

Capacity building for watershed management stakeholders in Trinidad and Tobago

Communication workshop 2:

Caura Valley,

Trinidad and Tobago

Tuesday 23th July, 2013



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.

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. This is the report of the second one-day workshop.

The overall goal of this communication workshop was to assist participants in developing specific communication products to be used to share information on their organisation's work in watershed protection and management.

2 Participants

Representatives from the 12 groups engaged in watershed management who attended the first communication workshop were present. The list of participants is attached as Appendix 1.

3 Objectives

The specific objectives of this second communication workshop were the following:

- to help participants develop an information brief on their organisation for use in slide presentations and news releases;
- to help participants develop a poster on their organisation which incorporates written and visual communication components; and
- to help participants develop an advocacy communication plan to transmit key messages to key audiences.

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, with a particular focus on the development of the following communication products: slide presentation, news release, information poster and the elements of a communication plan. The agenda for the workshop is attached as Appendix 2.

Key elements included:

- Multiples uses of a group profile
- Writing a news release
- Developing an information poster
- Developing a communication plan for advocacy

The slide presentation on the multiples uses of a group profile, tips and methods for writing a news release and developing an information poster is attached as Appendix 3.

4.1 Multiple uses of group profiles

At the end of the first communication workshop, participants were given a group profile template to be filled out within their respective groups and organisations. The group profile exercise was designed to assist groups to agree on the information about their organisations that should be known by key members, in order to have consistency in describing their organisations. The facilitators had previously highlighted the following:

- Key information is required in writing a realistic profile
- Main points should be documented and shared with members for consistency
- Having basic information documented facilitates the development of several communication products

It is therefore important for all key members of an organisation to agree on the information to be contained in their group profile, in order to be able to effectively communicate the role and responsibilities of their group in watershed management.

4.2 Writing a news release

Working on the group profile also allowed groups to agree on the key information that can then be used in several other communication products: slide presentation, information at the end of a news release, website/Facebook introduction, information for newspaper series to be produced under this project. Participants were introduced to the key elements to be considered when writing a news release. A press release should answer the following questions: who, what, where, when and why. The news release should also provide key facts and highlights about the issue or activity.

4.3 Developing an information poster

Using two information posters developed by CANARI under previous projects, the facilitators highlighted key elements to be considered when developing an information poster. A poster needs to:

- grab attention;
- keep the viewer interested;
- contain key information to enable learning.

Participants were asked to work on an information poster for their group. Each poster had to include the following components:

- Name of group (text)
- Map showing location of watershed where group is active (graphic)
- Information about group composition area of activity (text)
- Information about challenges or uniqueness (text)
- Photograph in support of information on challenges/uniqueness/composition (graphic)
- Information about success or impact (text)
- Photograph or graphic in support of information on success or impact (graphic)
- Logos - group, sponsor etc (graphic)

4.4 Developing a communication plan for advocacy

Further to the presentation on the components of a communication plan done during the first communication workshop, participants were reminded that a communication plan must include the following components:

- Message
- Objective
- Audience
- Medium
- Evaluation indicators

In particular, the facilitator highlighted the need to consider the 5 Cs of communication when developing the message. In all forms of communication, the message must therefore be:

- Clear
- Concise
- Correct
- Comprehensive
- Consistent

The handouts on the 5Cs on communication, as well as the template for a communication plan are attached as Appendices 4 and 5.



Photo 1: CANARI facilitator and a participant look closely at a CANARI poster. *Photo credit:* CANARI

5 Findings

5.1 Multiple uses of group profiles

Participants were asked to present their group, using the completed group profile template as a prompt. The facilitator highlighted the value of having a written document to improve accuracy when information is being presented by various members of the group.

Following the group presentations, participants analysed the presentations and identified the advantages of the approaches used in each presentation. Brief descriptions of the approaches are provided below for each group.

- *Nature Seekers Inc.*: the presentation pointed out some of the successes as well as some of the challenges faced by the group. Choosing not to focus only the positive results made the presentation realistic.
- *Aripo Youth Development Organisation*: the presentation mentioned existing challenges and their consequences and impacts within the watershed, such as deforestation and erosion in particular. Furthermore, the group referred to these challenges and outlined how they are currently working to address some of these, thus becoming agents of change in their community.
- *Santa Rosa First People Carib Community*: the group presentation was placed in the wider context of the National Reforestation Programme to highlight how their competencies are contributing to the programme.
- *Sundew*: the presentation was very informative as it included definition of key terms as they relate to watershed management and conservation.
- *Anse Fromager*: the presentation was enhanced with images and photographs to illustrate the issues discussed. There was a strong and direct connection made between the challenges and the actions undertaken to address these. The presentation also made mention of the organisation's track record in receiving funding, providing a list of some of their donors.

5.2 Developing an information poster



Photo 2: A workshop participant working on her organisation's information poster. Photo credit: CANARI

Further to the review of the 2 CANARI information posters, participants were asked to develop an information poster for their group. Each group presented their information poster to the plenary. All noted that the exercise was very useful. Indeed, working as a group on their poster allowed participants to brainstorm in order to come to an agreement on what information should be selected and included, and most importantly, how this information should be laid out.

The following was also noted:

- Appropriate photographs, images, drawings, graphs, maps need to be selected as information posters focus on visual communication;;
- Use only a few words and/or short sentences in order to avoid the poster being cluttered;
- Use of colours and graphics, allows for flexibility and helps convey the information in many different ways.



Photos 3 and 4: Two participants present their information poster. Photo credit: CANARI

5.3 Developing a communication plan for advocacy

Participants briefly discussed the elements to be considered in developing a communication plan for advocacy, based on the template that was distributed. All observed that this would require discussion within their respective groups in order to agree on the information to be contained in the communication plan. Participants were encouraged to use the template given to develop a communication plan within their group, especially as there was not sufficient time for them to work on it during the workshop.

6 Evaluation

16 participants completed a written evaluation. A compilation of their responses is attached as Appendix 6. All respondents found the workshop useful in contributing to the overall project results. The majority of participants felt the most important thing they understood from the meeting was the importance of members of an organisation sharing a common understanding of the information they wish to communicate about their work in watershed management, as well as how an information poster can be used to convey key information effectively.

7 Conclusion and next steps

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

- they were able to develop an information brief on their organisation for use in slide presentations, news releases, and other communication products;
- they developed a poster on their organisation incorporating written and visual communication components;
- they started to work on a advocacy communication plan to transmit key messages to key audiences.

In particular, the group exercises gave participants the opportunity to use the knowledge and skills acquired after the first communication workshop, as they worked together to produce several communication products. Participants also welcomed the opportunity for feedback from others, which was useful for improving the communication products.

Participants noted that this second communication workshop contributed to a better understanding of what was learnt at the first workshop, and thought that what was covered would definitely be of use to their respective groups. Having a well designed communication plan, as part of a clear and effective communication strategy was seen as equally important. Participants also welcomed the opportunity for networking with groups and organisations involved in watershed management across Trinidad and Tobago, as all agreed that they should work towards communicating the work they are involved in more effectively.

Facilitators thanked all for their active participation, and noted that CANARI will work on finalising some of the communication products to be produced under this project, and will keep all informed about the next scheduled activity.



RBC Royal Bank

“Communications Workshop”

Caura Activity Centre, Caura

23rd July 2013 from 9.00am to 3.00pm

PARTICIPANT LIST

	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	

	Name	Organisation	Address	Telephone Number	Email Address
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5	Anthony Cordner	Fundamentals Cultural Group	Speyside Housing Scheme	354 6238	
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8	Cristo Adonis	Santa Rosa Carib	No 19 Calvary Hill, Arima	367 8121	cristo_adonis@hotmail.com

	Name	Organisation	Address	Telephone Number	Email Address
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10	Bernice Copeland	Sundew	L.P. # 121 Main Road, Cumuto	482 6712	bernicecopeland@hotmail.com
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12	Evon Ramoo	Aripo Youth Development Organisation	Heights of Aripo	868 367 0688	
13	Janelle Martinez	Aripo Youth Development Organisation	Heights of Aripo	868 376 9136	
14	Yolande Youk See	Caura Northern Range Hiking Group	Caura	868 750 9806	yolandeyouksee@yahoo.com

	Name	Organisation	Address	Telephone Number	Email Address
15	Anne Marie James	Caura Northern Range Hiking Group	Caura	868 708 8345	
16	Malachi Joseph	Eco Protectors	Caura	868 375 0230	
17	Winston Arnold	Maitagual Unified Community Development	Petit Bourg, San Juan	868 395 8627	Arston_gj@yahoo.com

Appendix 2: Workshop agenda



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Capacity building for watershed management stakeholders in Trinidad and Tobago

Communication Workshop 2

Tuesday 23rd July 2013

Caura Valley Community Centre

AGENDA

9:00 - 9:10 a.m.	Welcome and Introductions
9:10 - 9:25 a.m.	Review of 1st Communication Workshop
9:25 - 10:10 a.m.	Presentation of Group Profiles
	Morning break
10:30 - 11:30 a.m.	Multiple uses of the Group Profile
	Development of an Information Poster
11:30 - 12:30 p.m.	Developing a communication plan for advocacy
	Lunch break
1:15 - 2:00 p.m.	Tour of Caura Valley trail
2:00 - 2:45 p.m.	Review of footage
2:45 - 3:00 p.m.	Wrap up, Next steps and Evaluation

Appendix 4: The 5 Cs of communication

5Cs of Communication

In all forms of communication, there are five important elements to consider when developing your message:

- **Clear** the information is easily understood
- **Concise** the message gets to the point
- **Correct/Credible** messenger and the audience need to believe the information so that the message can withstand scrutiny
- **Comprehensive** message must be followed logically, and
- **Consistent** the message must be the same

(A sixth C: **Contagious** - you want the message to be shared with others!)

1. The message must be clear.

The language used must be simple, consider the age, literacy level and interest of your audience when you are developing your message. Consider communicating your message visually, in writing or verbally to give clarity. The message should be easily understood.

2. The message must be concise.

Do not get your audience lost in a fog of information. If you use too many words or your information proceeds on a long and winding path, you lose your audience's interest and its understanding of your message. Get to the point; keeping the message brief helps with uptake.

3. The message must be correct and credible.

You and your audience need to believe the information, so validate your information and obtain it only from credible sources. Deal with misconceptions directly and understand the issues before you pass them on to others.

4. The message must be comprehensive and make a connection.

Use plain language and eliminate technical words which may not be widely understood. If technical terms are introduced, explain them with the support of examples that are familiar to your audience as far as possible.

5. The message must be consistent.

Particularly when you use a mix of communication products, ensure that your message stays the same to reduce confusion and to assist in emphasis. There must be consistency among the products so that misinterpretation is lessened.

Ensure that you observe these 5Cs in developing your messages when relating to any audience and when using any communication product and pathway. If you pay correct attention to messaging, you will improve the opportunity for achieving the intended uptake by the audience.

Appendix 5: Communication plan template

**CANARI RBC Blue Waters Communication Workshop: Tuesday 23 July 2013
Draft Communication Plan**

Message	
Objective	
Audience	
Medium	
Evaluation indicators	



Caribbean Natural Resources Institute (CANARI)

**Capacity building for watershed management stakeholders in Trinidad and Tobago
Communication workshop 2**

**Caura Valley, Trinidad
23 July 2013**

MEETING EVALUATION SUMMARY FORM

Workshop objectives

- 1) To help participants develop **an information brief on their organisation** for use in slide presentations and news releases
- 2) To help participants develop **a poster on their organisation** which incorporates written and visual communication components
- 3) To help participants develop **an advocacy communication plan** to transmit key messages to key audiences

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

Yes **16**

No

Please explain:

- It is a learning process which we are all to gather
- They make communication and the elements more clearer from the first workshop
- All of the group information is important, however, it is important to only use what will capture the audience attention
- Asking questions and group work help a lot in helping us to understand how the objections were achieved
- It helps me to be clear on what the objectives are
- It shows how as a group you relate and show the importance of what you wish to achieve for your group
- Yes it was. The ways of communication is very useful to us especially the like of our own group
- I can communicate better about my group

- It was beneficial in order to help our group to go forward
- It would help to make my group stronger
- It helps to pinpoint areas that needed to be worked on and solutions for solving them
- They are taking time to explain what is communication and watershed management

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

- Bring everyone to a common understanding
 - How to communicate with others
 - I learnt everything and understand everything
 - I learnt that having a plan is very important to move the group forward and the poster helps sell an organisation
 - Information given must be done in a sequence format. It must have all the W's.
 - Doing a poster in detailing information about our watershed. I liked the idea of looking closely at our successes and challenges
 - Felt the importance of what I learnt. I could now understand the meaning of good and effective communication
 - What I learned and understood is that there are 2 parts to communication and that the most important are the Plan and Elements of Communication
 - How to use the Communication Plan
 - The importance of your objective
 - How one must always be correct in the way information is given
 - Development of an information poster
 - How to let your communication be a personal asset to your organisation
 - Elements of a Communication Plan
 - Understanding what communication is all about
 - What are the key factors that affect our watershed
-

3) What did you like about this meeting?

- The staff is very nice and enjoyable to work with
- We have fun

- I like everything about the workshop
 - Very participatory
 - The facilitators and everyone at the workshop are friendly
 - Environment was cool. Facilitators were clear. Information gained
 - The communications skills was the best
 - The clear revealing of communication
 - Relating with other groups on the importance and management of our ecosystem
 - The various ideas from the different groups but all can be utilised
 - Tour of Caura Valley
 - It was educational
 - Maximum participation
 - Everything
 - *I find it was informative and the facilitator were very clear in getting the main points across*
-

4) Which sessions did you find particularly useful:

- All the sessions were just as good
 - By meeting with groups on a one on one basis
 - Making the poster was fun and useful. I like the tour.
 - The useful part for me was having a communication plan
 - All sessions are
 - All sessions were good
 - All of it. Everything was very clear
 - Doing the poster of our group/watershed
 - All
 - Communication
 - Working on the group profile
 - All
 - Communication Plan
 - All
 - The second session
-

5) How could the meeting have been improved?

- By keeping the regular meetings with the members
- No way
- I like it just the way it is
- It was cool. I cannot think of any improvement
- Staying longer by the river

- It needed no improving
 - By meeting groups at their communities
 - More time
 - A note pad to do jottings
-

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	15	1		
Content	13	3		
Materials	9	6	1	
Facilitation	15	1		
Field trip	8	8		
Relevance to your needs	13	3		

Any additional comments on the above:

- Everything so far was very good
 - Keep up the good work
 - Nothing
 - Relevance to our needs – Communication is of vast importance. I am very happy I did this workshop
 - The host was wonderful
 - No
 - The facilitators have given their all in this session
 - None
 - No
 - Keep up the good work
-

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

- Nothing I see that this organisation is doing is wrong
- I would say that I cannot read too well so I don't say much
- Nothing
- Nothing should
- Nothing can stop me now
- Nothing would prevent me from applying these ideas discussed in this meeting because it was all understood

- None
 - Nothing
 - The willingness of my group to put off feedback sessions. Sometimes there are so many other things to discuss that you never have enough time to apply ideas from meetings
 - No
 - Nothing
 - Only my own self
-

Thank you!