Background Paper 4:

PACIFIC PLAN COMMUNICATIONS STRATEGY

'Stronger and deeper cooperation between Pacific nations and people for a peaceful and prosperous region'

Goal

To promote regionalism, the Pacific Plan and its initiatives for the first three years through an integrated public information strategy to key stakeholders.

Objectives

1. To provide Leaders with regular updates on the Pacific Plan.
2. To provide member governments with public information tools to promote the Pacific Plan within their constituencies.
3. To mobilize stakeholders to become involved/engaged in the ongoing development of the Pacific Plan and its implementation.
4. To mainstream the Pacific Plan in the planning, decision making processes and the work programmes of national governments, regional organizations and development partners.
5. To stimulate ongoing discussion and debate about regional cooperation issues.

Stakeholders

1. Forum Leaders
2. Government Officials
3. Regional organisations and staff
4. NGOs
5. FBOs (Faith-Based Organizations)
6. Development Partners, including Post Forum Dialogue partners
7. Educational institutions
8. Professional associations
9. Private sector
10. General population
11. Media

Messages

1. Delivering Leaders' Vision to help them meet their people's needs so that the Pacific will be a region of peace, harmony, security and economic prosperity.
2. Improving economic development, sustainable development, good governance, security, national commitment and partnerships through strengthening regional cooperation and integration.

3. Helping people live free and worthwhile lives where their cultures, traditions and religious beliefs are honoured and developed with full observance of democratic values and defence and promotion of human rights.
4. Encouraging growth and providing jobs through pooling resources.

Methods of delivery

Electronic

- monthly updates for stakeholders' message groups
- monthly updates for stakeholders' websites
- monthly update of Pacific Plan website

Print

- monthly press releases
- flyer/brochure for stakeholders' newsletters/magazines
- regular interviews with government officials/ senior staff from regional organisations and/or others
- booklet on regionalism

Radio

- monthly press releases
- voice grabs and programmes distributed to radio stations, including community radio
- regular interviews/panel discussions with government officials / senior staff from regional organisations and/or others

Television

- monthly press releases
- programmes sent to TV stations, e.g. through SPC's 'The Pacific Way'
- regular interviews/panel discussions with government officials / senior staff from regional organisations
- video (PIFS/SPC)

Advertising

- in select media

Fora

- Senior staff from regional organisations addressing regular Ministerial, government, regional, NGO, FBO, business, donor, educational and professional meetings (eg PROMO)
- FBO gatherings

Schools/Universities

- Youth Essay competition (PIFS/UNICEF)
- Scholarships on new USP course on regionalism (PIFS/ADB)

Measurement

1. Number of website 'hits'
2. Numbers of press releases distributed and used in media

3. Number of newspaper/magazine articles
4. Number of radio interviews/programmes
5. Number of television interviews/programmes
6. Number of formal meetings with Pacific Plan on the agenda and/or presentations made on the Plan
7. Number of schools involved in essay competitions
8. Number of new issues for the Plan to consider
9. Awareness Survey

Next steps

Compilation of *implementation schedule* of public information activities.