

OSOL LMMAs Outreach plan				
LMMA Establishment phase: <i>Local stakeholders support the establishment of the LMMA</i>				
Behaviour adoption and Action objectives	Target audiences	Messaging strategies	Messages vehicles and channels	Tools and Materials
Action 1: Community understand and agree to establish LMMA	Local communities, CCPs, VSLAs	<p>Strengthening community understanding of their marine resources and habitats:</p> <ul style="list-style-type: none"> - Marine habitats: roles and connectivity- benefit of healthy ecosystem. - Fish/Octopus reproduction and life cycle - Fish Spawning aggregation. - Different threats to marine resources and habitats. - Implication of unsustainable fishing practices on the fisheries and the community wellbeing. 	Community consultation/outreach, VSLA meetings, CCP meetings. Use of VAs local champions Community exchange trips	Posters, PPP and movies
	Local communities, CCPs, VSLAs	<p>Promoting LMMA as an effective marine management tool:</p> <ul style="list-style-type: none"> - What is an LMMA? Why do we need LMMA? - Reinforcing the value of the sea as an essential community life support, and should be taken good care of by the communities through LMMA establishment (value of stewardship). 	Community consultation/outreach, VSLA meetings, CCP meetings. Use of VAs local champions. Community exchange trips	Posters, PPP and movies
Action 2: Community members and CCPs actively participate (attend meeting and participate in discussion) in LMMA consultation	Local communities, CCPs, VSLAs	Why? Ensure that decisions made are appropriate to community, respond to community needs, opportunity to raise concern, voices, and better awareness of the project....etc.	Community consultation/outreach, VSLA meetings, CCP meetings. Use of VAs local champions	None (could be banners)

<p>Action 3: Community adoption of a well-designed LMMA (Zonation, rules and regulation, enforcement plan...etc)</p>	<p>Local communities, CCPs, VSLAs</p>	<ul style="list-style-type: none"> - The benefit of Temporary closure and permanent replenishment zones if effectively implemented. - How to effectively design of Temporary closures and permanent replenishment zones (Habitat composition, targeted species, Size and location). - Sharing best practises in LMMA regulation design and enforcement. <p>Value that regulation are set to facilitate attainment of a healthy and productive LMMA.</p>	<p>Community consultation/outreach, VSLA meetings, CCP meetings. Use of VAs local champions Community exchange trips</p>	<p>Posters, PPP and movies</p>
<p>Action 4: VSLA Willing to adopt Env Fund</p>	<p>VSLAs and VAs, CCP</p>	<ul style="list-style-type: none"> - VSLA and VAs participation in the LMMA management- Purpose of Env Fund. - The relevance and Linkage between the work of LMMA managers and the VSLA - How the EF will be managed and used - Promoting the value of investing in common good 	<p>VSLA meetings, CCP meetings. Use of VAs local champions Community exchange trips</p>	<p>Posters, PPP</p>
<p>Action 5: Local authorities commit to support LMMA establishment and management</p>	<p>Local authorities</p>	<p>Promoting LMMA as an effective marine management tool:</p> <ul style="list-style-type: none"> - What is an LMMA? Why do we need LMMA? - The benefit of Temporary closure and permanent replenishment zones if effectively implemented. - Reinforcing the value of the sea as an essential community life support, and should be taken good care of. 	<p>Local authorities consultation</p>	<p>PPP and movies</p>

		- Community investment in marine resources management and the multi-stakeholders approach in LMMA management.		
LMMA Implementation phase: Stakeholders fully engaged in LMMA management				
Behaviour adoption and Action objectives	Target audiences	Messaging strategies	Message vehicles and Activities	Tools and Materials
Action 1: VSLA contribute Env Fund to MPA management	CCP, VSLA and VAs	<ul style="list-style-type: none"> - VSLA and VAs participation in the LMMA management- Purpose of Env Fund - The relevance and Linkage between the work of LMMA managers and the VSLA - How the EF will be managed and used <p>Promoting the value of investing in common good</p>	VSLA meetings, CCP meetings. Use of VAs local champions	Posters, PPP
Action 2: CCP conduct regular patrol and violation of LMMA regulation are regularly prosecuted with the authority support	CCP and local authorities	<ul style="list-style-type: none"> - Value that regulation are set to facilitate attainment of a healthy and productive LMMA. - Ineffective enforcement will eventually affect livelihood of the whole community and that violations are punishable. - Regularly punishing an offender will potentially ensure a full compliance by fishers - Best practices in MPA/NTZ enforcement <p>The enforcement procedure (warning, reporting, prosecuting)</p>	Local authorities consultation and CCP meetings/training	Posters
Action 3: Community report violation of LMMA regulation	Local communities/ fishers	<ul style="list-style-type: none"> - Value that regulation are set to facilitate attainment of a healthy and productive LMMA. - The enforcement procedure (warning, reporting, prosecuting) 	Community consultation/outreach, VSLA meetings, CCP meetings. Use of VAs local champions	Posters, Radio airing, LMMA sign, songs

<p>Action 4: Local and outsider fishers comply with MPA</p>	<p>Local and outsider fishers</p>	<ul style="list-style-type: none"> - Value that regulation are set to facilitate attainment of a healthy and productive LMMA. - The different zonation of the LMMA and their purposes: Temporary closures, permanent replenishment zones, regulated fishing areas. - The Dos and Don'ts during the temporary closure and opening and the fines. - The Dos and Don'ts within the permanent replenishment zones and buffer zones and the fines. - The Dos and Don'ts within the regulated fishing areas. - The benefit of Temporary closure and permanent replenishment zones if effectively implemented. - Reinforcing the value of the sea as an essential community life support, and should be taken good care of. 	<p>Community consultation/outreach, VSLA meetings, CCP meetings. Use of VAs local champions</p>	<p>Posters, Radio airing, LMMA signs, songs</p>
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