencies necessary for creating policy changes, legislative reform, and greater enforcement of protective laws

Although NEPA and TNC are already managing successful environmental education efforts to address unsustainable development of the coastline and harmful recreational activity, Rare Pride will enable them to reach a wider audience with more targeted messaging.

Local Leadership

Pride campaign manager Marsha Mason, a member of NEPA's Protected Areas team, has extensive experience and education in environmental management. Mason was trained for spent 10 weeks at Rare's training center based at the University at Kent. Having returned to Jamaica, she is currently conducting a thorough, quantitative threat assessment to properly prioritize target behaviors and audiences for the campaign. Thereafter, she will launch a year-long effort to inspire conservation in the communities of Port Royal.

PHOTOS, top to bottom: butterfly found in forests surrounding Port Royal (The Nature Conservancy); Bougainvillea Flowers (Definitive Caribbean).