

With the support of the Planning Institute of Jamaica (PIOJ), as part of the Improving Climate Data and Information Management Project of Jamaica's Strategic Programme for Climate Resilience (SPCR), Panos Caribbean is implementing a **new campaign** under the **Voices for Climate Change Education Initiative**. The campaign **promotes climate change awareness and community resilience** through the engagement of popular artists and performers and the production and dissemination of creative materials and messages.

Focusing on, and amplifying the experiences of, four communities across Jamaica (Annotto Bay, St. Mary; Lionel Town and Rocky Point, Clarendon; and Ridge Red Bank, St. Elizabeth), the campaign will develop participating national and local artists' knowledge of climate change and community-based adaptation initiatives, build their interest and skills in social communication, and facilitate the production of original work that conveys **behaviour change messages** rooted in the experiences and realities of those communities. The work of these **Voices for Climate Change Education Ambassadors** will then be featured in **a series of concerts in schools and communities** in the targeted locations, and disseminated nationwide through **radio, television and social media**.

Campaign activities will also encourage school students use their creativity to craft climate change adaptation message. Students in the four communities will be challenged to produce, in advance of the concerts in their schools, **60-second video messages** with prizes given for the best productions. The campaign includes a short **story competition** for students, encouraging them to creatively highlight the need for community-based and household-level adaptation to climate change.

Another element of the project is a **reading initiative** that will introduce young readers to literature on climate change while encouraging them to read. Some of the artists trained by the campaign will assist in this action by reading to students, encouraging them to read, and reinforcing climate change adaptation messages. Panos Caribbean will work with schools and libraries in the selected communities in order to create synergies with the concerts and other actions of the campaign.

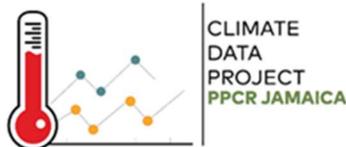
Social media content and branded merchandise will be produced and disseminated throughout the campaign to promote climate-smart living in the target communities and nation-wide.

The entire process will be documented and shared via **a number of video productions**, including promotional videos documenting stages in the process; short call-to-action clips with messages from participating artists/Voices Ambassadors and community members; two "testimonials" of collective and individual responses to climate change in target communities; and one training video on the entire process, for use by communities and institutions interested in developing similar programmes in Jamaica and other parts of the Caribbean.

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For more information contact Panos Caribbean: Jamaica@panoscaribbean.org or visit www.panoscaribbean.org

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Building Resilience Through Improved Climate Information

