



SEVENTH MEETING OF THE PACIFIC METEOROLOGICAL COUNCIL (PMC-7)

"AT THE FRONTLINE OF WEATHER, CLIMATE, WATER, AND OCEAN ACTION IN THE PACIFIC"

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"At the Frontline of Weather, Climate, Water, and Ocean Action in the Pacific"

17-19 September 2024, Warwick Le Lagon-Vanuatu Resort, Port Vila, Vanuatu

Agenda Item 20 Media supporting Meteorological and Hydrological Services

Purpose:

1. To provide an update of actions undertaken to support Pacific National Meteorological and Hydrological Services (NMH) staff and media to build capacity to communicate the work of NMHS for a resilient inclusive Pacific; and
2. To seek approval from the Pacific Meteorological Council of plans to continue working with SPREP and other relevant partners to empower our Pacific NMHS staff to amplify their voices resulting in a resilient inclusive Pacific.

Background:

Since PMC-6:

1. Through the Green Climate Fund VanKIRAP in Vanuatu, extensive communications training was held for the staff of Vanuatu Meteorology and Geohazards Department as well as Vanuatu Media to empower amplification of VMGD messaging for a resilient Vanuatu. Two staff from Vanuatu Broadcasting Television Corporation also underwent a two-week attachment with the Communications and Outreach Staff of SPREP for which end-users of VMGD work have relayed to SPREP of the increased in communications across the VMGD platforms. Based on the impact of this work, SPREP has since been asked to develop the Communications Strategy for the Ministry of Climate Change Adaptation, Meteorology and Geo-Hazards, Energy, Environment and Disaster Management of Vanuatu.
2. As part of SPREP ongoing work, training for Samoa Media featured a Meteorology component helping to build the understanding of the "messages" so they relay factual information in their news reports.
3. The European-Union funded Intra-ACP Climate Services and Related Application (ClimSA) project partnered with the Australia Pacific Climate Alumni Network to deliver a two-day technical workshop on the use of Kobo Toolbox and Canva to staff of the Samoa Meteorology Services and Samoa Water Resources Division. Eighteen staff from the Samoa Ministry of Natural Resources and Environment based within the Samoa Meteorology Division and the Water Resource Division. The project also delivered two training programmes in Kiribati, for the staff of Kiribati Meteorological Services and for the Tungaru Youth Action Network, on using climate information and Canva to develop early warning messages on mobile devices. A total of thirty-two participants successfully completed the training programme.
4. A partnership between the World Meteorological Organization (WMO), Climate Risk and Early Warning System (CREWS) Pacific 2.0 Project and the Secretariat of the Pacific Regional Environment Programme (SPREP) resulted in a two-day mana class to empower effective



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communication for a resilient Pacific from across our Meteorology and Hydrology communities. This included a session on building relationships and networks with SPREP, and partners, communication experts to continue providing support in this area.

5. A session during the two-day mana class included presentations from Radio New Zealand Pacific on the Cyclone Watch Service and Pasifika TV on the Pac-Hub system to empower Pacific NMHSs to communicate effectively through both regional radio and television platforms across a vast audience. It also included a session from United Nations Office for Disaster Risk Reduction on the developed checklist and implementation guide for NMHSs for inclusive Early Warning Early Action that covers both disability and gender.

Objectives:

1. To grow the capacity building activities empowering Pacific NMHS staff and media to communicate the work of NMHS to all audiences, for a resilient inclusive Pacific; and
2. To support the Pacific NMHS to develop communications guides, and strategies, as requested for effective communication for all audiences empowering a resilient inclusive Pacific; and
3. Embark on new partnerships with the NMHS and broadcasters to effectively amplify the voice of Pacific NMHS to all audiences across new platforms building a resilient inclusive Pacific; and
4. To support communications staff, and those that undertake communications work, within Pacific NMHS to build their capacity for effective and clear communications to all audiences of their work for a resilient inclusive Pacific through activities such as self-funded work attachments with the Communications and Outreach Unit of SPREP; and
5. To fundraise to support impactful activities such as work attachments with the Communications and Outreach Unit of SPREP, that will grow the work resulting in effective communications from Pacific NMHS to all audiences for a resilient inclusive Pacific.

Recommendations:

The Meeting is invited to:

- Request partners support SPREP and the fundraising efforts of other development partners to help amplify the voice of Pacific NMHS for a resilient inclusive Pacific through the range of communications and media capacity building and profiling activities.
- Recommend SPREP prepare a one page-brief outlining a self-funded work-attachment programme with the Communications and Outreach Unit of SPREP, for communications staff within Pacific NMHS's, for implementation.
- Request SPREP to continue capacity building activities of Pacific NMHSs, such as the Mana Classes for effective communications to all audiences of their work for a resilient inclusive Pacific.
- Recommend SPREP to assess the relevance of initiating a community of practice for communications professionals and knowledge brokers in the meteorology and hydrology domain.



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- Recommend SPREP continue exploring new partnerships resulting in new platforms to amplify the voice of Pacific NMHSs across a vast and wide audience for a resilient inclusive Pacific.
 - Request SPREP support Pacific NMHSs to develop communications strategies and guides to empower Pacific NMHSs to amplify their work effectively to all audiences, for a resilient inclusive Pacific.
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