

February 11, 2010

Dear Colleagues,

As we sail into 2010 it is my pleasure to introduce you to *My Island – My Community*, an exciting opportunity for a regional strategy geared at positively affecting the lives of all our people in the Eastern Caribbean. We in the Caribbean are among the first to witness the impacts of climate change. Those of us in the field of conservation and broadcast are responsible for ensuring that our people are best prepared to deal with the associated challenges. *My Island – My Community* is a partnership of PCI Media Impact, the Secretariat of the Organization of Eastern Caribbean States (OECS), The Nature Conservancy (TNC), GEF Small Grants Programme, Global Island Partnership (GLISPA), BirdLife International, Durrell, SeaWeb, the Secretariat of the Convention on Biological Diversity, and the St. Lucia Folk Research Center.

We invite you to join this exciting program that hopes to become a model for the other island regions around the world!

How to participate:

1. Review the attached program description and program application criteria;
2. Form a coalition with national coverage, which includes a partnership with a radio broadcaster and a NGO and/or government department;
3. **Complete and submit the attached application form by 12 March 2010.**

The full program will be made up of 9 coalitions, one from each of the nine OECS islands. Applicants will be notified about the status of their applications by 1 April 2010.

A key strategy to respond to climate change is to enhance the resilience of the ecosystem, as well as the communities that live within the ecosystem. This can only be accomplished with a well informed, committed and engaged public. The nine member states of the OECS are launching *My Island – My Community* a multi-pronged communication strategy for the Eastern Caribbean to positively affect knowledge, attitudes and behaviors with regard to climate change, biodiversity conservation and sustainable island management.

My Island – My Community will create a unique network of organizations committed to using the power of communications to enhance knowledge sharing, engage the public and directly support CBA activities (Community Based Adaption) across the nine countries of the Eastern Caribbean to respond to the challenges of climate change.

The program would seek to:

- Increase appreciation of the region's natural resources, including how resource conservation and species preservation can reduce poverty and ensure sustainable development;
- Increase awareness of links between climate change, population pressures and environmental degradation;
- Increase willingness of individuals to take action on matters related to biodiversity conservation and climate change adaptation;
- Increase community action and number of organizations supporting mitigation and adaptation to climate change.

The foundation of the *My Community* approach to communications is partnership and engagement with the community. We encourage local NGO/CBOs at each of the nine Eastern Caribbean states to form a coalition with a local radio broadcaster. Both organizations should share a mutual interest to respond to climate change by using media and community action. *My Island - My Community* will select one coalition per state to partner and participate at the national and regional stages of the program.

My Island - My Community will hold a 2 week regional capacity building workshop in Saint Lucia from **25th April to 7th May 2010** for the selected national partners. The workshop will provide core training in "Communications for Change" and background on climate change challenges facing the Eastern Caribbean. The training workshop will include a presentation of the findings of preliminary formative research. Participants will use the formative research to design the characters, settings and story lines for a radio serial drama. Further, training will be provided in how to run radio call-in shows and support community action campaigns

You will find attached a more complete brief on the *My Island - My Community* initiative. Please do not hesitate to contact us if you have questions or wish to discuss in more detail.

Yours sincerely,

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