



J-CCCP Communications Activities for Guyana

Activity	Details
Short Film	<p>Film should be guided by the below recommendations emerging from the KAP Study:</p> <ul style="list-style-type: none"> -Increase communication tools for helping public understand climate change -Increase understanding of the scientific basis for global climate change -Open access to information on global climate change to non-English speakers -Improve public communication -Increase awareness that climate change has both long and short-term impacts -Build on success stories of national awareness strategies as it pertains to climate change -Ensure information on climate change and adaptation



	<p>strategies offer familiar messages and imagery.</p> <p>Other details:</p> <ul style="list-style-type: none"> -30 mins in length -To be distributed via YouTube and branded flashdrives - Voice overs for film to be recorded in English, Makushi, Waiwai and Wapishana - Narrator rather than characters speaking - Closed captions for benefit of differently able persons - Follows stories of characters in various regions (in Guyana) -Highlighting local issues and success stories -Must relate to real life impacts (how CC impacts viewers' day to day life/standard of living) -Call to action at the end of the video (direct viewer to a website/social media page in order to win a prize or for some benefit – viewer must register or perform measurable action)
<p>School-based Competitions</p>	<p>-Day in the life of competition (students take over project IG account for 1 week highlighting how they adapt/mitigate climate impacts in their everyday actions. This competition</p>



	<p>targets 6th formers (teams of 2 student, 1 teacher). Flier required for promotion as well as social media ads</p> <p>-Sponsor science fair entry related to CC. Flier required for promotion as well as social media ads</p>
School Outreach	<p>-Posters to be developed for schools with country-specific messages to be provided by the Guyana Office of Climate Change</p>