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USAID REGIONAL PROGRAM FOR THE MANAGEMENT
OF AQUATIC RESOURCES AND ECONOMIC ALTERNATIVES



USAID PROGRAM FOR THE MANAGEMENT OF AQUATIC RESOURCES AND ECONOMIC ALTERNATIVES

**DELIVERABLE NO. 3(C): AWARENESS CAMPAIGN AND
IMPLEMENTATION PLANS**

5 August 2011

This publication was produced for review by the United States Agency for International Development. It was prepared by Solimar International.



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DELIVERABLE NO. 3(C): AWARENESS CAMPAIGN IMPLEMENTATION PLANS

Contract No. EPP-I-00-04-00020-00-SOL

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The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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Presentation

MAREA has worked to develop five high impact conservation campaigns for Bocas del Toro that will help mitigate conservation threats in the region. Campaign strategies have been developed through a detailed site assessment. Within these strategies, the Solimar team created strategic frameworks of communication that lead to identifying the sources of certain conservation threats in the area, and ways in which a campaign could mitigate those threats. The communication efforts put forth from these campaigns come in the form of posters, bookmarks, signage and other types of collateral that call these conservation threats to the attention of locals and tourists alike.

MAREA benchmarked other campaigns and observed the positive results as well as the lessons learned from failures. This resulted in identifying best practices in conservation campaigns, which were shared with local experts, the boating associations and the local government before the actual design process began. The campaign strategies mentioned above identified the many threats to conservation and the bad practices that lead to these threats. The campaigns were then developed to not only address these threats head on, but also to speak directly to the source that causes each threat.

MAREA Program Summary

The Management of Aquatic Resources and Economic Alternatives (MAREA) program is a USAID-funded program focused on the conservation of Central American coastal and marine ecosystems. The Program will run for five years and concentrate its efforts on seven emblematic species and four trans-boundary areas. The seven species include five species of commercial importance (grouper, snapper, spiny lobsters, cockles, and queen conch) and two endangered species (sea turtles and sharks).

The MAREA program is geographically focused on four trans-boundary regions. The first covers much of the Mesoamerican Reef and includes the area between Glover's Reef in Belize to Cayos Cochinos in Honduras. The second area of importance is the Moskitia Coast between the Rio Plátano Biosphere Reserve in Honduras and Bilwi, Nicaragua. The third region is the area between Cahuita and Limon in Costa Rica to the Ngöbe-Buglé Comarca and including the Bocas del Toro Archipelago in Panama. The fourth trans-boundary region of importance is the Gulf of Fonseca where El Salvador, Honduras, and Nicaragua meet along the Pacific coast.

The MAREA Program seeks to utilize rights-based and market-based mechanisms to incentivize conservation and sustainable use of marine and coastal natural resources. The Program will seek to achieve these goals through the creation of new models for natural resource management, the development of legislative and regulatory proposals, and through the development of economic alternatives for extractors of natural resources.

VISITOR REGULATIONS AWARENESS CAMPAIGN

Summary

The visitor regulations campaign was developed for the MAREA Program in order to address growing concern over the damage caused by visitation to the delicate marine ecosystems in the Bocas del Toro Archipelago. Since Bocas del Toro, Panama is an archipelago, tourism must move primarily by boat. There is simply no other way to travel between islands and to reach some tourist attractions. In fact, nearly every visitor to the destination takes a snorkeling/beach tour in a boat during their stay.

Unfortunately, almost none of those visitors are given any orientation on how to minimize the impacts of their visit on the coral reefs, mangroves, beaches, and other marine and coastal ecosystems they visit. In the absence of these orientations, visitors often cause serious damage to the destination's sensitive ecosystems. Snorkelers who are not strong swimmers often end up finning coral, or standing and crushing coral. Visitors in their excitement often touch and disturb the marine animals, especially slow-moving starfish which are constantly being picked up out of the water for tourists'. Boat drivers also cause damage by throwing anchors without as much caution as necessary to avoid damaging coral and sea grass on the seafloor. A list of these bad practices can be found below.

Boat Drivers' Bad Practices

- Chasing dolphin pods
- Throwing anchors over sensitive coral and seagrass beds
- Excessive speed through sensitive areas
- Failure to give visitors an orientation on low-impact visitation

Visitors' Bad Practices:

- Touching or disturbing wildlife while swimming and snorkeling
- Applying sunscreen or insect repellent just before entering the water allowing harmful chemicals to wash into sensitive ecosystems
- Standing on coral and seagrass
- Finning and kicking coral and seagrass
- Not collecting trash from boats risking that it is thrown overboard into the water.

Three unique forms of campaign materials (in both English and Spanish) have been developed to communicate the messages of the visitor regulations campaign to target audiences:

1. Waterproof, durable signs placed on the back of seats of boats and on the side of boats.
2. Large format banners placed in botero union office client "waiting" areas.
3. Large format street banners placed in prominent locations in Bocas Town.

The boat signage is the primary means of message transmission in this campaign. The theory being that signage placed inside of boats reaches exactly the audience that needs to be contacted with messaging. Furthermore the audience is captive at the time of exposure to signage where they are seated in boats unable to move significantly and will be unable to avoid seeing the signage. Messaging can be further strengthened if boat drivers take a few moments to direct passengers to read and internalize the signs during their trip.

Signage in boarding areas and tour sales offices strengthens the messaging by taking advantage of the time visitors wait for their boats to depart with little else to do or read. Seeing the boarding area/office

signage will also prime visitors for the boat signage and also provide an initial opportunity to socialize passengers to best practices.

The street signage, which will first be developed to support the MAREA Program launch event, can then be repurposed and moved to other high traffic tourism areas such as the tourism information office.

Through research and interviews conducted with protected area managers, conservation NGOs and MAREA Program partners it was determined that this campaign has wider applications throughout coastal and marine tourism destinations in Central America. This is due to the fact that boats are a common form of transportation for tours and excursions in many of Central America coastal tourism destinations, and is a particularly critical campaign when MPAs are within close proximity to those destinations. Specifically, the potential for expanded implementation includes Cahuita, Costa Rica, the Bay Islands of Honduras, and certain destinations in Belize.

Implementation Plan

In order for successful implementation of the visitor regulations campaign the support of water taxi associations and boat tour operators is essential. Without this support, campaign materials cannot be placed and the message will not reach its intended audience. Alliances with protected area managers, local government, and environmental and tourism ministries can also strengthen the effectiveness of the campaign.

The following is a list of steps needed for implementation of the campaign:

| IMPLEMENTATION STEPS | NOTES |
|--|--|
| <p>1. Meetings with water taxi/boat driver associations</p> | <ul style="list-style-type: none"> • It is helpful to have government partners or trusted local NGOs call the meeting to give more legitimacy to the initiative. • During these meetings it is important to explain what the goal of the campaign is, and how the protection of ecosystems will ensure long-term viability for those making their livelihoods on the water whether they are tourist boat drivers or fishermen. • During these meetings it is essential to have some visual aids for campaign materials. Most people have an easier time understanding the purpose of the campaign and the nature of their involvement if they can see what it is they are being asked to do. This is difficult without mockups or example campaign signs, and the ideal situation would be to have final designs and materials to show. |
| <p>2. Letters of support signed</p> | <ul style="list-style-type: none"> • Letters of support are necessary steps to have confirmation of support for reports and program documents. • Letters of support do not only fulfill this bureaucratic role, they also make groups feel more committed and involved in the process. The signing of letters of support helps to get more “buy-in” from stakeholders. • Letters of support are not legally binding documents and should be written to include: <ul style="list-style-type: none"> o The purpose of the campaign o The objective of the signee organization o A description of the campaign/action o How the campaign/action and its objectives help the organization to reach its goals/objectives o A statement declaring support for the campaign or action. |

| | |
|--|--|
| <p>3. Produce materials</p> | <ul style="list-style-type: none"> • Materials designs might need to be adjusted to reflect the particular realities found at each site. These changes should be made with the input of trusted local partners. • Materials must be printed and assembled then brought to docks, water taxi offices, and other points of display. • Make sure to account for environmental conditions in producing signage. Most boat signage will be exposed to strong sunlight, salt-water spray and maybe even heavy rains. Materials should be produced that resist damage in these conditions. |
| <p>4. Distribute and place materials</p> | <ul style="list-style-type: none"> • Materials now should be distributed and placed in their points of display. • Boat signage should be attached in highly visible locations, in Bocas del Toro the design of most boats (pangas) include a 13-inch high wooden seat back behind each row where signage can be placed and be highly visible to passengers. • Office and dock signage should also be placed in highly visible locations though specifics will depend on each office and dock |
| <p>5. Conduct training/workshop on what the codes of conduct are and why they are important</p> | <ul style="list-style-type: none"> • Some training or orientation may be necessary to socialize boat captains to the signage and to ensure that boat captains are directing passengers to read signage. |

Designs*

Boat seat back design – Spanish & English

Código de Conducta de Boteros

- Acércate lentamente a los delfines.
- Mantén el bote a una distancia mínima de 50 metros de delfines y tortugas marinas.
- Usa siempre las boyas de amarre donde estén disponibles. Si no las hay, usa el ancla sólo sobre fondo arenoso. Nunca tires el ancla sobre coral ni pasto marino.
- Evita manejar a excesiva velocidad en zonas sensibles, cerca de manglares, sobre arrecifes, en pasos angostos, ni en zonas de alto tráfico.

Código de Conducta de Visitantes, Buzos y Nadadores

- Disfruta de la biodiversidad marina, pero cuando estes o bucees... evita tocar o extraer ningún animal o planta marina.
- Si usas protector solar, aplícatelo al menos 20 minutos antes de entrar al agua. Es preferible que uses camiseta para protegerte del sol.
- Si no te sientes seguro nadando sobre los corales, pide un chaleco salvavidas al botero, para disfrutarlos flotando.
- Evita pararte sobre el coral o el pasto marino porque se dañan fácilmente. El coral es muy sensible y tarda décadas en recuperarse de los daños.
 - Si necesitas recomodar tu equipo, evita pararte en el fondo de coral o pasto para no dañarlo, sino regresa al bote o flota de espaldas.
 - Asegurate de que toda la basura sea colocada en una bolsa o un recipiente e intenta separarla para el reciclaje.

Sé una Estrella de Mar: ¡Sigue el Código!

Bienvenidos al Archipiélago de Bocas del Toro y al Parque Nacional Marino Isla Barú.

La riqueza del archipiélago son los bosques primarios y más de 200 especies de peces tropicales, así como de aves, tortugas de mar, cangrejos, pulpos y langostas solo para nombrar algunas y todas necesitan tu ayuda para sobrevivir.

Al cumplir el "Código de Conducto", podremos asegurar que los visitantes disfrutarán el Archipiélago por muchos años más. También se pedimos que nos ayudes a que los boteros cumplan el Código, agradeciéndolos y dándoles una propina si lo ven.

Pueden además denunciar los casos graves de incumplimiento, ante las autoridades de turismo y de ambiente de Panamá, en las oficinas ubicadas en la calle 1ra en Bocas del Toro.

¿SABÍAS QUE...?

Los arrecifes de coral cubren menos del 1% de la superficie del planeta, pero en ellos vive el 25% de todas las especies de peces del mundo.

¿SABÍAS QUE...?

Los delfines son muy inteligentes e inteligentes e incluso reconocen al ser humano y hacen muchas cosas para hacerlos amigos, como saltar y nadar.

¿SABÍAS QUE...?

El 70% de los arrecifes del mundo están amenazados o destruidos por acciones humanas como desarrollo turístico, sobrepesca y el cambio climático mundial.

USAID, MINISTERIO NACIONAL DE TURISMO Y CULTURA, MINISTERIO DE RECURSOS NATURALES Y AMBIENTE, MINISTERIO DE ECONOMÍA

Code of Conduct for Boat Drivers

- Approach dolphin pods slowly.
- Stay AT LEAST 50 meters away from wildlife, including dolphins and sea turtles.
- Anchors should only be used when no mooring buoys are available, and only on sandy bottom areas - NOT over coral or seagrass meadows.
- Do not use excessive speed in sensitive areas, such as mangroves, narrow passages, or high-traffic areas.

Code of Conduct for Visitors and Swimmers/Divers

- Please enjoy the wildlife, but don't touch or take anything animal or plants while swimming.
- Apply sun screen at least 20 minutes before entering the water, or wear a shirt to protect yourself from the sun instead.
- If you aren't comfortable swimming over the coral, ask your driver for a life jacket - Boat and enjoy!
- Snorkelers/divers: watch your fins and feet! Do not kick or stand on reef or other fragile bottoms that are easily harmed. Coral is very sensitive and takes decades to grow back.
 - If you are uncomfortable (your mask is bothering you, etc.) swim back to the boat or float on your back and adjust.
 - Ensure all garbage goes in a bag, and try to keep recyclables and trash separate.

Be a Sea Star: Follow the Code!

Welcome to the Bocas del Toro Archipelago and Barú Island National Marine Park.

The archipelago's coral reefs are home to over 200 species of tropical fish as well as sea stars, crabs, octopus and lobsters, to name just a few... and they need your help to survive! By following this simple "Code of Conduct" you can help ensure that visitors will be able to enjoy the archipelago for many years to come. We also ask that you help keep boat drivers accountable by speaking up if they fail to follow the code and showing your appreciation with a "thank you" or a tip when they do.

You can also report serious offenses to the Environmental and Tourism Authorities on 1st Street in Bocas Town.

DID YOU KNOW...?

Coral reefs cover less than 1% of the Earth's surface, yet they are home to 25% of all marine fish species.

DID YOU KNOW...?

Dolphins are very smart, and when humans are around they spend most of the morning and afternoon playing, which benefits their health.

DID YOU KNOW...?

70% of the world's reefs have been threatened or destroyed by human activity such as overfishing, development, physical damage, destructive fishing and global climate change.

USAID, MINISTRY OF TOURISM AND CULTURE, MINISTRY OF ENVIRONMENT AND NATURAL RESOURCES, MINISTRY OF ECONOMY

* All designs still pending final MAREA approval

Botero office/waiting area design – Spanish & English

Be a Sea Star: Follow the Code!

Welcome to the Bocas del Toro Archipelago and Bastimentos Island National Marine Park. The archipelago's coral reefs are home to over 200 species of tropical fish as well as sea stars, crabs, octopus and lobsters, to name just a few... and they need your help to survive!

Code of Conduct for Boat Drivers

By following this simple "Code of Conduct" you can help ensure that visitors will be able to enjoy the archipelago for many years to come. We also ask that you help keep boat drivers accountable by speaking up if they fail to follow the code and showing your appreciation with a "thank you" or a tip when they do. You can also report infractions to the Environmental and Tourism Authorities on 1st Street in Bocas Town.

- Approach dolphin pods slowly.
- Stay AT LEAST 50 meters away from wildlife, including dolphins and sea turtles.
- Anchors should only be used when no mooring buoys are available, and only on sandy bottom areas - NOT over coral or seagrass meadows.
- Do not use excessive speed in sensitive areas such as mangroves, narrow passages or high-traffic areas.

Code of Conduct for Visitors and Swimmers/Divers

- Please enjoy the wildlife, but don't touch or take any marine animals or plants while swimming.
- Apply sun screen at least 20 minutes before entering the water, or wear a shirt to protect yourself from the sun instead.
- If you aren't comfortable swimming over the coral, ask your driver for a life jacket - float and enjoy!
- Snorkelers/divers: watch your fins and feet! Do not kick or stand on reef or other fragile bottoms that are easily harmed. Coral is very sensitive and takes decades to grow back.
- If you are uncomfortable (your mask is bothering you, etc.) swim back to the boat or float on your back and adjust.
- Ensure all garbage goes in a bag, and keep recyclables and trash separate.

DID YOU KNOW...?
Coral reefs cover less than 1% of the Earth's surface, yet they are home to 25% of all marine fish species.

DID YOU KNOW...?
Dolphins are sensitive, and when harassed or stressed they spend more time swimming and less time feeding, which thins their herds.

DID YOU KNOW...?
70% of the world's reefs have been damaged or destroyed by human activity such as shoreline development, physical damage, destructive fishing and global climate change.

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autoridad nacional del ambiente | AUTORIDAD NACIONAL DE TURISMO PANAMA

Sé una Estrella del Mar: ¡Sigue el Código!

Bienvenidos al Archipiélago de Bocas del Toro y al Parque Nacional Marino Isla Bastimentos. Los arrecifes del archipiélago son hábitat para más de 200 especies de peces tropicales, así como de estrellas de mar, cangrejos, pulpos y langostas solo para nombrar algunas, y todas necesitan tu ayuda para sobrevivir!

Código de Conducta de Boteros

Seguendo el "Código de Conducta" podemos asegurar que los visitantes disfrutarán el Archipiélago por muchos años más. También te pedimos que nos ayudes a que los boteros cumplan el Código, agradeciéndolos y dándoles una propina si lo hacen. Puedes además denunciar los casos graves de incumplimiento ante las autoridades de turismo y de ambiente de Panamá, en sus oficinas ubicadas en la calle 1ra en Bocas del Toro.

- Acércate lentamente a los delfines.
- Mantén el bote a una distancia mínima de 50 metros de delfines y tortugas marinas.
- Usa siempre las boyas de amarre donde estén disponibles. Si no las hay, usa el ancla sólo sobre fondo arenoso. Nunca tires el ancla sobre coral ni pasto marino.
- Evita manejar a excesiva velocidad en zonas sensibles, cerca de manglares, sobre arrecifes, en pasos angostos ni en zonas de alto tráfico.

Código de Conducta de Visitantes, Buzos y Nadadores

- Disfruta de la biodiversidad marina, pero cuando nades o bucees, evita tocar o extraer ningún animal o planta marina.
- Si usas protector solar, aplícatelo al menos 20 minutos antes de entrar al agua. Es preferible que uses camiseta para protegerte del sol.
- Si no te sientes seguro nadando sobre los corales, pide un chaleco salvavidas al botero, para disfrutarlos flotando.
- Evita pararte sobre el coral o el pasto marino porque se dañan fácilmente. El coral es muy sensible y tarda décadas en recuperarse de los daños.
- Si necesitas reacomodar tu equipo, evita pararte en el fondo de coral o pasto para no dañarlos, sino regresa al bote o flota de espaldas.
- Asegúrate de que toda la basura sea colocada en una bolsa o un recipiente e intenta separarla para el reciclaje.

¿SABIAS QUE...?
Los arrecifes de coral cubren menos del 1% de la superficie del planeta, pero en ellos vive el 25% de todas las especies de peces del mundo.

¿SABIAS QUE...?
Los delfines son muy sensibles y el estrés por ser molestados, se les obliga a gastar mucha energía para poder sobrevivir, cuidando su comida y agua.

¿SABIAS QUE...?
El 70% de los arrecifes del mundo están amenazados o destruidos por acciones humanas como desarrollo costero, sobrepesca y el cambio climático mundial.

USAID | PROGRAMA REGIONAL DE USAID PARA EL MANEJO DE RECURSOS ACUÁTICOS Y ALTERNATIVAS ECONÓMICAS

autoridad nacional del ambiente | AUTORIDAD NACIONAL DE TURISMO PANAMA

WELCOME to the Bocas del Toro Archipelago
and Bastimentos Island National Marine Park!
BIENVENIDOS al Archipiélago de Bocas del Toro
y al Parque Nacional Marino Isla Bastimentos.

Get to know the code!
¡Sigue el código!

While you take in a boat tour,
take also some time to read the
simple “**Code of Conduct**”
on your boat’s seatback,
and ensure other visitors
will be able to enjoy the
Archipelago for many years
to come.

Mientras disfrutas de tu excursión en
bote, tómate unos minutos para
leer el “**Código de
Conducta**” puesto en el
respaldo de los asientos,
asegurando así que otros
visitantes disfruten el
Archipiélago por muchos
años más.

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 **autoridad
nacional del
ambiente**

 **AUTORIDAD
DE TURISMO
PANAMA**

 **BOCAS
TOURISM
ALLIANCE**



RESPONSIBLE SEAFOOD AWARENESS CAMPAIGN

Summary

The responsible seafood campaign was developed for the MAREA Program in order to support the program's focus on fisheries management by informing consumers and affecting demand characteristics for seafood in tourist destinations. The MAREA Program has a focus on five target commercial species and many of these are often served in restaurants in tourism destinations.

The responsible seafood campaign will inform visitors on what seafood comes from overexploited fisheries, or are harvested using unsustainable methods, as well as the seasonality of certain species. This information will be made available to visitors in easy-to-read guides that divide popular seafood into three easy to understand categories: recommended, not recommended, and do not eat.

Materials will also have concise descriptions for each category. Recommended seafood means that those species come from healthy populations and are generally caught using sustainable practices. Not recommended means that those species come from 'weaker' populations or are caught in less sustainable ways. Do not eat means that the species come from endangered populations and/or may contain mercury or other toxins.

The campaign consists of two designs, a bookmark and an informative poster. The bookmark can be used as an easily portable reference for travelers who often carry books and journals, or can be easily folded and placed into their pockets or wallets. The bookmark contains visually engaging images on one side and information on the other, and will be produced in Spanish and English. The bookmark is also easily attached to menus or other display options for restaurants. The posters are intended to be placed inside kitchens where they will be viewed continuously by those cooking and making food purchasing decisions as well as in highly visible areas of hotels, and restaurants as permitted.

The option for regional expansion of this campaign exists, though careful coordination with other partners will be necessary. For example in the Bay Islands of Honduras the conservation NGO CORAL is working on a sustainable seafood campaign and WWF has also developed regional seafood campaigns worldwide, with the notable exception of Latin America. However, between the expertise represented by WWF, CORAL, and the MAREA Program, there exists the potential to fine-tune this campaign for regional implementation.

It should be noted that the incentive for restaurants and other food service providers to adopt the responsible seafood campaign materials will be exponentially increased once the anticipated MAREA/National Geographic "Geotourism" website project has been initiated. The Geotourism website will offer a valuable opportunity for small and medium-sized tourism businesses (such as restaurants) to create a National Geographic-branded webpage promoting their products and services to an international audience. In exchange for such an opportunity, the MAREA project will be asking participating small and medium-sized tourism businesses to adopt basic sustainable/best practices, such as the placement of the responsible seafood campaign materials in their establishments.

Implementation Plan

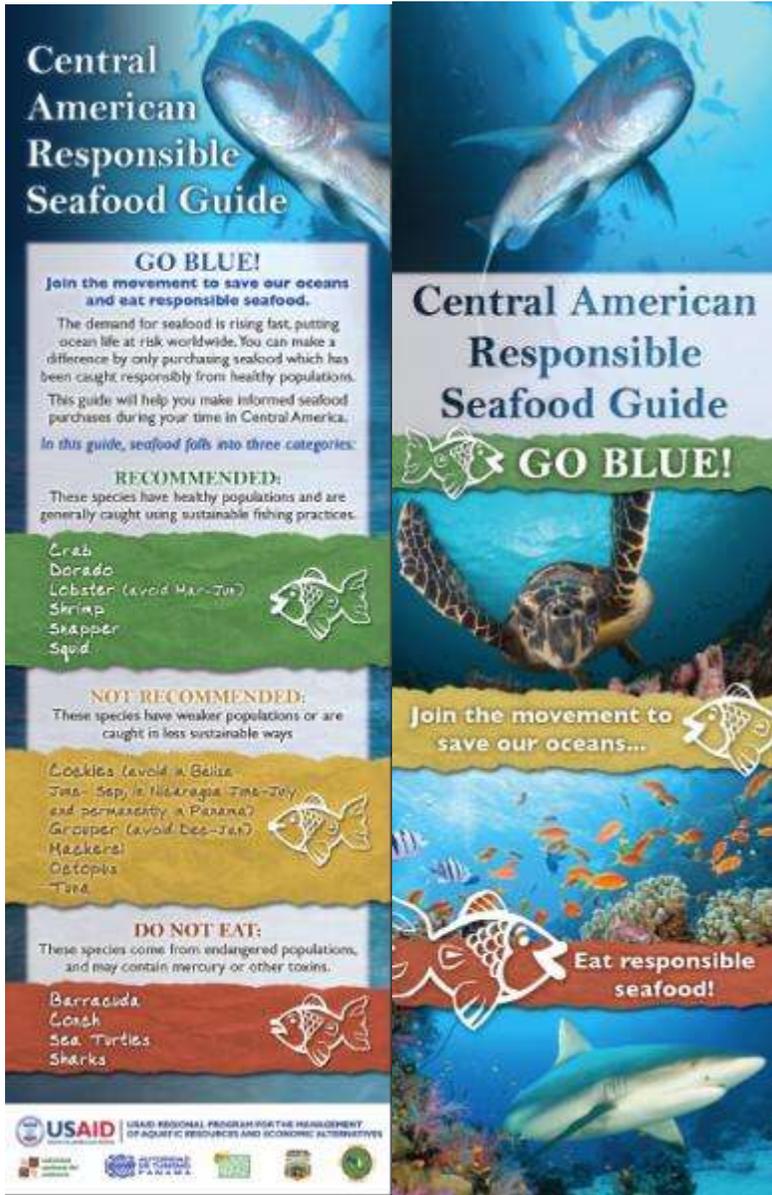
The following is a list of steps needed for implementation of the campaign:

| IMPLEMENTATION STEPS | NOTES |
|--|--|
| 1. Materials approved | <ul style="list-style-type: none"> • Solimar will share the designs with local stakeholders such as hotels and restaurants to receive any feedback they may have. • The materials produced for this campaign will need to be reviewed and approved by the MAREA Program to share with local stakeholders. • It is important to have designs to show to businesses and stakeholders in order to facilitate the buy-in of needed implementation partners. |
| 2. Meetings one-on-one with business owners | <ul style="list-style-type: none"> • Restaurants and hotels will be the primary point of placement for the materials for this campaign. Meeting with business owners one-on-one will help to socialize the campaign’s objectives and benefits to business owners. • One-on-one meetings may be more effective than group meetings since many small business owners are busy people and coordinating group meetings are difficult. • Enlisting a trusted local partner would strengthen the ability to gain the support of businesses. |
| 3. Letter of support signed | <ul style="list-style-type: none"> • Letters of support are necessary steps to have confirmation of support for reports and program documents. • Letters of support do not only fulfill this bureaucratic role, they also make groups feel more committed and involved in the process. The signing of letters of support helps to get more “buy-in” from stakeholders. • Letters of support are not legally binding documents and should be written to include: <ul style="list-style-type: none"> ○ The purpose of the campaign ○ The objective of the signee organization ○ A description of the campaign/action ○ How the campaign/action and its objectives help the organization to reach its goals/objectives ○ A statement declaring support for the campaign or action. |
| 4. Produce materials | <ul style="list-style-type: none"> • For local implementation, materials designs might need to be adjusted to reflect the particular realities found at each site. These changes should be made with the input of trusted local partners. • For regional implementation categorizing seafood to reflect regional fishery statuses and practices will be necessary. • Produce materials for distribution. |
| 5. Materials placement | <ul style="list-style-type: none"> • Materials should be placed in strategic points. • Bookmarks should be placed in hostels, hotels, restaurant entryways, menus – when possible, and supermarkets. • Posters should be placed in restaurant kitchens, dining areas – when possible, hotel and hostel lobbies, and any other place where visitors are apt to see them and have time to internalize messaging. • One location often overlooked is inside of bar and restaurant restroom where people often look at blank walls, this presents an opportunity to |

| | |
|--------------------------|--|
| | reach a captive audience with campaign messaging. |
| 6. Training staff | <ul style="list-style-type: none"> • Restaurant servers and cooks should be socialized to signage and its meaning so cooks can make better purchasing and menu choices, and wait staff can make menu suggestions based on sustainability. |
| 7. Re-supply | <ul style="list-style-type: none"> • Materials will disappear, in the case of the bookmarks, the hope is that travelers will take materials, so it will be necessary to engage a local partner to resupply hotels and restaurants with materials as supplies run low. |

Designs†

Book Mark Designs- English



† All designs still pending final MAREA approval

Book Mark Designs- Spanish

Guía Centroamericana para el Consumo Responsable de Pescados y Mariscos

¡SÉ AZUL!

Únete al movimiento para salvar nuestro océano y consume pescados y mariscos responsablemente

La demanda de pescados y mariscos ha crecido exponencialmente en los últimos años, lo cual pone en riesgo la vida silvestre del mar en el mundo entero. Sin embargo, tú puedes hacer la diferencia al consumir pescado y/o mariscos que han sido obtenidos de manera responsable y que pertenezcan a una población ecológicamente estable.

Esta guía te ayudará a consumir responsablemente pescado y mariscos mientras viajas en Centro América. Cuando visites un restaurante o supermercado compra responsablemente.

RECOMENDADO
Estas especies cuentan con poblaciones estables y sanas. Normalmente son pescadas utilizando métodos responsables:

Cangrejo
Dorado
Langosta (Evite consumirlo en Veda: Mar - Jun)
Camarones/Langostinos
Pargo/Besugo
Calamar

NO RECOMENDADO
Estas especies forman parte de poblaciones débiles o son pescadas con métodos inadecuados:

Mero (Evite consumirlo en Veda: dic - ene)
Cabala/Jurel
Pulpo
Atún
Cárdidos/Berberechos (Evite consumirlo en Veda: Besos: jun - sep, Nicaragua: jan - jul, todo el año en Panamá)

NO CONSUMIR
Estas especies pertenecen a poblaciones en peligro de extinción, muchas de ellas contienen mercurio y otras sustancias tóxicas:

Barracuda
Caracoles
Tiburón
Tortugas de mar

Guía Centroamericana para el Consumo Responsable de Pescados y Mariscos

¡SÉ AZUL!

Únete al movimiento para salvar nuestro océano...

¡Consume pescados y mariscos responsablemente!

USAID | USAID REGIONAL PROGRAM FOR THE MANAGEMENT OF AQUATIC RESOURCES AND ECONOMIC ALTERNATIVES

AMERICAN EMBASSY PANAMA

Poster Design- English

**Going GREEN isn't good enough any more.
GO BLUE too:
Eat Responsible Seafood!**

The demand for seafood is rising fast, putting ocean life at risk worldwide. You can make a difference by only purchasing seafood which has been caught responsibly from healthy populations. This guide will help you make informed seafood purchases during your time in Central America.

In this guide, seafood falls into three categories:

RECOMMENDED
These species have healthy populations and are generally caught using responsible fishing practices.
Crab, Dorado, Shrimp, Snapper, Squid, Lobster (avoid Mac-Tan)

NOT RECOMMENDED
These species have weaker populations or are caught in less responsible ways.
Mackerel, Octopus, Tuna, Grovper (avoid Des-Tan), Cockles (avoid in Belize June-Sep, Honduras June-July and permanently in Panama)

AVOID
These species come from endangered populations, and may contain mercury or other toxins.
Barracuda, Conch, Sea Turtles, Sharks

USAID
US AID REGIONAL PROGRAM FOR THE MANAGEMENT OF AQUATIC RESOURCES AND ECONOMIC ALTERNATIVES

AUTORIDAD DE TURISMO PANAMA

Poster Design- Spanish

Ser **VERDE** ya no es suficiente...
Sé AZUL
¡Consume pescados y mariscos responsablemente!

La demanda de pescados y mariscos ha crecido exponencialmente en los últimos años, lo cual pone en riesgo la vida silvestre del mar en el mundo entero. Sin embargo, tú puedes hacer la diferencia al consumir pescados y/o mariscos obtenidos de manera responsable y que pertenezcan a una población ecológicamente estable.

Esta guía te ayudará a consumir responsablemente pescado y mariscos mientras viajes en Centro América. Cuando visites un restaurante o supermercado compra responsablemente.

Encontrarás tres categorías de pescados y mariscos:

RECOMENDADO

Estas especies forman parte de poblaciones reducidas o son pescadas con métodos inadecuados.

| | |
|-------------|---|
| Cangrejo | Calamar |
| Dorado | Langosta (evita consumir durante la época de veda 1 marzo - 30 junio) |
| Pargo | |
| Camarones | |
| Langostinos | |

NO RECOMENDADO

Estas especies forman parte de poblaciones reducidas o son pescadas con métodos inadecuados.

| | |
|---|--|
| Caballa/Jurel | Congrios (Evita consumir durante la época de veda: Belice, Junio - Septiembre; Nicaragua: Junio - Julio; Panamá: vedado todo el año) |
| Pulpo | |
| Atun | |
| Mero (Evita consumir durante la época de veda: diciembre a enero) | |

NO CONSUMIR

Estas especies pertenecen a poblaciones en peligro de extinción, muchas de ellas contienen mercurio y otras sustancias tóxicas.

| | |
|--|---|
| Barracuda | Tiburón |
| Caracol (vedado todo el año en Panamá) | Tortugas de mar (Prohibido su consumo en casi toda Centroamérica) |

LIONFISH REDUCTION AWARENESS CAMPAIGN

Summary

Lionfish, native to the Indo-Pacific, were introduced to the Caribbean sometime within the past decade. They are voracious and can eat other fish up to almost 75% their own length. One large specimen was observed eating 20 small fish within a half hour, and some reports indicate that lionfish can reduce the population of juvenile reef fish up to 80% within just two-weeks of establishing a presence. Within the last four years, some Caribbean locales have seen a 500-fold increase in the lionfish population. In the Caribbean, where they are invasive, lionfish have no natural predators, encouraging them to reproduce at the astonishing rate of every 55 days, with a single female releasing up to 30,000 eggs at a time.

This campaign will focus on the creation of demand for lionfish consumption. In order to create sustained pressure on these populations the lionfish reduction awareness campaign will seek to tie lionfish consumption with not only adventure and excitement but also to conservation. Lionfish can be a guilty pleasure you do not actually have to feel guilty about. This not only creates an alternative livelihood for fishermen but it reduces a threat to biodiversity and to fisheries. By involving not only consumers but also dive shops, a nascent supply chain will be able to start feeding increased demand for lionfish, though in the long run fishermen and lobster divers will provide more stable and voluminous supply chains for lionfish.

The campaign consists of three designs: a poster, a brochure, and a simplified design for promotion materials such as t-shirts and stickers.

The poster is attention grabbing and includes a brief overview of the threat posed by lionfish in the Caribbean, as well as a call to action to “Eat a Lionfish.” These posters can be placed in restaurants and bars as well as dive shops to call people to support conservation by eating a lionfish.

The brochures were adapted from an informational brochure produced by the Bocas Breeze, a local newspaper in Bocas del Toro. The brochure can be made available to those who want to get more actively involved in hunting or cooking lionfish. Information is made available on topics from safe handling, to cleaning and preparing lionfish for cooking, to spearing lionfish. The brochure also includes links for websites with more information on lionfish.

Finally, the promotional design is a simplified design whose purpose is to attract attention or perhaps to even raise revenue for conservation as it can be used on t-shirts or stickers, hats, postcards or any kind of merchandise. The idea for this design is to provide a way for visitors and locals to get educated about the issue, excited about eating and hunting lionfish in the Caribbean by displaying their merchandise and through these articles conversations can be started to spread the message even further. If new demand is generated for the consumption of lionfish, the campaigns can then lead to the supply chain (chefs and fisherman) to become more interested in learning the correct ways to capture and cook the lion fish.

Regional expansion is possible, though would require considerable effort to integrate (and not replicate) existing lionfish campaigns in the region, particularly with popular tourism dive destinations such as the Bay Islands of Honduras. In these destinations, there are many existing campaigns dedicated to lionfish and each campaign is created and promoted by a dedicated enthusiastic group of local conservationists. The MAREA Program may find greater impacts in these areas by simply supporting these existing campaigns. The MAREA lionfish reduction campaign can be offered for use by groups in areas where no

campaign has yet been developed, however, to start new conservation efforts through the Central American Caribbean Coast.

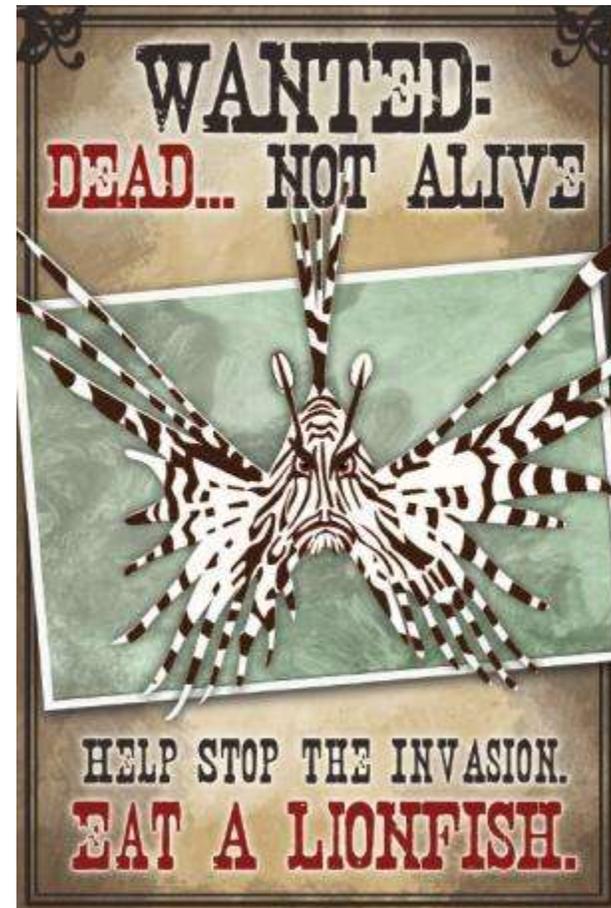
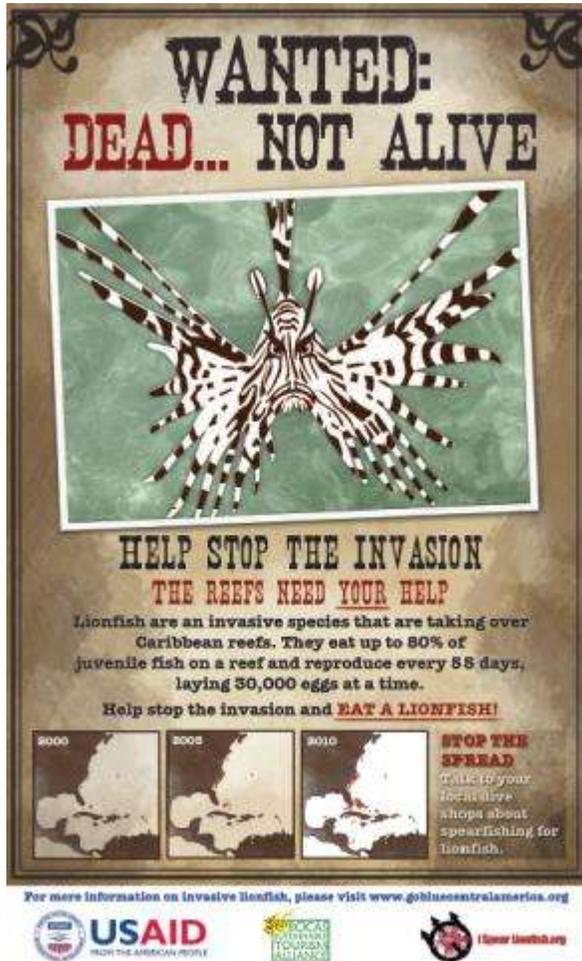
Implementation Plan

The following is a list of steps needed for implementation of the campaign:

| IMPLEMENTATION STEPS | NOTES |
|------------------------------------|--|
| 1. Meetings held | <ul style="list-style-type: none"> • Group or one-on-one meetings with local businesses, and conservation organizations are essential to identify local partners to implement the campaign. Meetings should include conservation organizations, restaurants, dive shops, tour operators, hotels, local press, and fishing associations. • Meetings should highlight the threat posed by lionfish to other marine life in the Caribbean including commercially harvested fish, lobsters, and the reef ecosystems themselves. |
| 2. Letter of support signed | <ul style="list-style-type: none"> • Letters of support are necessary steps to have confirmation of support for reports and program documents. • Letters of support do not only fulfill this bureaucratic role, they also make groups feel more committed and involved in the process. The signing of letters of support helps to get more “buy-in” from stakeholders. • Letters of support are not legally binding documents and should be written to include: <ul style="list-style-type: none"> The purpose of the campaign The objective of the signee organization A description of the campaign/action How the campaign/action and its objectives help the organization to reach its goals/objectives A statement declaring support for the campaign or action. |
| 3. Materials production | <ul style="list-style-type: none"> • The lionfish campaign materials require very little modifications for local adaptation as the nature of the threat does not significantly change and messaging remains essentially unchanged even among the several other local campaigns in the region. • Materials simply need to be produced in coordination with local partners. |
| 4. Materials distribution | <ul style="list-style-type: none"> • Distribute materials to local implementing partners |
| 5. Materials resupplying | <ul style="list-style-type: none"> • As materials as taken resupply will be necessary. • Identify local partners to ensure a constant supply of materials in strategic points of distribution. |

Designs‡

Poster & Sticker Designs - English



‡ All designs still pending final MAREA approval

Brochure Design (front) - English

THE LIONFISH INVASION

Native to tropical Pacific waters, lionfish are an invasive species in the Caribbean and the Atlantic. Accidentally released off the Florida coast in the early 1990's, lionfish numbers crept slowly upwards and have recently begun to explode throughout the Caribbean, ballooning by 400% in just two years in some places.

With no natural predators and an ideal climate, lionfish can reproduce every 88 days, releasing 80,000 eggs at a time. Once established in a reef, they can consume up to 80% of juvenile fish in just five weeks, devastating native marine life and endangering their survival. They are voracious and indiscriminate feeders, eating everything they find, including groupers, snappers, and even shrimp and juvenile lobsters.

If their populations are not controlled or eliminated in the Caribbean, they pose a serious threat to the survival of thousands of other ocean species.

**HELP CONTROL THE INVASION BY
SPEARING LIONFISH AND EATING LIONFISH.**



HOW YOU CAN HELP

1. **Capture or kill** every lionfish you encounter (capturing for research purposes only)
2. **Educate others** about lionfish
3. Join the I Spear Lionfish organization:
www.ISpearLionfish.org
facebook | **I Spear Lionfish**
4. **Donate** - so we can produce more t-shirts, flyers, decals and spears!
5. **Eat Lionfish!**
6. Restaurants can help by buying lionfish from divers and fishermen, and featuring them as entrees. They are tasty!



LIONFISH NEWS LINKS

USGS Nonindigenous Species Database factsheet:
<http://nas.er.usgs.gov/queries/factsheet.asp?speciesID=905>

Reef Environmental Education Foundation:
www.reef.org/programs/exotic/lionfish

NOAA National Ocean Service Lionfish educational website:
<http://oceanservice.noaa.gov/education/stories/lionfish/>





I Spear Lionfish.org
Bocas del Toro, Panama

CAPTURING, HANDLING AND CLEANING LIONFISH



A publication of:



CAPTURING LIONFISH

Lionfish are slow moving and often stationary, which allows them to be captured easily.

To capture live specimens for research purposes, use two clear, fine-meshed, handheld nets. Position one behind the fish and use the other net to chase the fish into the first.

Researchers at the Smithsonian Tropical Research Institute may be interested in live specimens.

STRI: 507 812-8864
Email: smithtrb@si.edu
ITSO: itso@itso.edu.org



HANDLING LIONFISH

The only proper way to handle lionfish is **carefully!**

Heavy gloves should be worn at all times when handling lionfish. This will also protect your hands from the irritation that the fleshy tentacles on the head may cause.

Hold the fish by its head to avoid all spines.



TREATING LIONFISH STINGS



- ▶ The first thing a victim should do for a sting is **ensure that no matter remains in the wound**, from either the spine or the sheath.
- ▶ Use tweezers to **pull embedded objects straight out.**
- ▶ **Wash the wound** thoroughly with soap.
- ▶ **Immerse the affected area in hot water** - as hot as can be withstood without scalding (no higher than 114°F or 40°C) for 90 to 90 minutes, or longer if necessary.
- ▶ **Aspirin or NSAIDs** can help alleviate pain and reduce inflammation.

Why the hot water treatment?

The venom from a lionfish is composed of "heat-labile" proteins, that is, proteins that can be changed or destroyed by heat. *The sooner the heat is applied, the faster these proteins can be broken down.* Some say a hairdryer is also effective - just control the intensity of the heat to avoid burns.

If there is concern that any material is left in the wound too deep for home removal, **seek medical treatment immediately!** The victim may need X-rays to detect foreign matter. While lionfish stings themselves have never proven fatal, infections have been known to set in due to residue in wounds, leading to gangrene, sepsis and even death.

On a final note, **Tetanus immunization needs to be current.** If the victim has not had a Tetanus shot or booster within 10 years, this is the time to get one.



I Spear Lionfish.org
Docus del Tern, Panama

SPEARING LIONFISH

When spearing, a Hawaiian sling can be used. A pole spear with a paralyzing tip is safer, however, as it prevents the fish from sliding back along the spear towards the diver.

In Bocas, divers have made spears using wooden broom sticks with long, thin made secured to one end. Some use rubber slings or bands, others simply thrust their spears without the extra force the bands provide. These have proven to be just as effective.

It has been suggested that smaller lionfish, once killed, be removed from the spear and left on the reef or washed.

CLEANING LIONFISH

- ▶ The spines to be most mindful of are the long dorsal spines along the back of the fish, the anal spine on the bottom toward the rear and the pelvic spines on the bottom and toward the front of the fish.
- ▶ Begin removing the dorsal spine by cutting into the flesh along each side of the row of spines moving towards the tail.
- ▶ After loosening the spines, pry them off completely.
- ▶ Remove the anal and pelvic spines by cutting them from the base.
- ▶ Remove the cartilaginous ventral fins; these are not venomous.
- ▶ With smaller fish, it may be simpler to remove the spines by snipping them with kitchen shears or clippers.
- ▶ The scales on the lionfish are quite small and easily removed in the usual way.
- ▶ Fillet the fish as usual.

SEA TURTLE VISITATION AWARENESS CAMPAIGN

Summary

Sea turtles have existed in our world for over 100 million years and after outlasting the dinosaurs and surviving an ice age sea turtles are now threatened with extinction because of human activities. Due to coastal development, pollution, poaching, and unsustainable fishing practices sea turtles have seen their numbers fall dramatically in the past several decades. Despite our often-destructive relationship with sea turtles, these animals evoke strong emotions in humans of all cultures. Among coastal peoples there are often tales of sea turtles in local mythology. Throughout the Caribbean tales of the Turtle Mother Rock that guided turtle to their nesting sites exist the same is true in Hawaii. This strong evocative power still grabs modern cultures and volunteers from North America and Europe come by the thousands each year to projects in Mexico and Central America to help conserve sea turtles. In Costa Rica's Tortuguero National Park alone each year over 40,000 tourists come for a chance to see sea turtles nesting.

Sea turtle tourism presents strong opportunities for conservation by making funding available for research and monitoring, by providing would-be poachers with jobs as guides or in nighttime patrols safeguarding turtles instead of killing them. Yet sea turtle tourism also poses serious risks. Human interactions with turtles if uncontrolled can seriously damage nests, eggs, and hatchlings, the notable presence of humans on nesting beaches might turn away females searching for adequate nesting sites. Visitors might disorient hatchlings trying to reach the sea with lights. There are many other potentially harmful interactions besides these as well. This campaign intends to inform visitors to sea turtle nesting beaches how they can minimize or even eliminate negative impacts of their presence. Below is a list of the bad practices that have been occurring in the regions these campaigns hope to impact.

Bad Practices:

- Visiting a sea turtle nesting beach without guides and without the proper knowledge in how to minimize impacts
- Horseback riding on the beach
- Camping or building fires
- Impeding the movements of nesting turtles
- Coming too close to nesting sea turtles
- Bringing pets, and especially dogs to sea turtle nesting beaches
- Leaving logs, chairs, coolers, or other large obstacles on the beach that impede nesting sea turtles
- Leaving trash and solid waste on the beach
- Flash photography and the use of non-red light flashlights

The sea turtle visitation awareness campaign consists of one design: a large-format sign that will be placed at strategic entry points on sea turtle nesting beaches. These signs will be brightly colored and will inform visitors on proper behaviors, they will also serve as a basis to legitimize local guides and the instructions of beach patrols. Visitors are more likely to follow posted rules than the instructions of strangers who approach them on a beach. As the risks posed by visitation to sea turtles remain relatively unchanged throughout their range the signage designs can be easily adapted with virtually no modifications throughout the region.

Implementation Plan

The following is a list of steps needed for implementation of the campaign:

| IMPLEMENTATION STEPS | NOTES |
|---|---|
| 1. Meetings with local stakeholders | <ul style="list-style-type: none"> ● Meetings with protected area managers, sea turtle conservation organizations, tour operators, local government officials, and national government officials will be necessary to implement this campaign. ● Protected area managers and government officials must understand the benefits for conservation of tourist attractions and natural resources within their territories. ● Sea turtle conservation organizations should be brought in to consult to ensure local threats from visitation are addressed in signage. ● Tour operators should understand after the meetings that the protection of sea turtles and their hatchlings are to the benefit of their products and strong populations will attract more visitors at higher prices. They should also be encouraged to adopt the regulations included in their signage as part of a pre-departure checklist for visitors going to sea turtle nesting beaches during nesting seasons. |
| 2. Letters of support from stakeholders | <ul style="list-style-type: none"> ● Letters of support are necessary steps to have confirmation of support for reports and program documents. ● Letters of support do not only fulfill this bureaucratic role, they also make groups feel more committed and involved in the process. The signing of letters of support helps to get more “buy-in” from stakeholders. ● Letters of support are not legally binding documents and should be written to include: <ul style="list-style-type: none"> ○ The purpose of the campaign ○ The objective of the signee organization ○ A description of the campaign/action ○ How the campaign/action and its objectives help the organization to reach its goals/objectives ○ A statement declaring support for the campaign or action. |
| 3. Materials production | <ul style="list-style-type: none"> ● The sea turtle tourism mitigation campaign materials should not require heavy modifications, as most of the threats caused by visitation remain relatively unchanged throughout the world. There may be some local conditions that need to be more adequately addressed, however. ● Materials should be produced on durable materials keeping in mind the environmental conditions on nesting beaches. Signage will be exposed to salt-water spray, heavy rains, and strong sun exposure. Materials should be chosen that resist these conditions. |
| 4. Sign placement | <ul style="list-style-type: none"> ● The location of signs should be at highly visible points at commonly used entrances to nesting beaches. ● Signs should be placed using durable materials that withstand the elements and resist vandalism (though no materials could stop an extremely determined vandal, beaches are perhaps more susceptible as remote locations). ● The location and placement of signage should be considered carefully |

| | |
|--|--|
| | <p>with input from local stakeholders regarding best methods for installation.</p> <ul style="list-style-type: none">• Other similar beach signage has used high quality vinyl with adhesive backing on galvanized sheet metal in a metal tube frame set in concrete footings. Other signs have used high quality wood frames and wood backings though these wooden installations are less durable in adverse conditions and would require some kind of roof to shield them from rain. |
|--|--|

Designs[§]

Beach Sign Design – English

SEA TURTLE NESTING BEACH

Sea turtles have existed in our world for over 150 million years, but these animals are now facing extinction due to human activity. Please help us protect these animals by following a few simple guidelines while visiting this beach during nesting season:

 All visitors at night time must be accompanied by a trained local guide

 During nighttime visits, wear dark clothes and follow park rules and guide instructions.

 Refrain from using lights or flash photography on the beach. Your guide will use a red light when needed.

 Stay quiet and don't make sudden movements.

 Try to keep a group around a single nesting turtle to fewer than 10 people.

 Do not approach the sea turtles.

  Driving or horseback riding on the beach is not permitted

 Do not disturb sea turtle nests, eggs or hatchlings.

 Collect and deposit your trash in bins. Trash can kill sea turtles who mistake it for food.

 Keep your pets, especially dogs, on a leash, or avoid bringing them on the beach as they will harm nests and hatchlings.

 Keep at least 5 meters/ 16ft from sea turtles and stay towards the tail side of nesting turtles.

  Do not camp or light fires on the beach.

 Keep the beach clear of large objects like beach chairs, tables, volleyball nets and coolers. These will become obstacles to nesting turtles who may get tangled up or turned away by them.

Sea turtles can lay over 100 eggs per nest, and most will nest several times a season, but only one out of every 1,000 hatchlings will survive to reproductive age.

Detaining or capturing hatchlings can make it impossible for them to swim far enough to be safe from predators.

Sea turtles and their eggs are hunted by people to eat. This is not only illegal, it is also causing the disappearance of sea turtles around the world.

Leatherback sea turtles can weigh over 1,000 lbs and eat almost exclusively jellyfish. They often confuse plastic bags with their food and can die eating them.

Carey (turtle shell) is made after killing Hawksbill turtles. You can help stop this by not buying any crafts made of carey.






[§] All designs still pending final MAREA approval

PLAYA DE ANIDACIÓN DE TORTUGAS MARINAS

Las tortugas marinas han existido en nuestro mundo por más de 150 millones de años. Actualmente, estos animales están enfrentando la extinción debido a la actividad humana. Por favor, ayúdanos a proteger las tortugas, atendiendo las siguientes reglas durante tu visita a esta playa durante la temporada de anidación.



 Los visitantes nocturnos tienen que estar acompañados por un guía local capacitado.

En las visitas de noche utiliza ropa oscura y sigue las normas de las autoridades y las instrucciones de tu guía.

 Evita usar linternas ni tomar fotografías con flash. Tu guía usará una luz roja cuando sea necesario.

Mantente en silencio y evita hacer movimientos bruscos.

 Por lo general, el grupo para observar una tortuga debe ser menor a 10 personas.

Evita acercarte a las tortugas.

 Ni vehículos ni caballos son permitidos en la playa.

Evita tocar a los huevos de las tortugas y molestar a los neonatos.

 Cuida que tus mascotas, especialmente los perros, estén siempre amarrados o evita llevarlos a la playa.

Coloca **TODA** tu basura en los recipientes, la basura en el mar puede matar a las tortugas que la confunden con su comida.

Mantén una distancia de 5 metros de la tortuga y colócate siempre detrás de ella.

 Evita acampar y hacer fogatas en la playa.

Cuida no dejar objetos grandes en la playa (sillones, mesas, hielera, etc), las tortugas pueden enredarse en ellos y lastimarse hasta morir.

Las tortugas marinas pueden poner más de 100 huevos en cada nido y anidar varias veces en una sola temporada. No obstante, solo 1 de cada 1,000 neonatos sobrevive y llega a la edad reproductiva.

Ayúdanos a proteger a los neonatos. Nunca los toques ni impidas su llegada al mar.

Los humanos cazan a las tortugas para comerse su carne y sus huevos. Esto es un delito que también está causando la desaparición de las tortugas marinas en nuestro mundo.

Las tortugas baulas llegan a pesar más de 1,000 libras y sólo comen medusas. Muchas veces ellas confunden las bolitas plásticas con su alimento y pueden morir asfixiadas.

Matan las tortugas para hacer artesanías de carey. Protégelas y **NO COMPRES CAREY.**



PROGRAMA REGIONAL DE USAID PARA EL MANEJO DE RECURSOS ACUÁTICOS Y ALTERNATIVAS ECONÓMICAS

SEA TURTLE EGG CONSUMPTION AWARENESS CAMPAIGN

Summary

Among the greatest threats to sea turtles is perhaps the poaching of sea turtle eggs for consumption. All sea turtles are targeted for their eggs. This poaching sometimes occurs when nighttime hunters track sea turtles and dig up nests after the mother is done nesting to steal the eggs. Other times, often as an unintended effect of legislation prohibiting egg poaching, poachers will not wait for mothers to lay eggs, and instead they will kill the mother on the beach to cut open her body and remove the eggs from inside. While the poaching of their eggs is an egregious offense to any lovers of nature, the slaughter of nesting females magnifies the effect by not only removing the eggs, but also removing a reproducing adult from the population. The effects of this action into the future can signify the loss of thousands of eggs.

Locally in Playa Chiriquí, local legislation making the legal capture of several turtles a night per family aided in the near destruction of the beach's hawksbill sea turtle population. Likewise, though traditional coastal communities have used sea turtles and their eggs for generations for subsistence and to augment their diets, but with the commercialization of sea turtle meat, eggs, and remedies and jewelry made from their bodies, sea turtle populations have plummeted worldwide.

Consumers are not typically poachers. However, by addressing the demand for eggs the objective of this campaign is to reduce poaching pressures on turtle populations. The sea turtle egg consumption awareness campaign will call on the public's sense of responsibility to future generations while explaining that only one out of approximately every 1,000 sea turtle eggs survives to reproduce, meaning each egg consumed causes serious impacts on the population.

The campaign frames the primary message positively because research into best practices shows that overly confrontational messaging could be counter-productive. The campaign does include, however a secondary message that states that egg consumption and poaching is prohibited by law and may result in incarceration or fines. The campaign consists of one design for a poster to be placed in highly visible public places such as supermarkets, and bus and boat terminals.

Expansion of this campaign may be required, with greater impacts from educational programs in schools to change the attitudes of children and youth, who have not yet hardened their attitudes regarding sea turtle egg consumption.

Implementation Plan

The following is a list of steps needed for implementation of the campaign:

| IMPLEMENTATION STEPS | NOTES |
|---|---|
| 1. Consultation with local conservation groups and local government | <ul style="list-style-type: none"> • Materials should be shown to local conservation groups and local governments. • These meetings should result in a list of businesses that are more amenable to having posters placed in their establishments. • Support of local or national government agencies can help to extend the reach of materials, and facilitate placement at local businesses and public areas. |
| 2. Individual meetings with businesses | <ul style="list-style-type: none"> • After receiving the buy-in from local conservation groups and government representatives implementation will require stopping by businesses and public places to place signage. Locations to be considered for signage are: <ul style="list-style-type: none"> ○ Supermarkets ○ Boat terminals ○ Bus stops ○ Churches ○ Government buildings ○ Local restaurants |
| 3. Sign placement | <ul style="list-style-type: none"> • As letters of support might be hard or impossible (in the case of bus stops) to obtain, verify placement with photographs for reporting and publicity purposes. |
| 4. Sign Replacement | <ul style="list-style-type: none"> • As with other campaigns, local implementing partners will need to return to replace signage as it becomes damaged or is lost. |

Designs**

Poster design - English

**Don't rob your children
of the chance to see sea turtles**

Only 1 out of every 1000 sea turtle eggs
survives to reproduce...

Eating Turtle Eggs is Illegal!

**Do you like
your eggs with salt, lime
and some jail time?**

Turtles are protected, endangered animals
and they need your help to survive.
Eating sea turtle meat and eggs is illegal.
Please join in, and do not eat sea turtles
or their eggs.

USAID FOR THE AMERICAN PEOPLE | **USAID REGIONAL PROGRAM FOR THE MANAGEMENT
OF AQUATIC RESOURCES AND ECONOMIC ALTERNATIVES**

**autoridad
nacional del
ambiente** | **AUTORIDAD
DE TURISMO
PANAMA** | **COCA
TURISMO
ATLANTICO** | **GOVERNMENT OF PANAMA** | **WORLD TRAVEL ORGANIZATION**

** All designs still pending final MAREA approval

Poster Design- Spanish



No quites a tus hijos el derecho de ver las tortugas de mar

De cada 1000 huevos depositados en la playa, solamente 1 llega a convertirse en tortuga adulta, capaz de reproducirse...

¡Es ilegal Comer Huevos de Tortuga!

¿Te gustan los huevos de tortuga con un poco de sal, jugo de limón y una jugosa condena en la cárcel?

Las tortugas marinas son especies protegidas que están en vía de extinción. Ellos necesitan TU ayuda para sobrevivir. Comercializar y consumir carne de tortugas marinas y sus huevos es ilegal.

Por favor sé responsable y no consumas alimentos con tortugas marinas o sus huevos.

USAID FROM THE AMERICAN PEOPLE | **USAID REGIONAL PROGRAM FOR THE MANAGEMENT OF AQUATIC RESOURCES AND ECONOMIC ALTERNATIVES**

autoridad nacional del ambiente | **AUTORIDAD DE TURISMO PANAMA** | **COOPERATION TOURISM ALLIANCE** |  

ANNEX 1: SAMPLE LETTERS OF SUPPORT

Water Taxi Association

28 Abril 2011

Programa MAREA
San Salvador, El Salvador

Por este medio quiero informarle que _____ apoya la campañas de concientización del Programa Manejo de Recursos Acuáticos y Alternativas Económicas (MAREA). Estas campañas pretenden informales a los pobladores locales y a los visitantes sobre temas del cuidado de medio ambiente y el buen comportamiento para minimizar impactos de sus interacciones con la biodiversidad.

Las campañas ayudan a proteger los recursos naturales del Archipiélago de Bocas del Toro que constituyen las principales atracciones turísticas y nos permiten desarrollarnos económicamente.

La campaña de **códigos de conducta de visita por botes** incluye la colocación de letreros en inglés y español en los respaldos de los botes turísticos del Archipiélago de Bocas del Toro, y letreros en las oficinas de los tour operadores locales. Hemos revisado los diseños y estamos de acuerdo con su uso, y apoyaremos directamente facilitando la instalación de los letreros en nuestra oficina y en nuestros botes. Además de su colocación apoyaremos dirigiendo a los pasajeros que se orienten con los códigos de conducta desde que al entran al bote.

Agradecemos el apoyo del Programa MAREA al colaborar en la conservación del entorno de Panamá, y esta carta manifiesta nuestro apoyo.

Atentamente:

Local Conservation NGO

15 May 2011

MAREA Program
San Salvador, El Salvador

This letter is to express the support of the **Bocas Sustainable Tourism Alliance (BSTA)** for the awareness campaigns proposed by the MAREA Program. The campaigns. The **BSTA** is a non-profit organization dedicated to the development of sustainable tourism in the Bocas del Toro archipelago. The MAREA Program awareness campaigns help to support the overall goal of the **BSTA** by informing visitors on how to minimize their impacts on their natural surroundings as they experience the biodiversity of Bocas del Toro.

The MAREA Program's campaign for visitor codes of conduct on sea turtle nesting beaches will place signage on sea turtle nesting beaches. The **BSTA** approves the use of the **BSTA's** logo on beach signage to be used in the campaign.

The MAREA Program's campaign on visitor codes of conduct for boat visitation includes the placement of signage on the backrests in boats and in the offices and sales points of boat tours. These signs will inform customers on how to minimize the impacts of their visitation. We approve the use of the **BSTA's** logo on signage to be used for this MAREA Program awareness campaign.

We thank the MAREA Program for its collaboration in the conservation of Panama's environment and this letter expresses our support.

Best Regards:

Local Government

16 Mayo 2011

Programa MAREA
San Salvador, El Salvador

Por este medio quiero informarle que el **Municipio de Bocas del Toro** apoya la campañas de concientización del Programa Manejo de Recursos Acuáticos y Alternativas Económicas (MAREA).

El **Municipio del Bocas del Toro** es el gobierno local encargado de la gestión del territorio del Municipalidad del Distrito de Bocas del Toro. Las campañas apoyan a los objetivos del **Municipio**, informándoles a los pobladores locales y a los visitantes sobre temas del cuidado de medio ambiente y el buen comportamiento para minimizar impactos de sus interacciones con la biodiversidad.

La campaña de **código de conducta en playas de anidación de tortugas marinas** incluye la colocación de letreros en español e inglés en puntos estratégicos en las playas de anidación de tortugas de la zona.

La campaña de **códigos de conducta de visita por botes** incluye la colocación de letreros en inglés y español en los respaldos de los botes turísticos y en las oficinas de los tour operadores del Archipiélago de Bocas del Toro.

Hemos revisado los diseños de las campañas y estamos de acuerdo con su contenido. Además aprobamos el uso del logo del **Municipio de Bocas del Toro** en los letreros para dar mas fuerza y legitimidad a la campaña.

Agradecemos el apoyo del Programa MAREA al colaborar en la conservación del entorno de Panamá, y esta carta manifiesta nuestro apoyo.

Atentamente:

National Government Bodies

16 Mayo 2011

Programa Manejo de Recursos Acuáticos y Alternativas Económicas
San Salvador, El Salvador

Por este medio quiero informarle que la **Autoridad de Turismo Panamá (ATP)** apoya las campañas de concientización del Programa Manejo de Recursos Acuáticos y Alternativas Económicas (MAREA).

La ATP es la entidad nacional encargada de la gestión, ordenamiento, y promoción de turismo en la Republica de Panamá. Las campañas apoyan los objetivos de la ATP informándoles a los pobladores locales y a los visitantes sobre temas del cuidado de medio ambiente y el buen comportamiento para minimizar impactos de sus interacciones con la biodiversidad.

La campaña de **código de conducta en playas de anidación de tortugas marinas** incluye la colocación de letreros en español e inglés en puntos estratégicos en las playas de anidación de tortugas de la zona.

La campaña de **códigos de conducta de visita por botes** incluye la colocación de letreros en inglés y español en los respaldos de los botes turísticos y las oficinas de los tour operadores del Archipiélago de Bocas del Toro.

Hemos revisado los diseños de las dos campañas y estamos de acuerdo con su contenido. Además aprobamos el uso del logo de la **Autoridad de Turismo Panamá (ATP)** en los letreros para dar mas fuerza y legitimidad a las campañas.

Agradecemos el apoyo del Programa MAREA al colaborar en la conservación del entorno de Panamá, y esta carta manifiesta nuestro apoyo.

Atentamente:

Annex 2: Monitoring and Evaluation Plans

Visitor Regulations Awareness Campaign

The following MAREA project indicators will be used to evaluate the impact of the visitor regulations campaign:

KRA 2.3.1 Number of communication efforts

As mentioned earlier, three unique forms of campaign materials (in both English and Spanish) will be used to communicate the messages of the visitor regulations campaign:

1. Waterproof, durable signs placed on the back of seats of boats and on the side of boats.
2. Large format banners placed in botero union office client “waiting” areas.
3. Large format banners placed in prominent locations in Bocas Town.

The MAREA site coordinator can verify and document the campaign material’s existence for the MAREA PMP indicator by taking photos of them when they are distributed.

Measuring the impact of these communication efforts will be crucial for the MAREA program. The ability to link positive changes in attitude and increased awareness regarding specific issues of each campaign in the Bocas del Toro region is a crucial part of evaluating impact. Evaluating a change in attitude requires a questionnaire that allows people to give their personal outlook on a question or statement within the poll.

Establishing a baseline poll will be a very important step in this process. The first poll that is implemented will set a standard measurement of local stakeholder and visitor’s attitudes and levels of awareness regarding the five campaigns’ specific messages. The cognitive framework established within the first poll, will be used to measure any increases or decreases in the awareness of local stakeholders and visitors in future polls.

The initial poll should be implemented by a team made up of MAREA advisors and members of a local organization or government that can help insure the sustainability of this measurement process for future polls. The Bocas Sustainable Tourism Alliance, could be a potential candidate for this responsibility, or someone from the local municipal government. The local partner should be as involved as possible through the initial polling process, to help create a feeling of ownership and responsibility for their implementation.

Each campaign addresses different issues within the region, and therefore should have a customized questionnaire that focuses on its specific subject matter and audience. Each campaign will have two different polls, one for the visitors/local populations and the other for local stakeholders involved in the campaign (hotels, restaurants, boating associations, etc...). Below are a series of sample statements that can be used for the Visitor Awareness Regulations Campaign.

Please indicate what your feelings are about each of the following statements

Strongly Agree

Agree

Neutral

Strongly Disagree
Disagree
Uncertain

Sample Statements for Visitors

I saw the visitor code of conduct signs during my tour

My boat driver made sure I was aware of the code of conduct before we left for our tour

The boat driver was monitoring our activities and was active in correcting us if we broke any rules

Establishing a code of conduct is a good way to preserve a natural resource

I always try to leave a place unmarked after a visit

Sample Statements for Local Stakeholders (Boat drivers, Boating associations)

I know the code of conduct for both visitors and boat drivers

My passengers ask about the code of conduct when they board my boat

I make sure the passengers understand the code of conduct

I monitor my passengers activities during tours, and correct them if they are breaking rules

I believe that establishing a code of conduct for visitors and boat drivers will benefit me

Responsible Seafood Awareness Campaign

The following MAREA project indicators will be used to evaluate the impact of the responsible seafood campaign:

KRA 2.3.1 Number of communication efforts

Two unique forms of campaign materials, presented in both English and Spanish, will be used to communicate the messages of the responsible seafood campaign:

1. Medium-sized posters placed in restaurant kitchens as well as in high-volume tourist areas (e.g. restaurant lobbies, hotels, tour operator offices, airports, bus/boat stations, government offices, etc.)
2. Smaller, promotional bookmarks which can be clipped to restaurant menus, presented in brochure/rack card stands, and even used as small posters when space is limited

The MAREA site coordinator can verify and document the campaign material's existence for the MAREA PMP indicator by taking photos of them when they are distributed. Restaurants and other establishments adopting the responsible seafood campaign materials may also be willing to sign some kind of letter of support as a form of documentation.

Measuring the impact of these communication efforts will be crucial for the MAREA program. The ability to link positive changes in attitude and increased awareness regarding specific issues of each campaign in the Bocas del Toro region is a crucial part of evaluating impact. Evaluating a change in attitude requires a questionnaire that allows people to give their personal outlook on a question or statement within the poll.

Establishing a baseline poll will be a very important step in this process. The first poll that is implemented will set a standard measurement of local stakeholder and visitor's attitudes and levels of awareness regarding the five campaigns' specific messages. The cognitive framework established within the first poll, will be used to measure any increases or decreases in the awareness of local stakeholders and visitors in future polls.

The initial poll should be implemented by a team made up of MAREA advisors and members of a local organization or government that can help insure the sustainability of this measurement process for future polls. The Bocas Sustainable Tourism Alliance, could be a potential candidate for this responsibility, or someone from the local municipal government. The local partner should be as involved as possible through the initial polling process, to help create a feeling of ownership and responsibility for their implementation.

Each campaign addresses different issues within the region, and therefore should have a customized questionnaire that focuses on its specific subject matter and audience. Each campaign will have two different polls, one for the visitors/local populations and the other for local stakeholders involved in the campaign (hotels, restaurants, boating associations, etc...). Below are a series of sample statements that can be used for the Responsible Seafood Awareness Campaign.

Please indicate what your feelings are about each of the following statements

Strongly Agree
Agree
Neutral
Strongly Disagree
Disagree
Uncertain

Sample Statements for Visitors

I have seen responsible seafood campaign materials around town

Waiters have made sure that we are aware of the responsible seafood choices on the menu

It is important to order responsibly and avoid hurting local seafood populations

I think restaurants should take seafood that is not sustainable off their menus

Sample Statements for Local Stakeholders (Hotels and Restaurants)

I know what species of seafood are not recommended to eat

My clients ask me about responsible seafood items

I make sure to let my clients know which menu items are sustainable and recommend those items

I think it is important to work for a restaurant that participates in responsible seafood consumption

I think that being part of the responsible seafood movement will benefit me personally

Lionfish Reduction Awareness Campaign

The following MAREA project indicators will be used to evaluate the impact of the lionfish reduction campaign:

KRA 2.3.1 Number of communication efforts

Three unique forms of campaign materials, will be used to communicate the messages of the lionfish reduction campaign:

1. A medium-sized poster placed in dive shops, tour operator offices, and other high-volume tourist areas such as restaurants, hotels, airports, bus/boat stations, and government offices.
2. A tri-fold brochure that can be placed in brochure stands in restaurants, hotels, and dive/tour operator offices.
3. A simplified design that can be reproduced on stickers, t-shirts, and other mediums that reaches or appeals to international visitors.

The MAREA site coordinator can verify and document the campaign material's existence for the MAREA PMP indicator by taking photos of them when they are distributed. Restaurants and other establishments adopting the responsible seafood campaign materials may also be willing to sign some kind of letter of support as a form of documentation.

Measuring the impact of these communication efforts will be crucial for the MAREA program. The ability to link positive changes in attitude and increased awareness regarding specific issues of each campaign in the Bocas del Toro region is a crucial part of evaluating impact. Evaluating a change in attitude requires a questionnaire that allows people to give their personal outlook on a question or statement within the poll.

Establishing a baseline poll will be a very important step in this process. The first poll that is implemented will set a standard measurement of local stakeholder and visitor's attitudes and levels of awareness regarding the five campaigns' specific messages. The cognitive framework established within the first poll, will be used to measure any increases or decreases in the awareness of local stakeholders and visitors in future polls.

The initial poll should be implemented by a team made up of MAREA advisors and members of a local organization or government that can help insure the sustainability of this measurement process for future polls. The Bocas Sustainable Tourism Alliance, could be a potential candidate for this responsibility, or someone from the local municipal government. The local partner should be as involved as possible through the initial polling process, to help create a feeling of ownership and responsibility for their implementation.

Each campaign addresses different issues within the region, and therefore should have a customized questionnaire that focuses on its specific subject matter and audience. Each campaign will have two different polls, one for the visitors/local populations and the other for local stakeholders involved in the campaign (hotels, restaurants, boating associations, etc...). Below are a series of sample statements that can be used for the Lionfish Reduction Awareness Campaign.

Please indicate what your feelings are about each of the following statements

Strongly Agree
Agree
Neutral
Strongly Disagree
Disagree
Uncertain

Sample Statements for Visitors

I have seen lionfish reduction awareness campaign materials around town

I am aware of why lionfish are an issue in this region

I want to try a lionfish during my stay in Bocas del Toro

Lionfish hunting is a great activity that operators and dive shops should promote

I have seen lionfish offered in restaurants in the area

Sample Statements for Local Stakeholders (Hotels and Restaurants)

I am aware of the lionfish problem in this area

Restaurants should offer lionfish on the menu

I believe it is important to offer hunting lionfish as a tour option

Clients have requested lionfish when ordering food

Clients have requested lionfish hunting as a tour possibility

Sea turtle Visitation Awareness Campaign

The following MAREA project indicators will be used to evaluate the impact of the Sea Turtle Tourism Visitation Campaign:

KRA 2.3.1 Number of Communication efforts

Creating an increase in the demand for products and services which provide conservation and sustainable use of coastal and marine resources is a main objective of this KRA, and consequently of the Sea Turtle Tourism Visitation Campaign. As discussed in the implementation plan above, the particular communication efforts for this campaign will be the creation and strategic placement of signs stating how visitors to known sea turtle nesting beaches should behave.

The signage will help communicate codes of conduct to sea turtle observation to tour groups coming to observe sea turtle nesting and to normal beachgoers. The unit of measure described for this indicator in the MAREA project PMP is stated as the “number of campaigns” produced. This campaign will place approximately 20 signs at the 11 principal sea turtle nesting beaches throughout the Cahuita-Bocas del Toro trans-boundary region.

The MAREA site coordinator can verify and document the campaign material’s existence for the MAREA PMP indicator by taking photos of them when they are distributed. Restaurants and other establishments adopting the responsible seafood campaign materials may also be willing to sign some kind of letter of support as a form of documentation.

Measuring the impact of these communication efforts will be crucial for the MAREA program. The ability to link positive changes in attitude and increased awareness regarding specific issues of each campaign in the Bocas del Toro region is a crucial part of evaluating impact. Evaluating a change in attitude requires a questionnaire that allows people to give their personal outlook on a question or statement within the poll.

Establishing a baseline poll will be a very important step in this process. The first poll that is implemented will set a standard measurement of local stakeholder and visitor’s attitudes and levels of awareness regarding the five campaigns’ specific messages. The cognitive framework established within the first poll, will be used to measure any increases or decreases in the awareness of local stakeholders and visitors in future polls.

The initial poll should be implemented by a team made up of MAREA advisors and members of a local organization or government that can help insure the sustainability of this measurement process for future polls. The Bocas Sustainable Tourism Alliance, could be a potential candidate for this responsibility, or someone from the local municipal government. The local partner should be as involved as possible through the initial polling process, to help create a feeling of ownership and responsibility for their implementation.

Each campaign addresses different issues within the region, and therefore should have a customized questionnaire that focuses on its specific subject matter and audience. Each campaign will have two different polls, one for the visitors/local populations and the other for local stakeholders involved in the campaign (hotels, restaurants, boating associations, etc...). Below are a series of sample statements that can be used for the Sea Turtle Visitation Awareness Campaign.

Please indicate what your feelings are about each of the following statements

Strongly Agree
Agree
Neutral
Strongly Disagree
Disagree
Uncertain

Sample Statements for Visitors

I saw signs stating the rules when visiting a sea turtle nesting area

The tour company or guide who took us to the sea turtle nesting beach made sure we were aware of the rules

It is important to establish rules for visitors in sea turtle nesting beaches

I enjoy visiting a place knowing that I will not impact the ecosystems there

Sample Statements for Local Stakeholders (boat drivers and guides)

I know the rules for visiting a sea turtle nesting beach

Clients ask me about the sea turtle nesting area rules

It is important for clients to obey the rules when visiting the sea turtle nesting beaches

I believe that abiding by these rules will benefit my job and me.

KRA 2.4.3 Number of sea turtle hatchlings protects and released

The signage created for this campaign is meant to help tour operators create a more sustainable environment to conduct their tours. As they continue to bring in more visitors to observe sea turtle nesting areas, it is crucial that tools are provided to help portray the need for caution and awareness during the visit. The signs created for this campaign provide that tool, which will help guides interpret to tourists how they should conduct themselves while observing sea turtle nesting grounds. The signs will also create awareness to normal daily beachgoers who may not be aware that they are visiting a precious natural resource for sea turtles nesting.

The effectiveness of each campaign will be measured through the number of sea turtles released, incubated or protected. Data collection for the number of eggs being protected will occur through a joint effort from STC, WIDECASST and AAMVECONA, who are subs and local partners of the MAREA program. As not all beaches involved in the signage campaign see heavy visitation, The MAREA project

will evaluate the effectiveness of this particular campaign in the following beaches: Cahuita, Gandoca, San San, Bluff, Zapatillas, Long Beach.

The campaign should be taken into consideration when measuring activities in these regions that have had positive impacts on the total number of sea turtle hatchlings protected and released.

Sea Turtle Egg Consumption Awareness Evaluation Plan

The following MAREA project indicators will be used to evaluate the impact of the Sea Turtle Egg Consumption Campaign:

KRA 2.3.1 Number of Communication efforts

The sea turtle egg consumption campaign will count as a communication effort of the MAREA project aimed at decreasing the demand for sea turtle eggs among locals and tourists in the region of Cahuita-Bocas del Toro. The poster campaign will work with local businesses and supply chains to promote awareness about the highly improbable rate a sea turtle egg actually makes it to adulthood. The communication efforts put forth by this campaign will be the production of posters warning people against eating sea turtle eggs and developing a more conscientious local business community. The communication effort will be measured by the amount of posters and alliances that are formed by the campaign.

The MAREA site coordinator can verify and document the campaign material's existence for the MAREA PMP indicator by taking photos of them when they are distributed. Restaurants and other establishments adopting the responsible seafood campaign materials may also be willing to sign some kind of letter of support as a form of documentation.

Measuring the impact of these communication efforts will be crucial for the MAREA program. The ability to link positive changes in attitude and increased awareness regarding specific issues of each campaign in the Bocas del Toro region is a crucial part of evaluating impact. Evaluating a change in attitude requires a questionnaire that allows people to give their personal outlook on a question or statement within the poll.

Establishing a baseline poll will be a very important step in this process. The first poll that is implemented will set a standard measurement of local stakeholder and visitor's attitudes and levels of awareness regarding the five campaigns' specific messages. The cognitive framework established within the first poll, will be used to measure any increases or decreases in the awareness of local stakeholders and visitors in future polls.

The initial poll should be implemented by a team made up of MAREA advisors and members of a local organization or government that can help insure the sustainability of this measurement process for future polls. The Bocas Sustainable Tourism Alliance, could be a potential candidate for this responsibility, or someone from the local municipal government. The local partner should be as involved as possible through the initial polling process, to help create a feeling of ownership and responsibility for their implementation.

Each campaign addresses different issues within the region, and therefore should have a customized questionnaire that focuses on its specific subject matter and audience. Each campaign will have two different polls, one for the visitors/local populations and the other for local stakeholders involved in the campaign (hotels, restaurants, boating associations, etc...). Below are a series of sample statements that can be used for the Sea Turtle Egg Consumption Awareness Campaign.

Please indicate what your feelings are about each of the following statements

Strongly Agree
Agree
Neutral
Strongly Disagree
Disagree
Uncertain

Sample Statements for local population

I care about the sea turtle population in this region

Eating sea turtle eggs is something I should not do

Sea turtle eggs are still easy to find and purchase

Sea turtle eggs are a local food tradition

I am aware that sea turtle eggs are illegal to consume

Sample Statements for Local Stakeholders (store owners and restaurants)

I am aware that sea turtle eggs are illegal to sell

People still seek out sea turtle eggs to buy

Selling sea turtle eggs is not worth the risk of arrest

I care about the sea turtle population in this region

Sea turtle eggs are a local food tradition

KRA 2.4.3 Number of sea turtle hatchlings protected and released

The sea turtle egg consumption campaign will help to create less demand for sea turtle eggs in the Cahuita-Bocas del Toro region. When more locals and tourists are aware that eating sea turtle eggs is harmful to the species as well as against the law, there is a hope that this will help to mitigate some of the threats existing for sea turtle eggs. As there will be no direct work with sea turtle eggs, this indicator will have to be measured by the data collection of local organizations such as WIDECAST, STC, and AAMVECONA. As the data is collected and results from seasonal and annual data acquisitions are revealed, the campaign should be taken into consideration when measuring activities in these regions that have had positive impacts on the total number of sea turtle hatchlings protected and released.