

Capacity building for watershed management stakeholders in Trinidad and Tobago

Communication workshop 1:

Fondes Amandes Community Reforestation Project (FACRP),

St. Ann's, Trinidad and Tobago

Wednesday 10th July, 2013



RBC Royal Bank

A project managed by the Caribbean Natural Resources Institute (CANARI)

1 Introduction

Forest removal coupled with the current and expected impacts of climate change will compromise the availability and quality of freshwater, a critical resource in Trinidad and Tobago. Locally, there have been various initiatives to encourage water conservation and to protect and manage watersheds. These efforts have however, not been able to sufficiently nor sustainably reverse nor reduce the causative issues which compromise freshwater quantity and quality. There is a need therefore to improve the systems which are in place for watershed protection while simultaneously encouraging public awareness and participation in water conservation.

CANARI has undertaken the *Capacity Building for Watershed Management Stakeholders in Trinidad and Tobago* project under its 'Forest and Livelihoods' thematic programme. The goals of this project are to:

- improve the effectiveness of community watershed management programmes in Trinidad and Tobago
- build the capacity of community groups involved in watershed management in Trinidad and Tobago; and
- enhance public education and awareness on watershed management in Trinidad and Tobago.

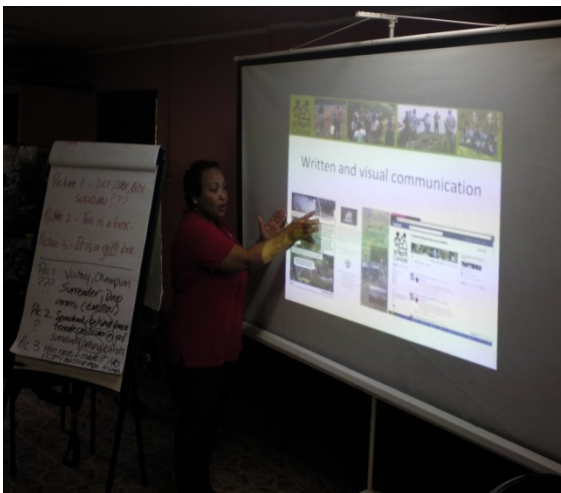


Photo 1: CANARI facilitates a session on written and visual communication. Photo credit: CANARI

This project involves the execution of four different project activities which were informed by an assessment of project participants to evaluate their capacity in organisational and watershed management. The capacity assessment validated a need to build the capacity of the project participants to communicate their work. In response to this need CANARI designed two one-day workshops to contribute to building the capacity of the groups participating in the project in communication.

The overall goal of the first communication workshop was to equip participants with the tools to understand the importance of communication and learn how to develop a communication strategy to share their experiences with different audiences, and encourage participation in watershed protection and management.

2 Participants

12 representatives of groups engaged in watershed management attended the workshop. The list of participants is attached as Appendix 1.

3 Objectives

The objectives of the workshop were the following:

- to help participants understand the value of communication to their organisation;
- to build knowledge and skills among participants in the various forms of communication;
- to introduce participants to the elements of communication;
- to assist participants in developing messages which can describe and promote their organisations and the work done in watershed management; and
- to introduce participants to various communication products/media.

4 Method

The workshop used a variety of methods and tools to ensure that the participants were engaged throughout the day. Facilitators made every effort to ensure that the workshop sessions were participatory and interactive, and would maximise opportunities for peer-learning. Presentations were delivered on specific topics by facilitators and participants interacted in plenary sessions and small group work.

Key elements included:

- Defining communication and reasons for communicating
- Building understanding on the various forms and elements of communication
- Practising drafting of messages
- Sharing experiences on the development and effectiveness of various communication products produced by workshop participants
- Sharing experiences on watershed management

The agenda for the workshop is attached as Appendix 2.

4.1 Defining communication and reasons for communicating

As an introduction to the session, participants brainstormed reasons for communicating and suggested key words associated with communication. Participants were then guided through a presentation on how we communicate. This is attached as Appendix 3.

4.2 Building understanding on the various forms and elements of communication

Participants were invited to suggest different media used for communicating. Participants were invited to give their feedback on messages and images conveyed. The session culminated with a slide presentation on the elements of communication (Appendix 4).

4.3 Practicing drafting a message: the “visiting ambassador” and the group profile

Participants were divided into groups representing watersheds in Trinidad and Tobago. Each group had to discuss and agree on:

- key points of information to be shared with others to describe their group:
 - location;
 - its role in the conservation of the watersheds;
 - achievements of the group to date.
- one person to be the group’s ambassador, who had to visit one of the other groups. He/she, as the “visiting ambassador”, was responsible for sharing the information on his/her group with members of the group visited.

These presentations were then debriefed in the plenary and the lessons noted.

4.4 Sharing experiences on the development and effectiveness of various communication products produced by workshop participants

Several participants had already developed specific communication products, for various purposes. In order to give other participants concrete examples of how some communication products can be used and to share experiences among participants, they were invited to present one communication product they had been using to communicate their organisation’s work in watershed management. Each short presentation gave a brief overview of the content of each product. The following organisations each presented one of their communication products:

- *Fondes Amandes Community Reforestation Project*– PowerPoint presentation
- *Brasso Seco Paria Tourism Action Committee* – Brochure
- *Caura Valley* – Photo journal

4.5 Sharing experiences on watershed management: Field visit of the Fondes Amandes, St. Ann’s watershed

Fondes Amandes Community Reforestation Project hosted a brief tour of the Fondes Amandes watershed. They shared information on their forest fire prevention and suppression programme, clean tree organic nursery, and other agro-forestry activities contributing to the conservation of the watershed.

4.6 Evaluation

Participants were given the opportunity to offer feedback on activities throughout the day. A written workshop evaluation was distributed and completed by workshop participants in the final session.

5 Findings

5.1 Defining communication and reasons for communicating

First, participants all agreed that the main reason for communicating is to share information, or send a message to another party. The sender of the message may want to make sure he/she passes on a message that is correct and accurate, especially if a response or an action is required from the receiver.

Participants suggested the following listing of key words to refer to communication:

- requires a sender and a receiver;
- relating with one another ;
- involves listening and talking, interacting, using the telephone, e-mail messages;
- refers to the effective transferring of thoughts, ideas and information;
- sending messages through body language, eye contact etc.; and
- engaging in a dialogue.

5.2 Building understanding on the various forms and elements of communication

Participants contributed to the discussion on the various forms of communication, and listed the various media that could be used to communicate, such as:

- telephone
- written text
- body language
- sign language
- art including music such as calypso
- pictures



Photo 2: Participants working on the visiting ambassador exercise. Photo credit: CANARI

Based on the participants' answers, the facilitator noted that these elements all referred to the different types of communication, which can be verbal, written or visual. The various forms of communication were discussed in further details in the following session.

Participants noted that verbal communication, in particular, has to be very clear. They added that when interacting with others, it is more important to talk with people, rather than to people.

5.3 Practicing drafting a message: the “visiting ambassador” and the developing the group profile

All agreed that the exercise was a great learning experience, and all ambassadors performed very well. Participants pointed out the following lessons during the debriefing discussion:

- Participants were able to gain useful information on natural resources to be found in and around a watershed;
- When a brief history of the organisation/group was given, it appeared to be a useful way to highlights its successes and results to date;
- Being placed in a representative role for an organisation/group was stimulating and encouraged information-sharing;
- Some of the information relayed by visiting ambassadors contained errors; participants suggested that too much information was given in some instances, given the purpose of the exercise.

5.4 Communication products: group presentations

- *Fondes Amandes Community Reforestation Project* – PowerPoint presentation

The slide presentation included little text and lots of photographs, and allowed the group to show before and after photographs together, for a greater visual impact when highlighting results.



Photo 2: Representative from Fondes Amandes presenting a PowerPoint presentation the group has been using to communicate on their organisation’s work. Photo credit: CANARI

- *Brasso Seco Paria Tourism Action Committee* – Brochure

The brochure combined selected images of the area with key information for visitors. Short paragraphs were also included to provide useful information such as key cultural and traditional events throughout the year, accommodation options, directions to access the area.

Photo 2: Representative from Brasso Seco presenting a brochure produced by the Brasso Seco Tourism Action Committee. Photo credit: CANARI



- *Caura Valley* – Photo journal

The photo journal was produced with input from members of the group, after a careful selection of key issues to be shared with stakeholders. The representative from the Caura Valley group stated that the photo journal had been very useful at several meetings with stakeholders, such as the member of Parliament for the area, the Red Cross, the Environmental Management Authority (EMA). The photo journal proved to be a great tool used to highlight issues of concern for members of the community.

5.5 Sharing experiences on watershed management: Field visit of the Fondes Amandes, St. Ann's watershed

The tour highlighted:

- the value of networking with key organisations that can contribute to achieving your organisation's vision;
- the effectiveness of using events to generate income as well as to promote key messages;
- the strategic approach of building financial sustainability through maintaining various revenue streams for the work of your organisation; and
- the need to continuously invest in building the capacity of members of the organisation so that the organisation is able to evolve and respond to the identified needs.

6 Evaluation

17 participants completed a written evaluation. A compilation of their responses is attached as Appendix 5. All respondents found the workshop useful in contributing to the overall project results. A majority of participants felt the most important thing they understood from the meeting was the various elements of communication and how to communicate, while others found the group profile exercise very useful.

7 Conclusion and next steps

The evaluations completed by the participants and the feedback offered by participants throughout the workshop indicated that the workshop objectives were met. In particular, participants pointed out that

the presentations and group exercises gave them an improved understanding of the value of communication to their organisations and built their knowledge and skills about communication.

Most participants also shared that they considered themselves to be in a better position to make the best use of effective communication to reach a wider audience and share information with relevant stakeholders about the important work they are doing in the various watersheds across Trinidad and Tobago.

In preparation for the second communication workshop to be held, participants were asked to work on a group profile within their respective group. The template given to participants for the group profile is attached as Appendix 6.

Appendix 1: Participants List



Communication Workshop
Fondes Amandes Community Reforestation Project (FACRP),
St. Ann's, Trinidad and Tobago
10th July 2013

	Name	Organisation	Address	Telephone Number	Email Address
1	Constance Lalman	La Fillette Village Council	Cor. Paria Main Road & Cemetery Street, La Fillette	368 0219	
2	Georgiana Boodoo	La Fillette Village Council	Cor. Paria Main Road & Cemetery Street, La Fillette	356 1587/726 8093	
3	Carl Fitzjames	Brasso Seco Tourism Comm. Group	Brasso Seco, Paria	669 6054 493 4358	carlfitzjames@hotmail.com
4	Alicia Madoo	Brasso Seco Tourism Comm. Group	Brasso Seco Paria	713 7380 332 4620	
5	Thembeka Jaramogi	Fondes Amandes Reforestation Project	Fondes Amandes Hill, St. Ann's	315 3666/750 1716	farcrp1@yahoo.com

6	Anthony Cordner	Fundamentals Cultural Group	Speyside Housing Scheme	354 6238	
7	Lyndon Glasgow	Anse Fromager	P.O. 133, Scarborough		meave54@hotmail.com
8	Jay Ann Joseph	Anse Fromager	P.O. 133, Scarborough	324 4054	ansefromagercamp@gmail.com
9	Cristo Adonis	Santa Rosa First People (Carib) Community	No 19 Calvary Hill, Arima	367 8121	cristo_adonis@hotmail.com
10	Natasha Shepherd Valentine	Santa Rosa Carib Community	Arima	398 4233	
11	Richard Smith	Sundew	LP33, Guatapajaro Road Caratal	725 0253	smithrlc@yahoo.com
12	Bernice Copeland	Sundew	L.P. # 121 Main Road, Cumuto	482 6712	bernicecopeland@hotmail.com
13	Suzan Lakhon-Baptiste	Nature Seekers Inc.	10¼ mp Toco Main Road Matura	868 398 3038	suzanlakhon@natureseekers.org
14	Evon Ramoo	Aripo Youth Development Organisation	Heights of Aripo	868 315 4796	
15	Janelle Martinez	Aripo Youth Development Organisation	Heights of Aripo	868 376 9136	
16	Yolande Youk See	Caura Northern Range Hiking Group	Caura	868 750 9806	yolandeyouksee@yahoo.com
17	Anne Marie James	Caura Northern Range	Caura	868 708 8345	

		Hiking Group			
18	Malachi Joseph	Eco Protectors	Caura	868 375 0230	
19	Gemma Mohammed	Royal Maintenance	224 Mootoo Street Marabella	313 4111	
20	Nina Campbell	Royal Maintenance	224 Mootoo Street Marabella	313 4111	

Appendix 2: Agenda



Communication Workshop

***Fondes Amandes Community Reforestation Project (FACRP),
St. Ann's, Trinidad and Tobago
10th July 2013***

- I. Introductions
- II. What is communication? Why do we communicate?
- III. How do we communicate?

BREAK
- IV. Communication 101
- V. The elevator speech
- VI. Communication products

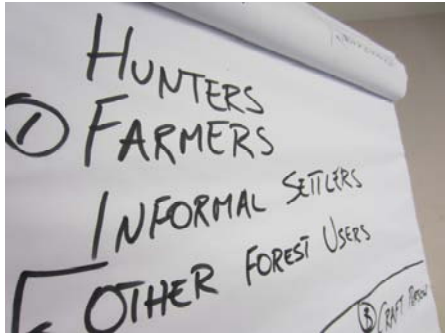

BREAK
- VII. Tour of Fondes Amandes
- VIII. Review of footage
- IX. Wrap up, Next steps and Evaluation

Appendix 3: How do we communicate?






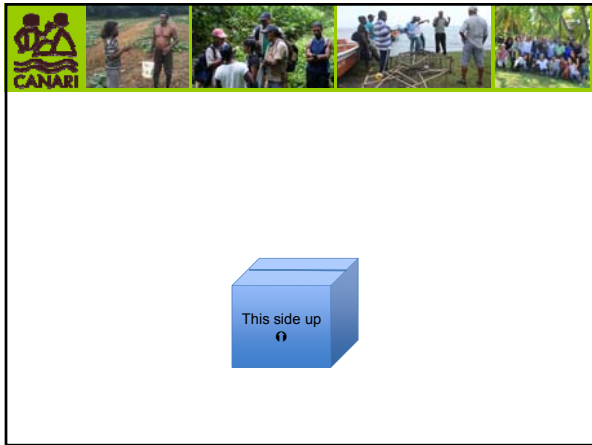
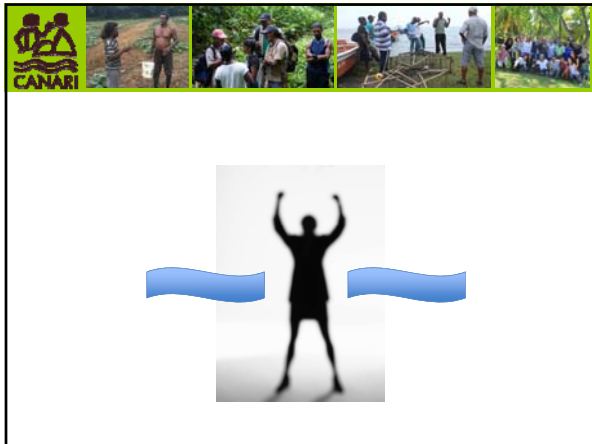
How do we communicate?

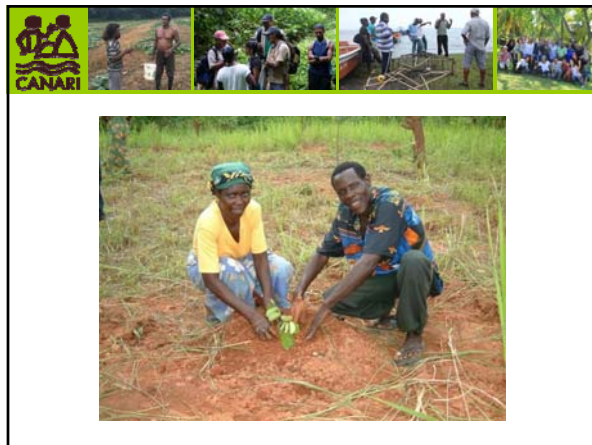
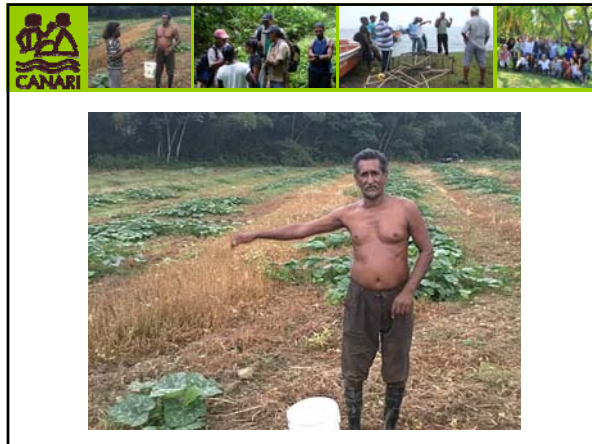
CANARI RBC Blue Water project – Communication Workshop
Wednesday 10 July 2013



HUNTERS
① FARMERS
INFORMAL SETTLERS
OTHER FOREST USERS










Visual and verbal communication
- interview and presentation






CANARI RBC Blue Water project – Communication
Workshop
Wednesday 10 July 2013

The elements of communication



Understanding the elements of communication


- Objective
- Message
- Audience
- Medium
- Evaluation



Objective

Your communication objectives will come from the overarching goal of your communication plan.

- **Awareness raising/education:** Do you want to educate or raise awareness of a particular group of people about a specific issue?
- **Advocacy and lobbying:** Do you want to make a decision-maker aware of an existing problem? Do you want to influence an existing policy or legislation?



Audience(s)

- Your audience refers to the individuals or groups you want to influence (**target audiences**).
- Which individuals or groups do you need to reach in order to meet your objectives?

It is critical to:

- **Prioritise your audiences**
- **Develop a profile of your audience**



Message

A good message addresses a particular objective and:

- is specific;
- communicates clearly to that particular audience;
- is linked to something they care about; and
- is believable and can be backed up by facts or evidence.

→ **Keep your messages clear, accurate and simple.**

→ **Find the right messenger !**



Medium

- **Media advisory and press releases**

Media advisory: "Who," "What", "Where", "When," ?

Press release: should read like an article with quotes and facts

- **Radio and television interviews**

- **Audiovisual materials**

- You can use **images** to show your audience(s) what watershed management means

- You can use audio visual material as part of your face-to-face communication



Evaluation

- It is important to evaluate its success in order to learn from the experience and apply the lessons learnt to your next communications activities.

- **Developing simple indicators – 3 types**

- activity indicators

- short-term result indicators

- medium to long-term result indicators



Caribbean Natural Resources Institute (CANARI)

Capacity building for watershed management stakeholders in Trinidad and Tobago Communication workshop

Fondes Amandes, St. Anns, Trinidad
10 July 2013

MEETING EVALUATION SUMMARY

Workshop objectives

1. To help participants understand the value of communication to their organisation
2. To build knowledge and skills among participants in the various forms of communication
3. To introduce participants to the elements of communication
4. To assist participants in developing messages which can describe and promote their organisations and the work done in watershed management
5. To introduce participants to various communication products/media

1) Did you find the meeting useful in achieving the objectives?

Yes 19

No

Please explain:

- Very informative
- Yes, the meeting outlined the value of precise communication for the organisation
- Because it helps open ideas to all communication

- It showed me the different ways in communication and how to communicate more effectively
- Learning about how communication is very important
- I learnt how to go about communicating successfully
- Gave a good understanding of the topic and how to organize, prepare, effect communications
- With this value my organisation would be better able to inform others of our work and what we are contributing to our society
- Shows clearly that groups need to keep improving all the time
- Elements of communication which is fundamental to my organisation were learnt
- The key to reaching any audience is definitely effective communication. I understood fully how important it is.
- It teaches me to understand more about communication
- Communication
- I know a lot about communication and how to go getting project for the public

2) What is the most important thing that you learned / understood / felt from this meeting?

1. How to communicate and to try to get positive response.

2. To communicate

3. How to communicate

4. Developing a profile for our audience

5. What I learned is how wide the ideas of communication are

6. How to communicate and how there can be many mishaps if information is not passed on properly and with clarity

7. How you communicate in many different ways

8. The element of communication

9. That the information must be correct and to the point

10. The sender's message is very important

11. I liked everything about the meeting, venue, people and environment

12. The importance of correct modes of communication

13. Communication is a skill

14. Understanding the elements of communication and how it works

15. I understand communication bring people together

16. I must know my audience – do a profile. I must do proper research on the message to be conveyed.

17. The different forms of communication

3) What did you like about this meeting?

1. Everything

2. Very informative

3. Interaction and workshops

4. The way the meeting was put across

5. The presentation skill of Celeste and the clarity and excitement

6. Everything

7. Ms. Celeste Chariandy made the workshop exciting

8. Organisation and location

9. Venue, information, tour

10. What is communication? And tour

11. It was not too long, very interactive and fun

12. Information was accurate

13. Always very interactive, clear, simple and the involvement of all

14. It makes me feel like I am at home

15. Information was clear and concise

16. I like that we are having meeting in different places and all different teachers.

17. I like the grouping section where you learn about different groups

4) Which sessions did you find particularly useful:

1. All

2. Understanding elements of communication

3. Elevator's speech

4. Communication

5. All

6. I should be able to communicate better

7. The hike

8. They were all useful

9. The whole meeting

10. The ambassador

11. Tour

12. All was useful

13. All sessions were very good

14. Reporting properly after doing the ambassador's visit. Now do we communicate?

15. To learn about communication

16. The ambassador session where you find out the other areas

5) How could the meeting have been improved?

1. I should be able to communicate better

2. The time available always seems limited

3. I love to write and always need blank paper

4. Time was too short

5. To start on time, that we would have more time in the tour

6. By keeping meeting more regular

7. I am satisfied

8. The meeting was very good just more information on topics

**6) How would you rate the following areas of the workshop structure and delivery?
Please tick one for each area.**

	Very Good	Good	Fair	Poor
Clarity of objectives	14	3		
Content	11	7		
Materials	11	6	1	
Facilitation	13	5		
Field trip	11	7		
Relevance to your needs	11	7		

Any additional comments on the above:

1. Nothing

2. Nothing

3. I would like to see CANARI target groups one and one

4. The field trip was too short

5. More of this work to continue

6. Anxiously awaiting the next workshop. Very knowledgeable presenters

7. None

8. I continue to learn, see and understand the importance of watershed management

9. Keep up the good faith

10. Doing a part (2) is very good idea. I look forward to doing it

11. No

7. What would prevent you from applying the ideas discussed in this meeting?

1. Nothing

2. Nothing

3. Setting priorities right

4. Nothing

5. Nothing

6. Nothing

7. Only if I am not there

8. Nothing should except lack of self esteem

9. Nothing

Thank you!

Appendix 6: Group profile template

CANARI RBC Blue Waters Communication Workshop: Wednesday 10 July 2013

The Group Profile

- Name of group: _____
- How long in existence: _____
- Size of group: _____ Composition: males () females () youth ____
- Unique aspects/challenges of watershed in which you work:

- Impacts of the group's work / successes:

