

Exercise 1: Developing an Audience-Specific Communication Strategy

Climate change scenarios for Seychelles

SCENARIO 6

You work for a government agency that is implementing a large grant to promote home gardening to boost food security and climate resilience. You have planned a campaign that involves a series of hands-on workshops for households on how to plan their home garden, make compost to enhance production, and cook healthy meals using their home-grown fresh produce. The plan was to host these workshops in each district at the community centre or school.



Source: weetracker.com

Unfortunately, the COVID-19 pandemic started up just as you were about to launch the campaign and you've had to cancel all of the workshops due to the ban on public gatherings. To make matters more complicated, incoming flights have been cancelled, reducing the availability of many imported foods that people have come to rely on. In a way, this is just a taste of what the situation may be like in future years when climate change disrupts food production in many of the countries that rely on imports. Now, more than ever, people need to be able to access fresh foods and build their local resilience through gardening. Ironically, because of the lockdown, they also have more time at home right now to try out their new skills in home gardening. Yet, your original plan is in shambles. Your boss asks you to figure out how to help people grow their own food without compromising social distancing. What will you do? (Please consider goal(s), message, approach, channel of communication, timing, any additional partners to involve, and messengers.)