

MANAGAHA PRIDE CAMPAIGN



11/30/2013

KEY ACTIVITIES AND ACCOMPLISHMENTS

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KEY ACTIVITIES AND ACCOMPLISHMENTS

Through The Nature Conservancy's support of Mariana Islands Nature Alliance's (MINA) Managaha Pride Campaign, specifically the salary of MINA's campaign manager, progress was made in moving the campaign's objectives forward.

Specifically, this summary covers the period of February 15, 2013 through November 15, 2013, and addresses the following:

- Key activities and accomplishments
- Unfinished work/program continuation

KEY ACTIVITIES AND ACCOMPLISHMENTS

RESEARCH

Project period began in February, when the research and planning phase of the Managaha Pride Campaign was well under way. Qualitative research was halfway completed, including focus groups and in-depth interviews of three main groups – tourism industry employees on the island (primarily island concessionaire Tasi Tours), fishermen and recreational users of the Managaha Marine Conservation Area (MMCA). (see *Qualitative Data Analysis*)



Combined with the prior year's observational research, surveys were developed and conducted on a sample size of 363 interviewees. Data collected from the surveys conducted was used to inform campaign launch as well as planning of future campaign activities.

MANAGAHA PRIDE CAMPAIGN

MICRONESIA CHALLENGE YOUNG CHAMPION

Jolly Ann Cruz, a Northern Marianas College student majoring in Education (Bachelors) and Natural Resources Management (Associates) was recruited as MINA's MCYC Intern. Ms. Cruz played a vital role in the quantitative research portion of the campaign, helping to design the surveys, and assisting campaign manager to conduct surveys along with MINA Tasi Watch Rangers. Additionally, intern assist with summer camp presentations on Managaha.



Following a successful research and planning phase, the Managaha Pride Campaign officially launched in September, with the forging of a partnership with a public school and soft launches at two separate events.

SECOND UNIVERSITY PHASE

Campaign managers of Rare Micronesia cohort regrouped on Saipan in May for the second university phase. Major outputs from this session included:

- Analysis of surveys conducted (*submitted previously*)
- Marketing and community mobilization strategies
 - A special session was conducted by Paul Butler
- Theory of Change was updated and finalized (see *Final Theory of Change*)
- Final presentation to cohort on campaign rollout plan (see *Final Presentation*)
- In August, a workshop was held on Guam to firm up campaign products and strategies, with the main emphasis on barrier removal strategies and work plan development (see *Work Plan*), with emphasis on Wave 1 of campaign, with proposed activities for following waves through July, 2014.

Tanapag Elementary School: The Managaha Pride Campaign kicked off its first school partnership with a logo design contest for the sixth graders at Tanapag Elementary School (TES). Students were asked to design a unicornfish ("Tataga" in Chamorro), and from 26 entries, a winner was chosen – Jeremy Ngiraked. His image was then rendered and incorporated into campaign logo. Plans are currently

underway to refurbish a mural depicting a large Tataga painted on one of the school buildings. The fish is also TES's mascot.



Let's Move Marianas: On September 28, the campaign launched at the annual CNMI Let's Move Marianas event, held at the Susupe Sports Complex Track & Field. The event brought together over 1,000 students from various schools to take part in physical fitness activities and information sessions. Over twenty various service providers set up information booths, with one booth shared by both Mariana Islands Nature Alliance and CNMI Division of Environmental Quality.

The main prompt distributed for the campaign was a fish flyer displaying an image of the Managaha Marine Conservation Area (MMCA) and campaign partner logos. The unique flyer design, in the shape of a Tataga, was passed out to over 100 students.



MANAGAHA PRIDE CAMPAIGN



The information booth also had a “Ridge to Reef” action board, where students were able to write on cutouts of birds and marine creatures actions they could take to improve habitats for both. This activity was a popular one for visitors to the

Finally, a flat screen television was procured for the day, displaying terrestrial and marine images of the conservation area that played in a loop as volunteers and campaign manager explained the importance of the site and following the rules and regulations.

Chief Aghurubw Commemoration: Also on September 28, the Managaha Pride Campaign was introduced to attendees of the annual Chief Aghurubw Commemoration celebration. Chief Aghurubw brought the first Carolinians to the Marianas, and was buried on Managaha, where a monument stands in his honor. 50 flyers were passed out to various individuals, including CNMI Governor Eloy Inos, Department of Lands & Natural Resources Secretary Arnold Palacios, Division of Environmental Quality Director Frank Rabauliman, and other CNMI officials.



Left to right: Greg Camacho (Chairman, Covenant Party), Ambrose Ogomoro (former Dept. of Public Safety Deputy Commissioner), Pedro Guerrero (former House Speaker and current Chairman, Marianas Public Land Trust), Aling Ogomoro-Uludong (DEQ), Joe Limes (Executive Assistant to the Governor, Office of Carolinian Affairs), campaign manager, Governor Eloy Inos, Arnold Palacios (DLNR Secretary), Sid Seman (Director, CNMI Office of Personnel Management)

TANAPAG FIESTA

The first wave of campaign focuses on the village of Tanapag, with the community’s largest event held every October, honoring the parish’s patron saint – Santa Remedios. For the first time, the campaign was allowed to set up an outreach booth, with fish flyers passed out along with balloons, and a mini-quiz on the rules of the sanctuary in order to get a balloon. Dignitaries also stopped by the booth and expressed their support for the campaign.



MASCOT

A key element of the Managaha Pride Campaign is the use of a mascot representing the campaign's flagship species. For the campaign, it was determined following surveys conducted as well as qualitative research, that the best choice would be the unicornfish (*Naso unicornis*), known locally as the Tataga. Campaign manager utilized local tailor Fred Tablico to construct the piece out of foam and fabric. The campaign mascot – named Managaha Manny – made his first appearance at the annual Halloween Trunk or Treat held in Susupe, Saipan.

BUOYS

The campaign has assisted Division of Fish & Wildlife to refurbish six buoys for placement as markers along the MPA boundaries. Currently, the buoys have been repainted and refurbished, and are awaiting painting of "No Fishing" text and symbols.



MANAGAHA PRIDE CAMPAIGN



CONTINUATION

As the work plan indicates, wave one activities have been a success, with focus primarily on the Tanapag village. Plans include branching out to schools south of Tanapag, to include Garapan and Oleai elementary schools as the campaign progresses. Additionally, the formation of a community advisory committee, to assist with campaign and continued collaboration with local resource agencies will take place for the overall success of the campaign and the targeted conservation results: maintenance of overall fish biomass and parrotfish family biomass as a measure of the campaign's success.