



WMO

World Meteorological Organization

Working together in weather, climate and water

Caribbean Agro-meteorological Initiative (CAMI)
Conference

Breaking New Ground in the Caribbean: Weather and Climate Serving Agriculture
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Developing a Communication Strategy for
Weather and Climate Information

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Outline

1. Context
2. Challenge
3. Objectives
4. Approach
5. Achievements
6. Way forward



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Context



2010 : Participation of CAMI in the Caribbean Week of Agriculture in Grenada and identification of gaps in the Communications activities of the Initiative

2011 : Support from CTA in defining a communications strategy articulated around 3 priorities

2012 : successful implementation of the awareness rising phase through farmer's forums in all CAMI countries

Challenge

- Increase the visibility of CAMI
- Establish a viable mechanism ensuring the use of weather information and climate services by farmers
- Attract sustainable support to consolidate and upscale the results of the 3 years implementation phase

Objective

- Promote the use of the Science of Meteorology and its related applications to foster the improvement of socio-economic conditions of stakeholders in agriculture

Approach

- Use participatory methods – Get a clear understanding of the specific context and select the most relevant communication channels
- Build the capacities of the National Meteorological Services in communication
- Establish dynamic and long-standing partnerships with the media and other communication specialists
- Put a particular emphasis on linking with networks of rural radio
- Use ICTs (mainly mobile phones)
- Build on the existing efficient systems (to reach farmers) put in place by NGOs and Projects in the field

Achievements



Volume 5 Issue 2

January 2012

- Publishing a Regional bulletin for farmers
- Supporting National Meteorological Services and Agricultural Extension Services to develop national bulletins (Some countries have already launched their bulletins while others are in the process of launching theirs ; the aim is to make the national bulletin more relevant by focussing on particular needs, and making the 'language' more farmer friendly)

Achievements



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- Establishing a User Interface System : Tri-partite Committee (National Meteorological Services, Extension Services and farmers groups as core) to expand and sustain the activity of the project once it is finished
- Establishing an on-line forum to enhance discussion and feedback, and ensuring they are continuous

Achievements



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- Facilitating regional capacity needs in weather and climate information in Caribbean Agriculture
- Investigating the potential use of other media for dissemination, particularly cellular phones , smartphone Apps (In collaboration with the Technical Centre for Agriculture and Rural Development, CTA)

Achievements



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- Breaking the collaborative and dialogue barriers between meteorologist, agriculture extension and farmers
- Catching the attention of agricultural decision makers in the region through the bulletins, Tripartite Committees and the regional forums ; In some countries, there have been requests for agrometeorological training for agriculture extension services

Way forward



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- Collecting feedback on the use of CAMI communications products : bulletins (regional and national) web products, sms alerts
- Strengthening the CAMI web site with tools facilitating interactive use (RSS feeds, Twitter, Facebook, YouTube, posting of blogs, comments)
- Promoting CAMI in Mainstream Media and negotiating the regular broadcasting of relevant information from met services and farmers
- Negotiating the dissemination of relevant information with mobile phone service providers

Way forward



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- Strengthening the Tripartite Committees and engaging all relevant stakeholders : communication specialist (staff of an agriculture /environment project, responsible for communication in a relevant Ministry, journalist specialized in agriculture/environment, etc...) extension specialist, mobile phone service provider staff

Way forward



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- Training in communications for farmers and Met. Services staff to better understand each other's needs and build confidence
- Learning from successful experiences in the use of ICTs to respond to farmers' needs

EMERGING

Voices

in ICT and Agriculture



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Tyrone Hall, Jamaica,
ARDYIS winner

“My main goal is to pioneer
a consultancy that specializes
in using communication
to improve development
processes with respect to
health, the environment and
rural development”

Merci

