



One of St Lucia's top soca artists "Ambi" creates hype around climate change at secondary schools.

# My Island – My Community

## Promoting Resilient Island Communities Across the Caribbean

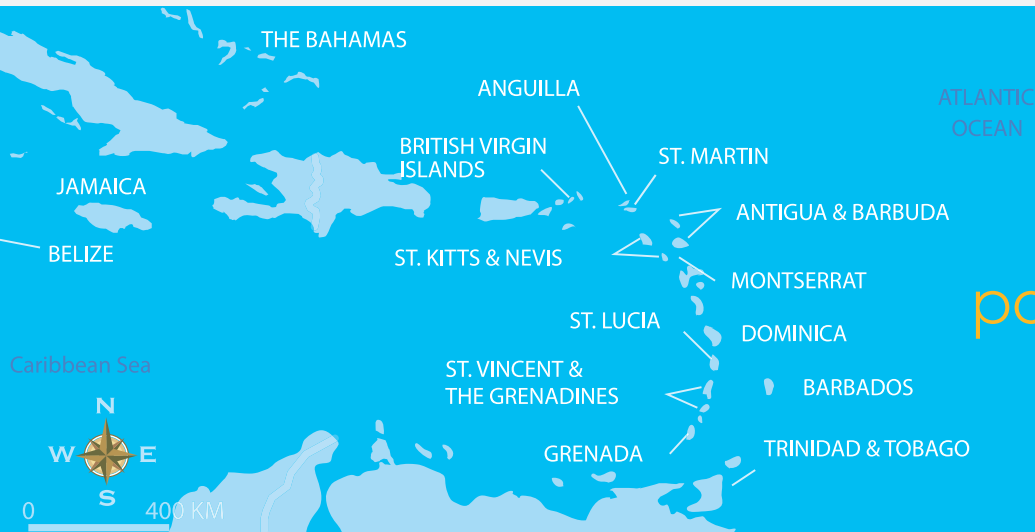
*My Island - My Community* is a strategic Communications for Behavior Change program that builds knowledge, shifts attitudes and changes behaviors to help create resilient island communities.

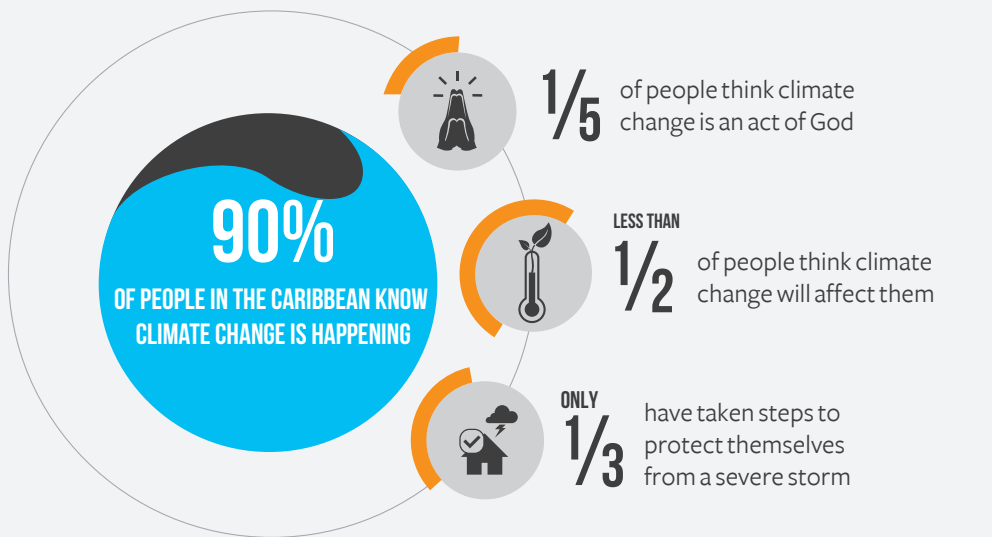
*My Island - My Community* provides a clear vision of actions people can take to ensure a bright future for their island and their community.

The program focuses on:

- **Increasing resilience to climate change in coastal communities by promoting natural solutions**
- **Conserving biodiversity by improving solid waste management practices**
- **Reducing HIV infection rates particularly among youth**

*My Island – My Community* works because it is based on proven Entertainment-Education behavior change methodologies that reach the hearts and minds of people and can be implemented at a scale to influence entire communities.





### Research

Formative research is used to inform all elements of program design and messaging. The data above is from the My Island Knowledge, Attitude and Behavior baseline survey conducted with more than 3,000 individuals in the Caribbean in March 2012.

### Entertainment-Education Serial Drama

*Callaloo* is a locally-written and produced radio drama that models desired behaviors through compelling storylines. The 130 episode drama engages the target audience with recognizable characters from their community to spark discussions around priority issues.



## My Community Approach

### Community Mobilization Campaigns

My Community action campaigns involve targeted community groups in activities such as theater, school visits and concerts to stimulate local level action around priority issues. For example, in St. Lucia, school children are taking action to prepare for climate change through rehabilitating mangroves and cleaning up their local environment.

### Radio Call-In Show

National radio talk shows “turn up the volume” on the issues presented in the drama. Listeners call in, ask questions and share stories with local experts and opinion leaders to validate facts and influence their changing attitudes.

“Callaloo made me discuss things pertaining to my values and the environment with my girlfriend and my children.”

- Male Listener from St. Lucia

### The Plot Thickens in ‘Callaloo’

In the community of Riverbend on our beautiful Caribbean island, we follow the lives of the McLaren, Blackman, Joseph and St Martin families. As the drama unfolds, listeners hear about the trials of Albert St Martin of the McLaren Cleaning Company; he suspects the company is violating local environment laws but fears losing his job if he speaks up. On the other side of town, Gregory Singh, the promiscuous policeman, will soon find out that he is HIV positive and is terrified to tell his wife. A storm is brewing in Riverbend; as the wet season approaches, the community will face individual and shared pleasure, pain and disaster.

Listen to episodes of *Callaloo* at [www.mediaimpact.org](http://www.mediaimpact.org) to learn how the situation unfolds.



### Learning, Monitoring, and Evaluation

Monitoring and evaluation is a crucial component of *My Island-My Community*. Qualitative and quantitative methods are used to adapt messages to the audience’s knowledge gaps and needs as well as to measure the overall effectiveness of the program.

### Results

PCI Media Impact produces quality programs that inspire lasting change.

# Power of Partnership

“My Island – My Community comes at an opportune time, when pride of country needs to be enhanced. The program is a rallying cry for the inhabitants to defend their island with all they have got.”

- Anita James, Ministry of Agriculture,  
Government of St. Lucia

My Island – My Community is supported by a partnership of more than 60 national, regional and international organizations and governments that provide local knowledge and technical advice for a successful program including:



Tin-Tin says “It’s our country, our responsibility, keep St. Lucia clean”



Alleyne Regis, Media Impact’s Caribbean Regional Manager, motivates students to take action

## Inspiring Lasting Change

“My Island – My Community promises to excite the appetites of island people for drama, which they love so much, and topical issues, which they crave. The program has the potential to generate a greater understanding of our challenges and how we need to respond.”

Keith Nichols, Caribbean Community Climate Change Centre

PCI-Media Impact is a leader in Entertainment-Education. For 27 years, we have empowered communities worldwide to inspire enduring change through creative storytelling. Working with our partners, we have produced more than 3,000 episodes of 75 productions. Together, these programs have reached more than 1 billion people in over 40 countries.



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