

CASE STUDY



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Let's A.C.T. Saint Lucia Communication Campaign



Background/Context:

The UN Development Programme's Japan-Caribbean Climate Change Partnership (UNDP J-CCCP) is an initiative designed to strengthen the capacity of countries in the Caribbean to invest in climate change mitigation and adaptation technologies. Climate change is recognised as a threat to the Caribbean and this partnership seeks to develop initiatives, including campaigns, to educate, inform, and create opportunities for climate change adaptation and awareness.

As part of this partnership, a multi-tiered campaign was developed, entitled 'Let's A.C.T. (Adapt. Change. Take Action) Saint Lucia', based on the results of a Knowledge, Attitudes, Practices and Behaviour [KAP/B Survey](#) carried out across the island. The 2016 KAP/B study targeted a representative cross section of the Saint Lucian population through a general household survey and focus groups targeting decision makers from the commercial sector, the building and construction sector, secondary school students and interview-administered questionnaires with farmers from each of Saint Lucia's eight agricultural districts.

The results supported the need for increased public education and awareness activities as a critical measure to tackle the impact of climate change. Overall, 91.2% of respondents were interested in more information on climate change. Specifically, respondents offered recommendations and practical suggestions to address climate change impacts including: encouraging recycling options/manufacturers to become involved in developing recycling options for waste material, enforcing building codes, continuous adaptation and mitigation focused farmer education, and the installation of alternative and renewable energy sources, among others.

The inputs provided the basis of the evidence-based campaign, which was further informed by a targeted communication strategy, designed to encourage behaviour modification and improve Saint Lucia's resilience to the impacts of climate change. This case study has been developed to highlight key points, takeaways and insights as it relates to the campaign.



Screen-shot from the bilingual TV advertisement produced during the campaign

About Let's A.C.T. Saint Lucia

'Let's A.C.T. Saint Lucia' was designed to appeal to a broad demographic of Saint Lucians. Many of the initiatives and media products were developed particularly with the country's future decision makers in mind, hence why there was a deliberate outreach toward schools. As the campaign strategy and goals became more clearly defined, the list of campaign deliverables was adapted and adjusted as necessary for greatest impact. The main items produced during this campaign are as follows:

- [A calypso](#)
- 8 radio Public Service Announcements (4 in English; 4 in Kwéyòl)
- 7 digital posters
- [A sixty-second bilingual video](#)
- [School outreach activities](#)
- [A social media video competition](#) for primary schools (including a [digital media training](#) workshop for students)

Insights & Takeaways

Revise and Refine

Campaign materials were developed and implemented through a fully participatory process. Guided by the results of the KAP/B study, materials were produced and subsequently reviewed by technical officers within Saint Lucia's Department of Sustainable Development and UNDP to ensure accuracy. Later, materials were returned to the communities for pre-testing via focus group discussions in the North, South and West of the island. These focus groups, comprised of various homogeneous audiences, served to confirm guidance received from the KAP/B study. For example, KAP/B

results indicated that print news was no longer an effective means of disseminating messages. This was confirmed during pre-testing and print news outlets were forgone in favour of digital media. The social media posts developed in their place were boosted online at a fraction of the cost, ensuring greater reach. Overall, pre-testing determined that the campaign was sound and provided achievable actions for the local population. Where requested, amendments were made. Many of these related to placement of text or expressions used.



The A.C.T. Now Saint Lucia music video has over 10k YouTube views and climbing

Use of Local Influencers and Approaches

The Government of Saint Lucia, through the Department of Sustainable Development, hosted a climate change workshop for members of the local entertainment industry, including artistes, writers, producers and other 'creatives'. The workshop proved very effective, not only in terms of educating public figures on climate change but also transforming them into effective climate change and adaptation 'ambassadors' of sorts. The resultant calypso and music video benefitted from the creativity, experience and expertise of the attendees, ensuring that it was an instant success. It is important to note that the artistes who developed the calypso were not scripted. The content was produced based on their understanding of the challenges Saint Lucia faced and guidance from the KAP/B report.

Local culture, particularly language (Kwéyòl) and music (calypso) were given preference to reach a wider cross section of Saint Lucians and these were positively highlighted during focus group sessions. Of materials developed, the calypso was especially well received from inception, being applauded for its use of familiar concepts, the ease in which it could be remembered and the use of Kwéyòl. Once the [music video](#) for the calypso was released, it recorded thousands of views within a few hours with limited promotion – reaching approximately 10,000 views at the time of this report and spreading to neighbouring islands who also speak a French creole, similar to Saint Lucia's. The music video was also shared widely across a popular online messaging platform in file format, which meant uptake could not be recorded.

Multi-Platform Reach

The communication channels utilised in this campaign included radio, TV, social media and community outreach. Radio ads and video content were incredibly effective due to their relatable content, as outlined above. The campaign messaging was then reinforced by the social media content. The social media competition, in particular, successfully attracted young people while also creating effective 'in-person' information forums. For example, the pre-competition orientation which briefed students on climate change

The campaign received over **42k views** on social media!

Repetition for Reinforcement

The campaign greatly benefitted from a strong key message, encouraging Saint Lucians to 'act' while succinctly outlining what it means to 'act', in the acronym. The campaign slogan, "Let's A.C.T. Now Saint Lucia" was derived from the campaign's title, ensuring

Further Considerations



Students learn more about climate change during the digital media training seminar

Other campaigns might consider leveraging the use and involvement of local figures, in the future. The relationships built with local calypsonians and entertainers and their reach within the local population cannot be understated.

The participatory approach, especially for the calypso and the youth competitions, was essential to the success of this campaign. Involving community members, gate keepers and key personnel in all stages of planning and implementation secured buy-in for all involved.



Community outreach at the Dame Pearlette Louisy Primary School

impacts, the contextualised skills training sessions, and the [prize-giving ceremonies](#) were all outlets where students had access to greater informational resources. This approach helped reach Saint Lucians across a broad spectrum of mediums.

message consistency. Similarly, the jingle, adapted from the calypso, allowed for more streamlined campaign messaging and greater audience recall as the same messaging would have been reinforced.

Further, the development of campaign materials, driven by data and later, tested with various groups, led to greater buy-in from Saint Lucians. The level of participation and input from stakeholders and targeted communities during the vetting process was commendable and embodied the concept of communication for development and social change. This is worth replicating.