



Integrated Water Resource Management Communication Strategy and Action Plan

GRENADA



Prepared by

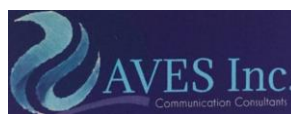


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ABBREVIATIONS

CBO	Community-Based Organisation
CDB	Caribbean Development Bank
CSO	Civil Society Organisation
G-CREWS	Climate-Resilient Water Sector in Grenada
GDB	Grenada Development Bank
GIDC	Grenada Industrial Development Corporation
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbei
GNTA	Grenada National Training Agency
GOG	Government of Grenada
GWP-C	Global Water Partnership - Caribbean
IWRM	Integrated Water Resource Management
MOALF	Ministry of Agriculture, Lands and Forestry
NGO	Non-Government Organisation
R2R	Ridge to Reef
SAEP	Climate-Smart Agriculture and Rural Enterprise Programme

CREDITS

Cover Photo: Courtesy Arthur Daniel Creative

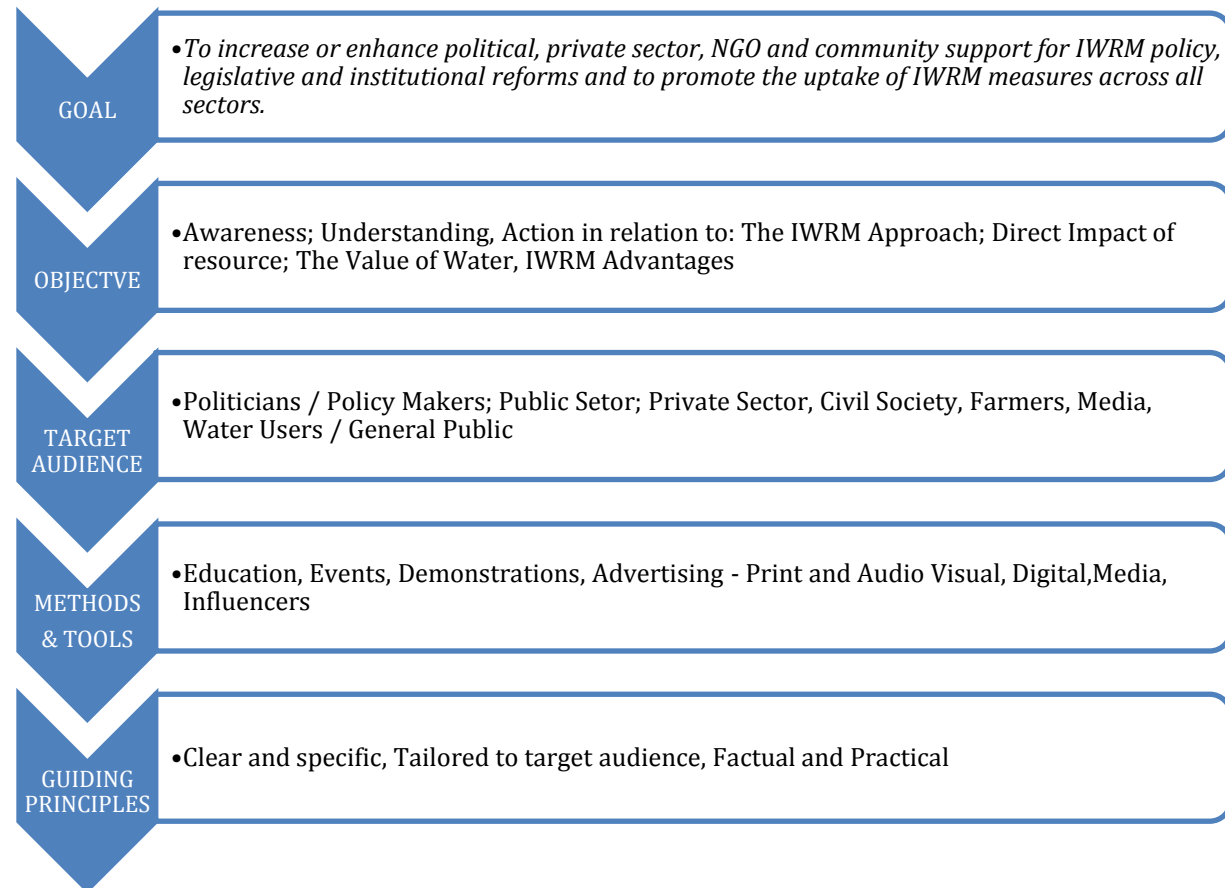
INTRODUCTION

Based on the Draft Grenada National Water Policy (2019), Grenada’s water vision is to have: “A water secure Grenada in which present and future generations have sustainable access to adequate, safe and affordable water, and sanitation, to maintain and enhance the quality of their lives and livelihoods and the integrity of natural ecosystems.”

The Global Water Partnership – Caribbean by commissioning the design of a comprehensive National IWRM Communications Strategy and Implementation Plan for Grenada supports numerous critical actions taken by Grenada in enhancing and enabling an environment for improved ‘climate smart’ water related behaviour.

The strategy provides guidelines for sector specific engagement which is based on but not limited to IWRM priority communication areas.

THE CONCEPT



COMMUNICATION ENABLERS: Human Resources And Training, Communication Systems, Research, Financing and Institutional Support.

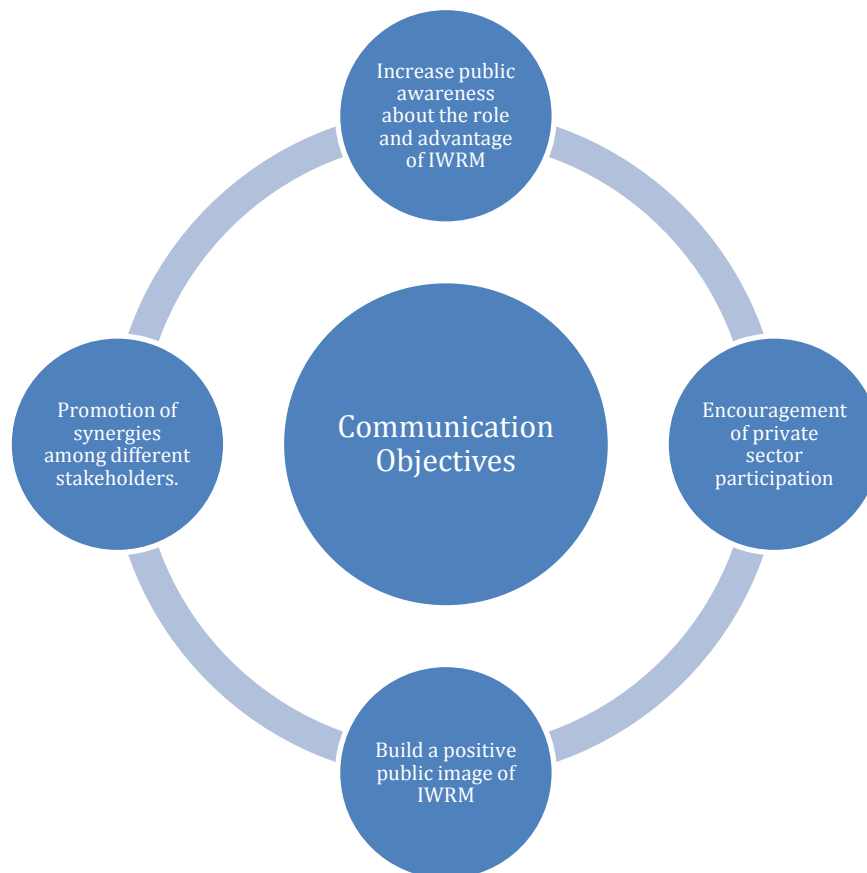
GOAL AND STRATEGIC OBJECTIVES

Goal:

To increase or enhance political, private sector, NGO and community support for IWRM policy, legislative and institutional reforms and to promote the uptake of IWRM measures across all sectors nationwide.

Objective:

To develop sustainable communications approaches, resources and information management systems that enhance political, private sector, NGO and community support and action in Integrated Water Resource Management.



SHORT TERM OBJECTIVES

- To raise awareness of water issues through cross-sectoral integration of stakeholders and through campaigns and activities for message visibility that target specific issues related to IWRM. These include:

- Increased awareness of IWRM for people, food, industry and nature;
 - Water conservation (responsible use of water);
 - Water protection (stewardship and collaboration);
 - Adaptation (water for the future).
- To conduct public engagement and education on IWRM including efforts being made and factors affecting the achievement of IWRM in Grenada:
 - The reality of Grenada’s water resources - quantity and threats to the resource;
 - The shared responsibility of Government and the public;
 - Understanding water quality and the monitoring process;
 - The threat to Grenada’s water resources by climate change ;Protection measures in place.

MID TERM OBJECTIVES

- To increase awareness among students (curriculum and activities) ;
- Identify water champions (individuals, communities, CBOs/CSOs politician/policy makers and other groups) to highlight positive solutions to water issues they have initiated/are involved in;
- Continued communications with politicians on the necessity of implementing IWRM objectives;
- Review the effectiveness of this communications strategy (beginning of 2022) and revise as necessary;
- Continued campaigns.

LONG TERM OBJECTIVES

- To ensure that people are actively conserving water and sources of pollution are adequately controlled.
- To keep IWRM at the forefront of public understanding of a sustainable future for Grenada.

PRIMARY TARGET AUDIENCES

Critical stakeholders have been identified and prioritised as follows:

1. Policymakers / Politicians

Politicians are an active audience as they are needed to pass legislation that supports the Grenada’s IWRM objectives and must see the benefits to be gained politically and socially from championing water issues.

Communication must emphasise that the health and wealth (development) of Grenada depends on proper water management to ensure equity, economic investments and development, poverty eradication and a sustainable environment.

2. Primary, Secondary and Tertiary Students

Educating children now is a good way to ensure that future generations will use water wisely and be prepared for negative impacts of climate change. Besides using activities, events and printed material developed for schools, there is opportunity to adapt the curriculum at primary, secondary level and vocational level to include IWRM specific subject or certification.

Communication must educate, be actionable, repeatable and influence decisions about water habits and issues through formal and informal channels.

3. Women

Women are repeatedly positioned in available research, including engagement specific to this strategy, as extremely powerful in influencing the way water is used in day-to-day life. It is therefore essential that they are empowered with knowledge of and practical solutions to water issues which will in turn foster behaviour changes to: (a) improve management and maintenance/protection of resource; (b) sustainably use resource; (c) encourage participation in decisions about the resource.

Communication should include information related to areas mentioned previously and reflect women as the catalyst for change and key custodians of water.

4. Community/Community Groups

This audience is a vital ally in raising community awareness and mobilizing action around IWRM. Engagement showed high receptivity to protecting and conserving water and equally high interest in learning more and participating in water management.

Communication should educate on issues such as cost of water supply, government and community responsibility, water quality, sanitation and health issues, threats to water supply, the importance of and methods for water conservation and protection.

5. Private Sector

All water users have the right to access water. It is that right which encourages recognition of the multiple values to different stakeholders. Users across the board therefore bear responsibility for the resource through investment or payment for service received.

Communication should emphasise water is everyone's interest and, as such, everyone should participate in its development, management and conservation to gain maximum benefit.

In addition, while the research presents the above-named groupings as most critical for immediate outreach and maximum advantage to raising awareness of IWRM, it is also clear that farmers and technocrats are integral to conversation (i.e. specific grouping in consultation) and the effective implementation if objectives are to be met. Both these groupings are therefore to be considered in the communication efforts as follows:

6. Farmers

This stakeholder group is perhaps the one which feels the impact of an interrupted water supply most immediately. There is interest not just in water for domestic use but also for production and livelihood.

Communication should empower to ensure ownership, control of usage, create understanding of equitable access, encourage to protect resource through demonstrated best practice.

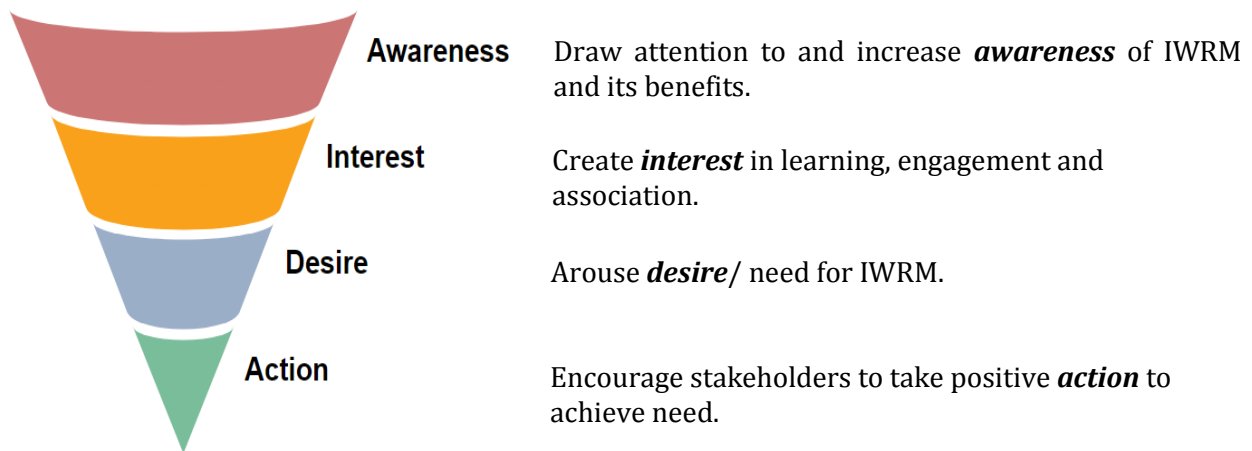
7. Public Sector

Technical experts are pivotal in the implementation of the IWRM vision due to direct contact with other target stakeholders such as water users and across sectors such as agriculture, energy, environment, health, education etc This stakeholder grouping includes NAWASA.

Communication should provide up-to-date relevant information which empowers the technical expert to better assist the stakeholder community they serve and nurture them as change agents.

KEY MESSAGES

Communication efforts will follow the AIDA model to set audience expectation both in terms of what is required of them and how they will be impacted.



The following summarise the main points of information the stakeholders should hear, understand, and remember based on stakeholder consultations.

1. Direct Impact / The Watershed / Ridge to Reef: the entire watershed and its receiving waters - both sustainable resources and coastal linkages. The impact of poor sanitation practices and infrastructure on ground water resources, and the discharge of untreated industrial and domestic water into the coastal environment are critical areas to be addressed.
2. The value of water
 - Social & Cultural: recreation, health, hygiene, dignity and productivity, spiritual practice and connection with creation and or community.

Economic: The numerous interdependencies and links between water and other sectors such as agriculture, health, manufacturing, waste disposal and tourism which directly affect income creation and the ability to produce goods. The ability to strike a balance between users in a way that ensures all needs are met, the resource is kept safe and reliable and all users contribute to the maintenance and protection.

- Ecological / Environmental: water is the habitat for numerous species and an essential resource for most of the natural environments of ecological value. The disappearance, diminishing or degradation of water has adverse effects on the life cycle of important species which in turn affects the balance of nature. Water resources are integral to the ecosystem.

3. IWRM as a benefit for all – essential to reconciling multiple competing uses of water (equitable access), adequate supply, sustainable systems; powerful growth and development; Water as a connector, supporting partnerships, a vehicle for cooperation; IWRM underpinned by the sustainable development goal of Water, Sanitation and Hygiene (WaSH).
4. Personal Stewardship: Ownership by companies, communities, public sector and NGOs of issues and actions related to the sustainability of water systems.

Different audiences will require different messages. For each audience, these must be simple, easily understood, relevant, timely and repeated as necessary using different media and messages where appropriate.

While messages may target a particular audience, it is expected that there will be audience crossovers which serves to increase exposure and reinforcement.

The integrated approach advocates not only a holistic engagement of tools and channels but, the consistent and continuous involvement of and collaboration with stakeholders in the planning and execution of activities to effectively build relationships and pool resources necessary to successfully achieve IWRM communication objectives.

Audience	What they need to know	Key messages
Students	<ul style="list-style-type: none"> - The importance of the resource now and for future existence - Challenges to water supply/ resource for people, food, industry and nature - Careers in water management 	<ul style="list-style-type: none"> - Protection of their future - Water is life - Good water habits
Politicians / Policymakers	<ul style="list-style-type: none"> - What must be changed in policy terms - Public support, social and economic good - Strong evidence which supports request for changes implementation 	<ul style="list-style-type: none"> - IWRM as a benefit for all - National development
Women	<ul style="list-style-type: none"> - Practical solutions to issues - Understanding of critical role in 	<ul style="list-style-type: none"> - Direct Impact - Personal Stewardship

Audience	What they need to know	Key messages
	management and maintenance of resource	
Community	<ul style="list-style-type: none"> - Water issues - IWRM challenges - How to participate in solutions - Shared responsibility - IWRM as a benefit for all 	<ul style="list-style-type: none"> - Stewardship - Reinforced good traditional habits that are a part of the solution - IWRM as a benefit for all
Industry	<ul style="list-style-type: none"> - Water issues - Opportunity for investment, innovation, development - Participation in protection of resource 	<ul style="list-style-type: none"> - The value of water - IWRM as a benefit for all
General Public	<ul style="list-style-type: none"> - All of the above - Brand Identity 	<ul style="list-style-type: none"> - IWRM recognition - IWRM as benefit for all
Farmers	<ul style="list-style-type: none"> - Water issues - IWRM challenges - How to participate in solutions - Shared responsibility - IWRM as a benefit for all 	<ul style="list-style-type: none"> - Stewardship - Reinforced good traditional habits that are a part of the solution - IWRM as a benefit for all
Public Sector	<ul style="list-style-type: none"> - Public support, social and economic good - Strong evidence which supports request for changes / implementation 	<ul style="list-style-type: none"> - IWRM as a benefit for all - National development

There are a number of possible awareness campaigns that can be developed around the critical messages identified. **Appendix 1** is offered as a suggestion and template for developing other concepts according to priorities.

COMMUNICATION METHODS

A range of tools and activities will need to be deployed (an integrated approach) to ensure effective communication. These will include:

- Seminars, workshops and discussion forums, meetings
- Events and activities - roadshows, festivals, internationally celebrated water-related activities
- Media engagement – press briefings, special interviews and features
- Audio-Visual material – documentaries, video and radio ads including jingles
- Printed Material - posters, leaflets, flyers, briefing papers and professional publications
- Promotional Items - Calendars, Fridge magnets, exercise books, notebooks, pens, pencils, T-shirts, etc
- Digital channels – website, social media, email, phone
- Champions / Ambassadors / Influencers

Audience	Key messages	Preferred Communication Method / Channel
Students	<ul style="list-style-type: none"> - Protection of their future - Water is life - Good water habits 	<ul style="list-style-type: none"> - Books - Edutainment - Events / Activities - Online – Website / Social Media
Politicians / Policy Makers	<ul style="list-style-type: none"> - IWRM as a benefit for all - National development 	<ul style="list-style-type: none"> - Meetings - Briefing Papers
Women	<ul style="list-style-type: none"> - Direct Impact - Personal Stewardship 	<ul style="list-style-type: none"> - Social Media - Events / Activities - Audio Visual - Billboards - Promotional Items (i.e. Calendars, Fridge magnets)
Community	<ul style="list-style-type: none"> - Stewardship - Reinforced good traditional habits that are a part of the solution 	<ul style="list-style-type: none"> - Events / Activities - Billboards - Jingles - Influencers

Audience	Key messages	Preferred Communication Method / Channel
	- IWRM as a benefit for all	
Industry	- The value of water - IWRM as a benefit for all	- Seminars / Workshops - Email
General Public	- IWRM recognition - IWRM as benefit for all	- All of the above - TV, Radio
Farmers	- Stewardship - Reinforced good traditional habits that are a part of the solution - IWRM as a benefit for all	- Events / Activities - Billboards - Jingle - Influencers
Public Sector	- IWRM as a benefit for all - National development	- Meetings - Briefing Papers - Seminars / Workshops - Email, Social Media

ACTION PLAN

The initiatives and tactics recommended are directed at shaping what key audiences believe about IWRM and affecting what they do in response to what they believe.

Emphasis is given to strong coordination and integration of promotion, publicity, paid media, community outreach, and special events for maximum impact.

The key message proposed for this initial activity is "**Protect Water ... Preserve Life**" and the Channel selection is determined as follows:

Media Engagement:

Press Conference, Press Releases, feature interviews and talk shows.

Community Meetings, Business Presentations, Workshops:

Allows for sharing of information across both traditional (starting with face to face) and new media channels (content for social media channels).

Digital Media:

Website, Social Media, Email (Newsletter), mobile phones (SMS)

Allows messages to be sent directly to specific audience.

Advertising:

TV/Radio, Billboard, Vehicle Branding

Wide and non-exclusive reach to attract as many prospects as possible.

Print:

Brochures / Flyers / Posters / Leaflets

Wide and non-exclusive reach allowing for more detailed information in some cases on benefits audience and opportunity to consistently reinforce branding and message.

Annex 4 presents an action plan for twelve (12) months in the first instance. The selection of activities and channels comes from consultations and survey suggestions with added considerations for current conditions caused by Covid-19 and acknowledgement of limited resources available for execution of the plan within the stated time frame. The plan leans heavily on a public education approach and focuses on raising awareness of the role of IWRM and its benefits.

The activities and messages proposed in the plan allow continuation or introduction of new messaging. An extensive list of messages, tools and channels has been generated for future referral and the action plan included provides the template for replication if necessary. Messaging may change or one particular audience may be more heavily targeted. Events may be selected more often as a preferred channel for outreach and collaboration with partners given more emphasis.

PROPOSED BUDGET

Approximation of costs for execution of a 12-month campaign.

CHANNEL	Activity	ESTIMATED COST EC
ONLINE	Facebook incl: creation, content development, scheduling, engagement, paid advertising	\$ 6,400.00
	Website development	\$ 21,600.00
		\$ 28,000.00
RADIO	Production - approx 6 ads	\$ 6,480.00
	Placement -	\$ 25,920.00
		\$ 32,400.00
TV	Production approx 4 ads	\$ 16,000.00
	Placement	\$ 36,450.00
		\$ 52,450.00
PRINT	Graphic Design 1. Branding/Logo 2. Flyer / Poster 3. Brochure 4. Billboards 5. Event Branding - banners etc	\$ 8,250.00
	Printing and Installation of all above (dependent on qty & sizes, material)	\$ 20,710.00
		\$ 26,460.00
PHOTOGRAPHY & VIDEOGRAPHY	to capture events and activities	\$ 12,000.00
EVENT / ACTIVITY (workshop / expo / community engagement)	Venue / competition awards / logistics	\$ 9,000.00
	IT / AV requirements / project funds	\$ 7,500.00
	Transportation	\$ 3,600.00
	Misc / Refreshments	\$ 4,500.00
		\$ 24,600.00
ESTIMATED TOTAL COST - 12 months		\$ 175,910.00

FINANCING OPTIONS

Budget allocation is one of the critical enablers of successful strategy implementation. Funding from cooperating partners or donors, Ministry of Finance and other partners may be secured to assist with activities particularly if it is possible to leverage impact data generated from activities as evidence of value for investment.

These partners should be regularly engaged in order to increase their understanding of priority gaps within the outreach efforts and include but are not limited to Ridge to Reef (R2R), Climate Resilient Water Sector in Grenada (G-CREWS), Climate Smart Agriculture & Rural Enterprise Programme (SAEP), Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Grenada Development Bank (GDB), Caribbean Development Bank (CDB), Grenada Industrial Development Corporation (GIDC), Grenada National Training Agency (GNTA) and other key organizations for different activities listed in the Action Plan.

MEASUREMENT and EVALUATION

The evaluation process should track results and monitor new developments in the environment allowing for flexibility and adaptation of most effective practices. The following measurement criteria are suggested for use, in order to determine the success of the programs implemented for meeting objectives.

Four areas of evaluation are proposed below and further detailed in accompanying table by specific activity and strategic alignment.

Informational

- Measurement of Production - count the total number of tactics made to inform target audience of messages.
 - Radio/TV: number of times the radio stations aired PSAs
 - Flyers/ Brochures: total number of flyers produced.
 - Internet: Followers on our Twitter and Facebook page; number of times video is viewed on YouTube (hits) and online news agencies.
 - Promotional Materials: number of promotional items produced.

- Measurement of Exposure - how many people were exposed to message.
 - Audience Attendance: count number of persons who attended community outreach meetings, school engagements; live stream events via social media channels

- Media Impressions: Based on readership determine the number of newspapers which include IWRM information; Listenership/viewership will be harder to put figures to as there are no available statistics for TV and radio and as such PSAs and adverts will be targeted on or around most popular shows or hosts; Website Analytics can also provide a count in terms of number of visits to the site/ duration of visit, exposure, etc.
- Cost per person: calculate the total cost of producing tactics such as flyers, brochures and divide it by the total number of people that received these tactics to determine the cost per person and therefore the cost of our message exposure.

Attitudinal

- Measurement of Awareness and Attitude to evaluate shift in audience attitudes to IWRM as a result of communication efforts.
 - Annual survey with cross section of targeted audience for comparison to gauge impact of communication efforts in changing the attitudes of audience.

Behavioural

- Measurement of Audience Action
 - Queries Desk:
 - Count the number of queries received for new or additional information about the IWRM initiatives and
 - Count the number of contributions and or involvement made by strategic partners and alliances towards the communication efforts.
 - Annual survey with cross section of targeted audience for comparison to gauge impact of communication efforts in changing the behaviour of audience.

An integrated evaluation method is recommended which focuses on process, outcome and impact for capture of as much data as possible to better inform future communication initiatives.

The data will provide baseline measures for this initial campaign which can be used in conjunction with the findings of the survey recommended to determine what tools and channels worked best to deliver messages and to measure the change if any in the knowledge, attitude and practices of audiences. In particular, the evaluation survey should seek to measure any significant change in the field survey and focus group findings informing the creation of this Communication Plan.

SUSTAINABILITY

The strategy is designed to actively convey the goals, successes, and necessity of the IWRM – GRENADA Communication Strategy and Action Plan to a variety of audiences (e.g., stakeholders, funders, media, etc.). Continued engagement with identified audiences is necessary and the following list (which is by no means finite) presents a number of ways in which the plan facilitates this commitment:

- The ability to tailor communication to each audience by using different tools or tweaking messages according to stakeholder preference.
- Provision of clear indicators for measuring outcomes and impacts.
- Recommendations of consistent messaging and visuals for reinforcement to stakeholders.
- Recommendations for communicating IWRM success to individuals and groups from a variety of sectors (e.g., businesses, elected officials, governmental agency representatives, partners, civic and religious groups, etc.) in a language that is understandable.
- Maximising use of social media (e.g., Facebook) to extend audience reach.
- Engagement of media on a consistent and continuous basis to disseminate information.
- Documentation of engagement and success stories.
- Engagement of partners in joint messaging or other activities consistent with objectives.

RECOMMENDATIONS

It is suggested that an IWRM brand be created for Grenada. This may be a simple logo based on universal use of the water droplet to be used on all communication material related to IWRM. This visual identity will serve to unify messaging, increase recognition as authorised correspondence and assist with reinforcement.

According to the findings, communication of IWRM is a necessity. It is strongly recommended that an IWRM “communications champion” spearheads the coordination and execution of ongoing activities. While the overall responsibility may be placed with an organisation, planning and is best delegated to an individual who is qualified and experienced in the field. He/she must be adequately supported from the highest level within the organisation and by a team and with the proper resources for “pushing” and “delivering” the best message, through the right channels, measured against specific goals for optimum results.

A review of activities should be done at the halfway (6 month) mark to ensure implementation is going according to plan and to adjust as necessary, if required.

ANNEX

ANNEX 1: CAMPAIGN TEMPLATE

IWRM Awareness: Protect Water - Preserve Life

Aim

- To educate all citizens of Grenada, Carriacou and Petite Martinique on threats to the water supply from land-based activities. These include: pollution from industry, septic tanks and sewage; agriculture; changing land use (e.g. construction); climate change and other threats.

Target Audience

- ALL
- Priority Audience (Politicians / Policy Makers, Communities, Women)

Audience Action Required

- Take steps to minimize any threats to water from activities in which they are involved.
- Ensure that all new development activity (residential and business) factors impact on water.
- **Legislation** (?) is in place to regulate threats to water (Government audience).
- Understanding of Grenada's hydrology/hydrogeology and how land-based activities impact it.

Information Required

- The threats to Grenada's water resources.
- How government, community, businesses and households can minimize these threats at their level.
- The necessity of protecting and maintaining the resources.

Materials

These materials should do one, some, or all of the following:

- Explain what threats exist and how to minimize the threats.
- Grenada's hydrogeology and how human activity affects it.

PRINT

- Posters: For example, a poster depicting good and bad piggery management.
- Brochure: on Grenada's hydrogeology, human impact and mitigation activities
- Briefing papers for government and business that provide evidence of results and encourage best practices

AUDIO VISUAL

- Television /Radio advertising – 30 second spot as public service announcement

MEETINGS

- Presentations to businesses, CBOs / CSOs addressing above issues

OUTDOOR ADVERTISING

- Billboards (digital and static): may offer traditional as well as new practices of IWRM or highlight best practices
 - Vehicle branding / advertising: offers a moving visual for increased exposure to all stakeholders
- *(Print (poster/flyer) concepts are applicable here*

EDUCATION

- Practical school activities encouraging awareness of water resources, threats and solutions
- Competitions

COMMUNITY

- Volunteer activities to encourage positive action
- Village competitions (around stewardship)

- Private sector engagement to mobilise resources and reach (printed materials e.g. bills, shared media time – ad space or sponsored programmes on radio and TV, joint branded/sponsored/ funded activity, commitment to message sharing via available platforms, etc.

Media Strategy

- Engage and educate media on IWRM specifically
- Announce the start of the campaign
- Keep media updated with press releases about new information as it becomes available through implementation activities
- Maintain an integrated channel approach with messaging to maximise audience reach (multiple channels with the same message over the period)
- Ensure first message is most important message
- Align with another important water activity at the start of the campaign
- Consider publicly recognizing and applauding community, business and government efforts to protect and manage resource
- Continue regular updates on all IWRM activities

ANNEX 2: MESSAGE CONCEPTS

1. Creation of an IWRM brand (based on universal use of water droplet) to
 - be used on all communication material
 - create messages

This may be done via

- A. Logo competition – open to general public and differentiated by age
 - i. Encourages public engagement / participation
 - ii. Opportunity for increased IWRM information exchange and visibility
 - B. Engagement of service provider for urgent creation
 - i. facilitates a quicker process
 - ii. identity
2. KEY MESSAGE DEVELOPMENT “Protect Water ... Preserve Life” for specific stakeholders:

A. STUDENTS (PRIMARY LEVEL):

W - WATCH over this WONDERFUL resource

A - An ADEQUATE, ACCESSIBLE, AFFORDABLE SUPPLY is A WATER SECURE Grenada

T - Let us TAKE action TOGETHER

E - EVERYONE is better off if we use it EFFICIENTLY

R - From RIDGE to REEF we must all do our part

Please, manage and protect our water supply ... preserve life / preserve all life / preserve our lives.

B. POLITICIANS/POLICY MAKERS:

“A water secure Grenada, Carriacou and Petite Martinique means we as well as future generations have access to safe and affordable water in sufficient quantities for all our needs – cooking, washing, cleaning, drinking, swimming, agriculture, manufacturing and other business activities. This means we are able to maintain and enhance the quality of our lives and livelihoods and preserve and protect our beautiful country too. The health and wealth of our nation depends on proper water management. “**Protect Water ... Preserve Life**”

A message from the Government of Grenada / Ministry of Agriculture.

C. WOMAN(EN): (athlete, doctor, fireman, bricklayer, farmer, mother, student, engineer, electrician).

I know and understand firsthand the necessity of clean, safe water for drinking, cooking, sanitation and hygiene; to care for ourselves, families and communities. Access to clean, safe water is hope, health and opportunity. For me, this is personal. I protect water because... **I preserve life.**

- D. BUSINESS OWNERS:** 3% of the earth's water is fresh but 2.5% of the earth's fresh water is unavailable. That leaves us with only .5% for the whole world.

Here in Grenada, we can reduce our water stress by (feature someone in industry applying these practices) reusing/recycling water, rain water harvesting, drip irrigation system, using technology that is water efficient.

And or

(direct operations): We use technology to identify and eliminate leaks

(supply chain): We use and work with suppliers who use water efficient practices

(wider basin health): We ensure that we contribute to the health of our water basin by minimizing run off.

A healthy business needs a healthy community so we protect water ... we **preserve life.**

Or

Water means many things to many people. It is everyone's interest to participate in its development, management and conservation. We reduce water stress by reusing/recycling water, rainwater harvesting, drip irrigation system, using technology that is water efficient.

A healthy business needs a healthy community so, we protect water ... we **preserve life.**

- E. FARMER (CBOs / CSOs / COMMUNITY):** Over the years, I've learnt to use water in ways that avoid wastage but still gives me the best yield on my crops. For example, I grow plants that prefer dry conditions in the dry season, capture and store water for watering the plants and I reuse water, which means less runoff into rivers and streams but more for everyone else. I protect water ... **I preserve life.**

ANNEX 3: MEASUREMENT & EVALUATION

STRATEGIES	OBJECTIVES	ACTIVITIES REQUIRED	INDICATORS	OWNER
Create new communication opportunities and leverage and amplify existing and emerging opportunities.	Create public awareness about the role and advantage of IWRM.	Press Conferences / Interviews	OUTPUT: # of press briefings generated	GOG / MOALF
			OUTCOME: # number of media houses/personnel attending	
			IMPACT: # of stories generated via press channels	
		Radio / TV	OUTPUT: # number of PSAs produced	
			OUTCOME: # of times the stations aired PSAs	
			IMPACT: # of enquiries / exchanges generated to due to PSA	
		Outdoor Advertising	OUTPUT: # of items produced in each category	
		Billboards/Roundabout Signage/Bus Stop/Vehicle Advertising	OUTCOME: duration of exposure; quantity of exposure	

STRATEGIES	OBJECTIVES	ACTIVITIES REQUIRED	INDICATORS	OWNER
			IMPACT: via attitude and awareness survey	
		Print	OUTPUT: # of items produced in each category	
		Newspapers	IMPACT: via attitude and awareness survey	
		Posters		
		Brochures / Leaflets		
Gain and leverage external validation of the impact of the IWRM and its benefits.	Encouraging private sector participation.	Meetings / Seminars / Discussion Forums	OUTPUT: # of presentations created	GOG / MOALF
			OUTCOME: # of presentations appointments secured	
			IMPACT: # of queries received from private/public sector for further information.	
			# of public/private sector requests regarding IWRM	

STRATEGIES	OBJECTIVES	ACTIVITIES REQUIRED	INDICATORS	OWNER
		Press Releases		
			OUTPUT: # of press releases generated	
			OUTCOME: # number of newspaper clippings and news stories (radio/TV) generated	
			IMPACT: advertising value gained from media coverage	
Integrate emerging technologies into the communications process to effectively reach and influence key audiences.	Building a positive public image about IWRM.	Internet	OUTPUT: # of product information or publications made available; # of posts (content shared) via social media channel; # of SMS sent	GOG / MOALF
		Website	OUTCOME: # of visitors to website, page views, time on site, returning visitors, origin of visitors; # of products/ publications downloaded; # of followers on social media channels	
		Social Media	IMPACT: increased reach and engagement	

STRATEGIES	OBJECTIVES	ACTIVITIES REQUIRED	INDICATORS	OWNER
		Mobile Messaging (SMS)		
Establish a sustainable plan for the continuous development and execution of communication initiatives	Promote synergies among different stakeholders	Events	OUTPUT: # of events;	GOG / MOALF
		Competitions / Festivals / Curriculum Inclusion / Certification	OUTCOME: # of attendees at events; number of contributions and or involvement made by strategic partners and alliances; type of partner/alliance at event (Government, Funding Agencies, Private Sector, CBOs, CSOs)	
		Community Meetings	IMPACT: change of attitudes and beliefs via survey	

