

# Developing capacity in the Ecosystem Approach to Aquaculture Management (EAAM)



# What is awareness raising?

It is an ongoing process of building institutional knowledge

For EAAM/EA FM to succeed, you will need to continually build awareness of EAAM/EA FM - related issues at all levels



# Awareness raising methods

## Training

- **Formal** (training sessions, workshops, lectures)
- **Non-formal** (small groups, exchange visits, peer-to-peer discussion, plays, one-on-one contact)
- **Training the trainers** – develop local resource persons who can effectively conduct awareness raising activities on their own

## Focus Group discussions

## Drama

- **Live or through the media, and role-play**, can be a very powerful way of getting messages across

## Media

- local and national media

## Stories



# When to use

- Startup A and B
- Through the whole process to build in stakeholders

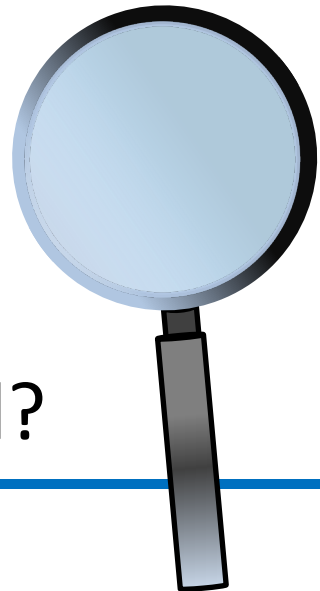




# How to carry out awareness raising

## Analyze the local context and define the major issues

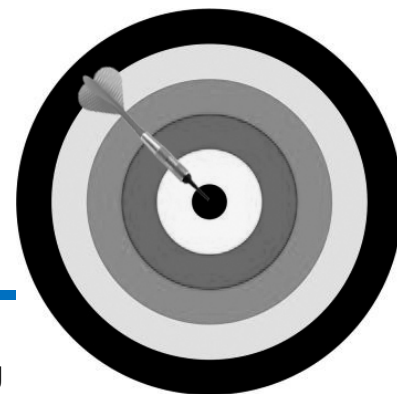
1. What is the scale and significance of the problems?
2. Are there important social, economic or ecological dimensions to each of the problems?
3. Have technical causes been identified?
4. Have technical solutions been identified?



# Identify target audiences



1. Who has a direct stake in co-management?
2. Who will be directly affected by co-management?
3. Who uses aquatic resources?
4. Who decides how aquatic resources will be allocated?
5. Do these audiences have special information needs?
6. Do they have a unique perspective or knowledge of aquatic issues?



# Identify the message and program content

- What is the educational program attempting to accomplish?
- Are the target audiences directly affected by resource deterioration? In what ways?
- What role will these audiences play in implementing possible solutions?
- What do people need to know or feel strongly about in order to act?



# Select and use techniques and media

- How do the various target audiences stay informed?
- How accessible are the target audiences? Are there convenient distribution networks?
- Is the educational message simple or complex?
- How much money is available? What are the local resources (both financial and human)
- that can be drawn upon?



# Evaluate the program

- Did the information reach the target audiences?
- Was the message accurately conveyed by mass media?
- Did people understand the information?
- Was there a response from the target audiences?



# *Essential* EAAM

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