

**Kiribati Climate Change Media Training Report**  
**GCCA : PSIS and the Regional Media Centre (RMC).**

**21-23 August, 2012**

**Introduction**

The Climate change media training in Kiribati was the second of a series of media training initiated by the Global Climate Change Alliance: Pacific Small Island States in three countries namely, Tuvalu, Kiribati and the Federated States of Micronesia.

Prior to the training, a call for expression of interest was circulated by the Office of the President to Government ministries and to media organisations in Kiribati. Following the call for expression of interest 20 participants were selected to be part of the three day intensive workshop.

The workshop reiterated messages presented in the Tuvalu climate change and media workshop that the media remained a dominant tool when influencing public attitudes towards climate change. Furthermore, it can be effective means of engaging communities, stakeholders and governments to contribute to meaningful discussions on climate change and other interconnected development issues.

The Global Climate Change Alliance: Pacific Small Islands States engaged the Secretariat of the Pacific Community's Regional Media Centre to carry out the training in consultation with both the Communications Officer and the Climate change advisor in the Office of the President in Kiribati.

The three day workshop was held at the Otiantai Hotel with the intention of providing a platform where local participants can discuss, learn and share good practices about climate change, its effects, adaptations methods and the roles of participants in climate change awareness, education, communication and public access to information.

The participants list is presented in Annex 1, the programme in Annex 2 and some of the outputs in Annex 3.



## **The training**

The training was output oriented and participants were placed in groups to plan, develop and produce at least three media products with specific focus on climate change issues impacts, mitigation and adaptation programmes. The training included practical work and field media exercises, power point and oral presentations, video and radio critiquing and discussions.

Communication officers from Government ministries were encouraged to make use of the mass media and journalists to further the goals of their organization and to understand how the media works. The workshop consisted of informative sessions, skills-building exercises and practical sessions. Following these sessions was a hands-on session where participants were put into groups and worked on produced three media products. These products were either in print, radio and television. Of the four groups, two groups chose to produce print products with one group producing a newsletter both in I-Kiribati and in English while the second group produced a poster. The third group worked on a radio current affairs piece and the last group produced a news-style television item

## **Sessions and presentations**

### **Pasha Caruthers, Abstract – Understanding Climate Change and the Sciences**

This presentation looked at the differences between weather and climate, climate variability and climate change. Pasha also highlighted the complexities surrounding climate change and the sciences. She noted that the warming of the climate system is unequivocal, as is now evident from observations of increases in global average air and ocean temperatures, widespread melting of snow and ice, and rising global mean sea level. She also highlighted what climate change meant for Kiribati in terms of food security issues, in terms of health, sanitation and health.

### **Andrew Teem, Climate Change Adviser, Office of the President**

#### **Abstract**

Spoke to the participants in the i-Kiribati language on what Government is doing to address climate change.



## **Panel Discussion**

#### **Abstract**

A panel made up of Dr Lachlan McIver of the World Health Organisation, Pasha Carruthers of the Global Climate Change Alliance: Pacific Small Island States

(GCCA: PSIS), Yuki Buadromo who spoke on the Vegetation and Land Cover Mapping and Improving Food Security for Building Resilience to a Changing Climate in Pacific Island Communities Implemented by SPC and funded by the United States Agency for International Development (USAID). Hanna Sabass discussed the SPC/GIZ CCCPIR and considered the strong links between climate change, natural hazards and risk reduction and the demand by Ministries of Education in pilot countries of the SPC/GIZ Coping with Climate Change in the Pacific Island Region (CCCPIR) programme, this collection integrates key messages and learning outcomes for climate change and disaster risk management. The panel also included Andrew from the Office of the President and Tebikau, a public environment health inspector. Tebikau noted the increasing number of water borne diseases and vector borne diseases in Kiribati and why it needed to be addressed.



## **Pasha Caruthers**

### **Abstract - Global Climate Change Alliance: Pacific Small Island States (GCCA: PSIS) Project**

The Global Climate Change Alliance: Pacific Small Island States project uses innovative and effective approaches to deliver climate change support to developing countries. A total of €11.4 million have been provided by the European Union to the Secretariat of the Pacific Community (SPC) for the GCCA: PSIS Project and currently there are two (2) regional projects one implemented by SPC and the other by USP. The overall objective of the project is to support the governments of the nine Pacific smaller island states in their efforts to tackle the adverse effects of climate change and this through national climate change adaptation projects, on-the-ground activities supported by climate change mainstreaming, climate change mainstreaming, supporting national efforts to successfully mainstream climate change into national and sector response strategies, climate change information exchange enhanced, streamlined adaptation finance and targeted technical assistance. The purpose of the GCCA: PSIS is to promote long term strategies and approaches to adaptation planning and pave the way for more effective and coordinated aid delivery on climate change at the national and regional level.

**Rooti Terubea**, Office of the President (OB)

### **Abstract**

Rooti discussed the challenges for media development in Kiribati and highlighted the lack of capacity and capabilities of people to deliver information that will educate and inform people on issues like climate change. Rooti noted that lack of technological developments and knowledge may have contributed to a rather slow development of communications and media in Kiribati. He urged participants to take advantage of the training.

**Larry Thomas, Coordinator, Regional Media Centre, SPC**

### **Abstract – Mass media**

This introduction looked at the definition of mass media as all forms of media technologies and mediums which are designed to reach a large audience by mass communication. Larry discussed broadcast media which is often also referred to as electronic media where information is transmitted electronically. Broadcast media includes television, film and radio, movies, CDs, DVDs and some other devices like cameras and video consoles. Print media on the other hand uses physical mediums like a newspaper, magazines, brochures, newsletters, books, leaflets and pamphlets as means of sending information. Organisations which control and produce these mediums of communication can also be called the mass media.

**Planning Stories/ Messages/ Information: Ruci Mafi**

### **Abstract**

In this presentation participants learnt that people must be able to interpret messages conveyed to them and hence compelled to do something about an issues. In planning stories or messages, participants were taught to begin by first identifying target audiences. These could be villagers, communities, women, men, traditional leaders and elders, youth/ young people, children, students, church leaders, politicians, donors, general public, government officials, churches. Participants were asked to plan their messages by answering the following questions. What is the main issue to be covered? What is your message? What are the main questions to be answered? What resources, sources of information and materials will corroborate/validate – support and hold up your message? Is the message or story new, is it unusual, interesting, about conflict, concerns a prominent person. Research is critical in planning stories or messages. Communications channels are ways of transmitting that enable messages to be exchanged between “senders” and “receivers”.

On some occasions messages have to be reaching the target audience repeatedly and through a range of communication mediums.

## Day 2: Planning Day

Participants gather in their groups and began to discuss what media products to produce, the message and how they will frame their messages to suit their target audiences. They then presented their concepts and how they will approach the different topics they chose.



## Scripting Messages

Messages and information were prepared using the journalism standard of developing stories. This is by answering six questions known as the 5WHs. This includes Who? What? Why? Where? When? How? In addition, through the writing process participants were taught to KISS the messages by keeping them short and simple. Also used was the inverted pyramid style of journalism writing where the most important issues were highlighted first to the least important at the end of the message. Participants were encouraged to consider issues and angles which would appeal to their target audiences. Importantly, this exercise also looked at comprehension – where participants were informed that if they did not understand the messages they develop then there is no way their audience will understand them as well. Editing messages and stories are important to ensure that issues and stories were attractive to the eyes and ears, were factual and accurate and very little grammatical errors.

## Day 3 - 5: Media production

Participants were divided into five groups. Two groups worked on print, two on producing a radio piece and the last group worked on a short climate change documentary. A newsletter was produced in both I-Kiribati and in English where the

focus was climate change and water borne diseases. The second print group produced a poster and a brochure on climate change and diarrhoea. The radio story highlighted the issue of climate change and its impacts on Kiribati.

Media production took two days and was an interesting process for the participants who wanted to learn a new skill.



## Evaluations

All 20 participants said their expectations were met.

All participants requested more media training and follow-ups workshops.

Eleven of the 20 participants requested training in the coverage of more tools including other mediums, effective communications, in developing communications strategies and in media production. One participation requested training in final cut pro software used to edit video, films and TV stories. One participant requested an internship on graphic design while 50% of the participants requested that the time allocated for training be more than 3 days particularly given time for practical and field work.

10 participants or 50% of participants requested that tape recorders used in the training be given to participating organisations in Kiribati where such tools are not easily made available. The request is founded particularly given the need to sustain skills and knowledge and also given need to capture evidence based information for dissemination.

All the participants found the training interesting and fun and the facilitators effective. All participants found the training programme and the content useful and will apply knowledge and skills gained to their work.

### Conclusion

The training was a success in Kiribati and the Regional Media Centre received requests for similar training and internships as well. There were many lessons from the workshops and this will be considered should there be future training on climate change. Participants were grateful and realised the importance of the media in communicating climate change.



## Annex 1. Participants List

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## Annex 2 Programme



### CLIMATE CHANGE MEDIA TRAINING WORKSHOP

#### TENTATIVE PROGRAM

##### Kiribati

(Global Climate Change Alliance: Pacific Small Island States (GCCA: PSIS) Project & Regional Media Centre RMC)

The workshop is intended to provide a platform where local participants can discuss, learn and share good practices about climate change, its effects, adaptations methods and the roles of participants in climate change awareness, education, communication and public access to information. The workshop consists of informative sessions and skills-building exercises with a special focus on Radio. At the end of the training it is intended that stories and experiences of climate change in Kiribati will be produced by participants.

#### DAY 1

Time	Sessions	Topic	Resource Person
8.30- 9.15 am	Session 1	Welcome and introduction to the training	Officials from the Government of Kiribati : <i>Secretary Foreign Affairs or Secretary OB TBC</i>
9.15am – 9:45 am	Session 2	Climate change in Kiribati	Andrew Teem/Michael Foon

	In this session participants will discuss activities and programmes the Government of Kiribati has planned, is planning and is implementing to address climate change.		Strategic Risk Management Unit, Office of the President  Riibeta Abete/Robite Teate – Environment Conservation Division, Ministry of Environment, Lands and Agriculture Development
<b>9:45 am – 10am</b>	Session 3	GCCA : PSIS  What is the GCCA : PSIS programme.	Pasha Caruthers, Climate Change Advisor - Global Climate Change Alliance: Pacific Small Island States, SPC
<b>10am - 10:30</b>	<b>Morning Tea</b>		
<b>10:30 – 11am</b>	Session 4  In this session participants will take a look at how climate is going to change or has changed in Kiribati and the Pacific region in the 21 <sup>st</sup> century  Participants will discuss how changes affect natural systems, society and themselves.	Climate Change What are we doing about Climate Change  <ul style="list-style-type: none"> <li>• Adaptation</li> <li>• Mitigation</li> <li>• Other interventions on climate change</li> </ul>	Pasha Caruthers, Climate Change Advisor - Global Climate Change Alliance: Pacific Small Island States, SPC Dr Lachlan McIver, WHO Vuki Buadromo, SPC USAID
<b>11:00-11:30</b>	Session 5	Discussions  Climate change in Kiribati	Panel: SPC and National Presenters from above.
<b>11:30 - 12:30pm</b>	Session 6	Climate change and the media in Kiribati	Rooti Terubea – Office of the President
<b>12:30 – 1pm</b>	Session 7	Media Training Overview, Expectations and Media Production brief	Larry Thomas, Coordinator, SPC- RMC

			Ruci Mafi, SPC Regional Media Centre
<b>1.00-2pm</b>	<b>Lunch</b>		
<b>2pm – 2: 30pm</b>	Session 8	The Mass Media Why is it significant to Climate Change?	Ruci Mafi, SPC Regional Media Centre
<b>2:30pm – 3pm</b>	Session 9	Our stories & our experiences Video Critique	Ruci Mafi,– SPC Regional Media Centre
<b>3pm – 3.30</b>	<b>Afternoon Tea</b>		
<b>3.30 – 4:30pm</b>	Session 10	Group Work : Identifying different characteristic of the media and which one is ideal to convey our messages	Ruci Mafi,– SPC Regional Media Centre
<b>4:30pm</b>	<b>End of Day 1</b>		

## DAY 2

<b>Time</b>	<b>Sessions</b>	<b>Topic</b>	<b>Resource Person</b>
<b>8.30- 9 am</b>	Session 11	Recap  Mass Media (Print/Radio/TV)	Ruci Mafi, Communications & Training Assistant – SPC Regional Media Centre
<b>9am – 10am</b>	Session 12	Media Skills and Knowledge Where do we start?  Writing styles, KISS concept, the inverted pyramid interviewing skills; the rights of the interviewer;  Basic skills, radio, TV and print	Ruci Mafi, Communications & Training Assistant – SPC Regional Media Centre

<b>10am - 10:30</b>	Morning Tea		
<b>10:30 – 11am</b>	Session 13.	The Media Our role in climate change  <b>Group work and planning</b>	SPC Regional Media Centre
<b>11am – 12:30pm</b>	Session 14 Making sense of climate change in Kiribati	Planning, discussions and presentations of media output approach	SPC Regional Media Centre
<b>12:30 – 1:00pm</b>	Session 15 Media Production	Media Production	SPC Regional Media Centre
<b>1.00-2pm</b>	<b>Lunch</b>		
<b>2pm – 3pm</b>	Session 16 Groups work on media outputs 3 Groups for 3 outputs Group 1 – Radio Story Group 2 – Print Story and Photograph Group 3 – Radio/TV Story	Telling our stories & our Experiences	SPC Regional Media Centre
<b>3pm – 3.30</b>	<b>Afternoon Tea</b>		
<b>3.30 – 4:30pm</b>	Session 17	Telling our stories & our Experiences	SPC Regional Media Centre
<b>4pm</b>	<b>End of Day 2</b>		

### DAY 3

Time	Sessions	Topic	Resource Person
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<b>8.30- 10 am</b>	Session 18 Media production continues	Let's look at our story concepts & media production progress	Ruci Mafi, Communications & Training Assistant – SPC Regional Media Centre
<b>10am - 10:30</b>	Morning Tea		
<b>10:30 – 1pm</b>	Session 19	Media Production Scripting, Editing and Refocusing	Ruci Mafi, Communications & Training Assistant – SPC Regional Media Centre
<b>1.00-2pm</b>	<b>Lunch</b>		
<b>2pm – 3pm</b>	Session 20	Media Production continues Finalizing messages/ stories	SPC Regional Media Centre
<b>3pm – 3.30</b>	<b>Afternoon Tea</b>		
<b>3.30 – 4pm</b>	Session 21	Completion of Media Production & final draft of stories & experiences submitted for viewing and critiquing	SPC Regional Media Centre
<b>4-4.30pm</b>	Closing of workshop	Plans for follow-up activities	Pasha Carruthers and the Kiribati Department of Environment
<b>4.30pm</b>	<b>End of Day 3</b>		


## Annex 3. Outputs

### What is Diarrhoea?

Is the passage of three or more loose or liquid stools per day. (or more frequent passage than is normal for the individual)  
*Definition World Health Organisation*

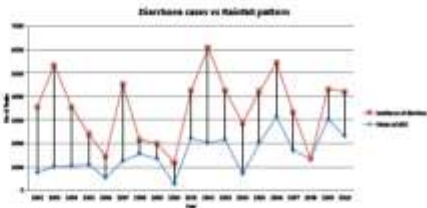
### Diarrhoea as a health concern in Kiribati

- Diarrhoea and dysentery cases are high in Kiribati
- For every 10 Children admitted at the Betio Clinic, 4 had diarrhoea in 2011
- WHO Report 2005 noted that mortality rate for children under 15 are due to water - borne diseases like diarrhoea and dysentery
- 36 % of the 12,509 people living in Betio Clinic, 4 had diarrhoea in 2011
- 56 % of diarrhoea cases reported on South Tarawa - 54% were from Betio



### Climate Change and Diarrhoea

- As the global Climate continues to change, Kiribati as a nation has experienced environmental, social, and economic impacts of climate change
- With the changing climate, Kiribati is a small nation with a limited land space and a population exceeding 90,000 continues to experience extreme weather patterns. High rainfall is expected as a common trend in the 21st century
- Kiribati will have more rainfall seasons and less drought (IPCC, 2007). This condition will adversely affect the health of the people in regard to water-borne and vector-borne diseases. Whether or not the potential for harm is actually translated into outbreaks of disease will depend on factors other than climate change, such as the presence of mosquito breeding sites close to homes, protection of drinking water sources, levels of food hygiene, crowding, and housing quality
- Diarrhoea outbreak in Kiribati is common during high rainfall periods




Year	Rainfall (mm)	Diarrhoea Cases
1995	100	10
1996	150	20
1997	120	15
1998	180	30
1999	140	25
2000	160	28
2001	130	18
2002	170	27
2003	150	22
2004	190	35
2005	160	28
2006	140	20
2007	180	32
2008	150	25
2009	170	28
2010	140	18
2011	160	25

### Changes in Kiribati's Climate


Annual and wet season rainfall has increased at Kiritimati since 1951. At Tarawa there have been no clear trends in rainfall over this period. Rainfall is generally projected to increase over this century with more extreme rainfall days and less droughts. (PCCSP 2011)

#### Symptoms

- 3 watery stools in a 24 hour period
- dehydration
- loss weight



# Protect your family



Care for our childrens  
Live in a clean environment  
Initiate the promotion of hand-washing  
Members of the family play a crucial role  
Act on the sytoms of diarrhoea  
Time is Precious  
Encourage boiling water at Home

## Stop Diarrhoea Outbreak

For more information: <http://www.spc.int>



# Bwanaan Bibitakin kanoan boong iaon Kiribati

ANA KANOA TE SPC-GCCA:PSIS N AIA KATANEIAI  
IAON KANAKOAN RONGORONGO

29-25 Aokati 2012

TAU KANAKOAN  
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## Butinakon te Dengue Biua n irekereke ma Bibitakin

By Ratu Moatua  
Nenean Arebonto &  
Akitara Teetan

Uoua aoraki ake a buti n te manninara ake a tia ni kakoauaki bwa a rekereke man bibitakin kanoan boong n aron mwaitin bwabwakan te karau iaon Kiribati.

N ana taeka Dr Lachlan McIver man te World Health Organisation – WHO bwa aoraki aikai bon te 'dengue fever' ao ai te lymphatic filarisis.

Te aoraki ae te dengue fever e bon reke man te manninara ae te 'dengue fever virus' are e bon mau inanon te manninara ao ma ni buti naba iroun te manninara nakoia aomata.

E taku riki Dr Lachlan bwa iai uoua aanga ake e a kona iai ni butinako te aoraki aei. Te moan bwa e riai ni iai te mannin aoraki ae te dengue fever virus ao te aekaki ni manninara ae te 'aedes

aegypti' are e na kona ni mau iai te aoraki aei. Te manninara ae te dengue fever virus e uotaki nako ikai mai iroun te aomata temanna are e ewekaki mai



Maange ake ana tabo ni kaabung te maninara

tinaniku.

Te anga teuana ngianne are e rekereke ma butinakon te aoraki aei bon man mwaitin bwaabwakan te karau are a kona n rang mwaiti iai kaneinei ake a kona n

riki bwa aia tabo n kaabung maninnara. Man mwaitin manninara ao ilanne are e na rang kakai butinako iai te aoraki ae te dengue fever ngkai e bon buti man te manninara.

Kanikinazean te aoraki aei bon te biua ae e korakora ma te kiriraurau iaon te kun, te maraki n rii ma toma n rii, te maraki ke te waiteketeke n te kanoa ni mata, te mumuta, te bekanako ao ai tinakon te raraa man te bwairi ke te mata.

Ni kaineti ma ana ware tauan mwiin aoraki (Health Statistics Office) ao e moan buti te dengue fever iaon Tarawa Teinainano ma Betio n 2008.

Mwaitin te karau n te ririki anne (2008) ao bon iai te keerikaki iai ni kabotauaki ma ririki ake akea iai te aoraki aei e ngae ngae a taku aobitia man te Onaoraki bwa e rekereke butin te aoraki ae te dengue fever ma korakorani te karau. Aei are e noraki kangangan kamatoan te kooa aei.



**N AN  
BEGA AEI**

Aoraki te 1  
manninara

Aia iaogoa 2  
Kiribati Prot  
ospant

Ana lauring 3  
ta Bobeli ni  
Kiribati

Rongorongo 4  
ta kanoan

Tamata 4  
kanoa ta kano  
kanoa

5

6



## Climate change and the Christian faith

By Keebwa Tira.

Inanon ana boki Pastor Joy Reewi ni karekean ana Degree of Divinity ae atunaki A theological appraisal of the biblical concept to the effect of climate change upon the Christian faith in Kiribati.

E taekinna Pastor Joy Reewi n ana boki bwa bibitakin kanoan boong ma rikiraken taari, bon te kanganga ae kaitara mangaia kaazin Kiribati inanon te 21th n tenture.

E bon noraki koauan ana mwakuri n urubwai bibitakin ka-

noan boong ma rikiraken taari iaon abara ae Kiribati, ao e kaumakira ngaira aomata bwa dina kona n noori tibwangara ni kaitara te kanganga aio.

Generations before this, Kiribati is known as a Christian country. Under that Christian faith, te I Kiribati made responsible and care takers not only for their families, but also for the community and the land as a whole,' she said in the thesis.

E atongaki abara ae Kiribati bwa te aba ni Kiritian.

According to Pastor Joy I Kiribati people lived joyfully,

peacefully and faithfully. However, with the effects of climate change and sea level rise in this century, that faith would be totally destroyed and lost. With the loss of Christian faith, the Kiribati people would be estranged from their human qualities, visions and dreams.

'They may live in despair and have no meaning of existence. This is a sin to the major reason of existence for the Kiribati people.

Without faith grief, fear and sense of unworthiness would



## E kauring te Kuakua—kakitaki

E a tia te mataniwii n aobitin karikirakean te marurung ae Marutaake Karawaiti n

taekinna ba te kakaitaki iaan mweenga ngala teuana te anga n totoko nakon butinakon te aoraki ae te dengue fever.

E taku neiei ba a riai aomata n karaoa tibwangaia ae kakawaki ni buoka kamaunaan matan te aoraki aei, ao are e kaungaia aomata bwa a na riai n karaoi baikai: kabwaroan raan mai inanon tiin, raabwa, taian nana ao ai bwaai riki ake a konaa n taua te ran ngai e kakouaaki

ba baikai a konaa n reke bwa ana tabo te maninnara n kaabung.

E taku riki neiei bwa teuana mai ibuakon kaanganga ake a karika memeeren te totoko nakon kamaunaan matan te maninnara bon akean te tua ae matoa iaon te kaitaki. N ana kabootau ake e anga ao e taku ba n aban te aonnaba tabeua n aron Amerika, Aotiteria ao tabeua riki ao e bon rangi n taburoroko karenakon maange n aki akaaka ao are ko bon konaa n kaburesaki iai ke n

kabwaka tuzam te mwane.

Tiaki ti ngala ma e staaki naba bwa I Kiribati ika ao e aki rang moanibwaiaki te kainnako tinaniku n taian mweenga tabeua ao aio are e bon buoka naba butinakon riki aoraki aika mwaiti. E ngae n anne ao e aanga ana kaunga rano neiei nakoia aomata nako ba e bon riai te kakaitaki iaan mweenga, ao a riai n reiakinaki naba ataei aika uarereke ba a na moantaai n rabakau ao n ataa te kakaitaki inanon uarerekeia.



# E rangi n nakoraoi te kataneiai iaon bibitakin kanoan boong.



**Kaain te SPC Media training n olōia mai Naw-  
erewere ni kakaai aia rongorongo**

Uangaun kaain te kataneiai are a ira te reirei iaon te kareke rongorongo iaon kangangan bibitakin kanoan boong.

N ana rongorongo temanna kaain te kataneiai aei ae Nei Titem ao e taku neiei bwa "e rang raioiroi ma ni manena te reirei ni kataneiai aio.

"Ngaira n ara kurubu ti karaoa te reirei iaon te rawerawe iaon te terewision ma ti bon rang n tangiria naba ni kan karaoi naba ake tabeua n aron te nutibeeba ma te nerio." e taku riki Titem.

E kaota ungan nanona ma n taku bwa e riai ni manga karaoaki riki te

aekaki ni kataneiai aei nakon taai aika a na roko.

N ana kōua temanna naba kaain te reirei ni kataneiai are e tei man te Ekaretia ae te Kiribati Protestant Church - KPC ao e kaota kukureina n rabakau ake e taku irouna bwa a bon rang ni boou ao ni manena nakon ana mwakuri.

E mwanenaki te kataneiai aei man te mwane ni buoka ae te Global Climate Change Alliance in Pacific Small Island States (GCCA:PSIS) ao are e kairaki irouia ana taan kataneiai Secretariat of the Pacific Community's Regional Media Centre



**Ana aomata GCCA:PSIS**



**A kabwarabwara aia kanoa teuana te kurubu .**



**E a nako kaain te kaoti iango**



**A tauraoi imwain tiirakinsia, iai man te tautaka, SPC, ao WHO**



**Kaain te kauoua ni kurubu ni maroroakinan karaoan aia taboia**

# E A NAKO KAIN TE REIREI

