



Campaign Launch Guidelines

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An output of the Project: Preventing the Costs of Invasive Alien Species (IAS) in Barbados and the OECS [GEFSEC ID: 9408]

Project Activity: 1.4 Awareness and capacity building programs developed and implemented (internalizing IAS threats, impacts, and new controls and regulations)

The Declare, Deposit or Pay Campaign

The *Declare, Deposit or Pay* Campaign, which is being implemented under the Preventing the Costs of Invasive Alien Species (IAS) in Barbados and the OECS Project, will focus on air and sea ports in Barbados and the Organisation of Eastern Caribbean States (OECS). The aim is to safeguard Caribbean biodiversity and protect people and their livelihoods from invasive species by creating an awareness and understanding of IAS and the consequences of deliberately or unintentionally transporting them, thereby gaining the support of travellers in implementing good practices. This means leaving at home any item that poses a biosecurity risk, declaring such items on arrival or disposing of them in designated biosecure bins.

The key messages will be communicated and reinforced using various media:

- IAS have devastating economic and social impacts on Caribbean biodiversity, livelihood and the national economy.
- Every person has to take responsibility for ensuring that IAS are not introduced into the region
- The transportation of IAS is illegal and you can be fined on summary conviction.

The project proposes to conduct this campaign in at least three of the seven participating countries, which are Antigua and Barbuda, Barbados, Dominica, Grenada, St Kitts and Nevis, St Lucia, and St Vincent and The Grenadines. The feedback and evaluation gained by the countries involved in the initial campaign will be shared with non-participating countries. Subsequently, other countries of the OECS are expected to launch the campaign, building on the lessons learnt.

The campaign is expected to evaluate passenger travel as a pathway for the introduction of IAS into Barbados and the OECS and, by extension, the wider Caribbean. Apart from daily passenger engagement through communication messages and one-on-one interactions with technical personnel at air and sea terminals, promotional event days with heightened activity will create increased excitement and interest.

The data and intelligence gathered in each country over the duration of the initiative, will strengthen the regional database and also help to improve the efficiency of surveillance at ports of entry.

Campaign Launch Guidelines

These guidelines identify the various elements to be considered, coordinated and communicated so as to achieve a successful outcome. Feedback will provide information to further refine and improve subsequent campaign launches.

The communication product developed under the *Declare, Deposit or Pay* Campaign will be shared with participating countries as final artwork as well as Adobe InDesign files, so that modifications can be made to suit the requirements of particular countries. Making these changes would require having the Adobe InDesign Desktop Publishing software.

A QR code on all printed outputs links to the Preventing the Costs of Invasive Alien Species (IAS) in Barbados and the OECS project website at <https://caribbeaninvasives.org>, where interested persons can find out more about IAS in the Caribbean.

The communication products are:

- A campaign identifier - placed on all communication outputs.
- A popular brochure for distribution to the travelling public. This can also be published in magazines, such as the LIAT and Caribbean Airlines magazines, in the mass media and online on suitable websites (e.g. webpages of the airport, airlines, government, partner organizations)
- An information sheet for stakeholder groups and the media provides more comprehensive information.
- A poster (3' x 2') to be placed at strategic points in the terminal and in other relevant places, so as to capture the attention of passengers as they move towards the immigration and customs areas. The poster can also be resized and used in print and online advertisements.
- A banner (7' x 3') positioned to achieve maximum visibility by all arriving passengers.
- An informational movie that can be viewed in the terminal and even aboard planes and ships.
- Biosecurity bins identified with signage and prominently located before the customs area. At least two bins will be installed at each airport or seaport in locations that are easily accessible to all arriving passengers and allow for them to be easily monitored and the contents collected for examination and analysis.

PRE-LAUNCH

Strategic planning is critical to the success of the campaign. The activities listed below are not necessarily sequential.

1. Mobilise a **strong advisory team** to plan and manage the process. The team should include:
 - A Campaign Manager
 - Plant protection and veterinary officers
 - Representative of customs
 - Representative of immigration
 - Representative of the technical personnel who would engage with passengers on special event days.
 - Representative of the persons who will handle promotional activities and set up the display material.
 - Representative of the air and sea port authorities
 - Tourism representatives

Support 'on the ground' during the actual launch, may be provided by a subset of the main advisory team.

Those representing groups are expected to provide regular updates to their colleagues and also present feedback to the advisory team. After the activity comes to an end, the advisory team would present a report to the Cabinet.

2. Identify a **contact person** from the advisory team who will respond to questions from the media. This will ensure that the media has easy access to accurate information and mitigate the risk of inaccurate reporting.
3. Ensure **continued engagement and communication**, so that everyone is continually kept abreast of modifications and the stages reached (i.e. the current situation and how the launch plan is progressing).
4. Identify the **resources available**.
 - **Communication products.** Decide on:
 - whether these will be printed in country or sent from Trinidad

- whether changes are to be made and how this will be done
- the quantity to be printed
- any supporting material that might be required

- The **human resources** needed are:
 - Air and sea port quarantine services, customs and immigration officials, and air and sea port terminal management
 - Technical personnel who would engage with passengers on special event days and provide support at the ports of entry
 - Person who will be monitoring the biosecure bins and analysing the contents
 - Experts who will confirm and identify IAS collected from the biosecure bins, if needed
 - Persons who will handle promotional activities and set up the display material

- The **technical and communication support** needed include:
 - Multimedia and IT services
 - Government information and communication services, which can provide media support and features on their existing niches on radio, television, print and online

- **Finances** for:
 - reproducing, modifying and printing communication material
 - equipment and supplies to mount displays
 - funding a promotional event at the inauguration of the launch
 - media and IT services,
 - hired staff and stipends
 - advertisements

Once these items are determined, a budget can be prepared.

5. Build up a **contact list** of mailing addresses, email addresses and phone numbers for:

- The organisations and individuals identified under 'resources available'
- Relevant organisations, groups and persons (such as, traders, shipping companies, agricultural marketing organizations, gardening and farming groups, commercial plant and animal producers, consumer groups, outdoor sports enthusiasts who may transport IAS on their shoes, clothing and backpacks)
- Media houses and journalists who regularly feature agriculture, the environment or tourism, as well as social media influencers with an interest in IAS
- The government Information services, which can highlight and support campaign initiatives
- Ministries responsible for Agriculture, Health, Environment and Tourism
- Airlines servicing the Caribbean

The contact information will be used to share campaign information and invitations and follow up phone calls, as needed to garner support. The support of persons and organisations in the contact list should be actively sought.

6. **Develop a traveller journey map**, which considers the physical space and identifies the best placement for:

- banners, posters, biosecure bins, feedback boxes and the informational movie [Annex 1]
- where passengers may have some waiting time and therefore would not mind interacting with the technical campaign personnel, without being obstructive to others
- the distribution of brochures and feedback forms [Annex 2]

7. Develop a **plan** for the launch with:

- the date, time, duration and location
- the format for the inauguration of the launch i.e. will there be a formal event or will there be a simple 'unveiling' of campaign activities.
- a list the persons to be invited, including the press
- design invitations and print, if necessary

- details on when communication material will be set up, how they will be affixed to surfaces and by whom
8. Develop a **checklist of activities** for the inauguration of the launch and the actual campaign launch. Identify who will be responsible for each item with deadlines for completion.
 9. Send out **invitations to the inauguration event** for the launch and follow up with phone calls to confirm attendance.
 10. **Gather the material** for terminal displays:
 - Poster, banner, brochures and information sheets in sufficient quantities
 - Supplies to mount posters and banners
 - Equipment to run the informational movie
 - Biosecure bins with the following key characteristics:
 - Clear bins and bags to discourage their use for anything other than items that pose a biosecurity risk
 - A one-way entry that will prevent the escape of insects or other live organisms as well as allow for retrieval of the contents by authorized persons only
 - Able to be locked and allow for the contents to be secured before removal for inspection in an enclosed area
 - A box for the collection of completed feedback forms, which will provide information on the overall campaign and gauge changes in awareness and knowledge of IAS.
 11. **Prepare the team.** The technical campaign personnel must be briefed so that they can comfortably answer questions on the campaign and on IAS. They should also be trained on how to approach and engage travellers so as to create a pleasant experience in the short time available, since most travellers would like to minimise the time spent at the terminal.
 12. **Promote the campaign** through persons in the contact list who are supportive of the initiative and will assist in publishing communication material in traditional media (print, radio and television) and online. These would include officials from the Government Information Service (GIS), airline personnel responsible for publication online as well as inflight magazines and videos, decision makers from partner organizations, and journalists.

LAUNCH

The activities for the inauguration event at the start of the actual campaign launch will depend on the format that this would take. The launch period for the *Declare, Deposit or Pay* campaign is expected to last for four to six months and key activities are listed below:

- Ensure that the entire advisory team is ready for the launch; all groups represented are up-to-date, everyone is aware of their responsibilities and the technical campaign personnel to be deployed at the terminal have received the necessary training.
- Activate the plan for the launch and the checklist of activities. Monitor activities to ensure that they are being completed within the deadlines set.
- Do a final check to ensure that everything works – posters and banners are securely and correctly placed, brochures and feedback forms are ready for distribution, the biosecure bins are set up, the movie running smoothly, etc.
- Mobilise the technical campaign personnel who will be working at the terminal and ensure that there is clear and continuous communication, so that any immediate issues can be dealt with quickly. Ensure that they are able to talk to travellers in an organized way and in a comfortable space.
- The technical campaign personnel should also gauge how information is being received and feed this back to the campaign, so that modifications can be made.
- Feedback forms that provide information to refine and improve the campaign will form the basis of recommendations after the launch period.
- All persons involved in the campaign should actively monitor their areas of responsibility and record any pertinent information such as, challenges and interventions. This will form the basis of a strong final report.
- For the duration of the campaign, all of the material disposed on in the biosecure bins must be carefully inspected daily for potential IAS threats in a secured, enclosed location. If needed, further examination by experts should confirm and identify IAS. All data must be carefully recorded and saved.

POST-LAUNCH

Once the campaign launch is completed, it is important to assess the activity and prepare an evaluation report that identifies the successes, challenges and potential obstacles followed by recommendations for improvement. The feedback, from the forms completed by passengers and from the technical campaign personnel, will be invaluable in modifying future campaigns.

The evaluation report should also present the data on IAS gathered from the biosecure bins along with a discussion on the implications of what was collected. The data contributes to the regional intelligence on IAS and should therefore be stored in a system that allows for sharing, such as the Caribbean Biosecurity Interception System. The timely reports generated can provide the intelligence to more efficiently allocate the human and other resources available for surveillance.

The evaluation report should be used to mobilise support for the financial and human resources needed at the national level for the continuation of the activities. It is critical that this is done quickly so as to build on momentum already generated by the campaign.

ANNEXES

Annex 1: Campaign Pilot products



***DECLARE, DEPOSIT OR PAY* Campaign Pilot Materials**



BROCHURE

Step 3 Deposit

Dispose of any risk goods you are not sure about in the marked biosecure bins. This includes uneaten sandwiches, salads and fruit that you packed or were given aboard the vessel.



Remember all food you are served on board must be consumed or deposited in the bins.

Step 4 Pay

If you fail to do this, we all pay a heavy price through consequences on our natural resources, healthy ecosystems, human health and our livelihoods.

Once IAS get a foothold in one country, it is only a matter of time before they spread to neighbouring regions.

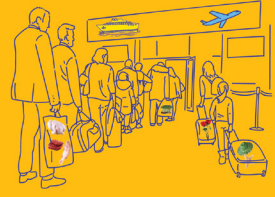
Each of us has to take responsibility for ensuring that IAS are not introduced into the region.

We can all help to save our species!

For further information on IAS and this initiative:
caribbeaninvasives.org



GUIDE for TRAVELLERS to the CARIBBEAN



When you arrive at your Caribbean destination, you want to move quickly through the air or sea port. You can help to make this happen by ensuring that you are not stopped at the custom area because you are carrying something that can introduce a pest or disease into the country.

These non-native pests or diseases are **invasive alien species (IAS)** and they can be very harmful to the natural environment in the sea, in fresh water and on land. They are a major cause of the loss and extinctions of native species, especially on islands. They devastate agriculture and trade resulting in millions of dollars in damage and are also damaging to human health and well-being.

IAS are mainly spread by people, either intentionally or accidentally. You can help to protect the Caribbean from invasive pests and diseases that hitch hike on plant and animal products. The simplest and most effective way to do this is by preventing them from entering the country in the first place.

Here are the steps you should take to ensure that you are not transporting IAS.

Step 1 Leave it at home

Leave behind all high-risk items like fruits, vegetables, plants, flowers, grains, seeds, meat, eggs, dairy products and honey.



Step 2 Declare

Declare all food, animal and plant products on the arrival/customs form. If you are unsure, declare them anyway.



Declare things like:

Food including items that are cooked, uncooked, fresh, preserved, packaged or dried.



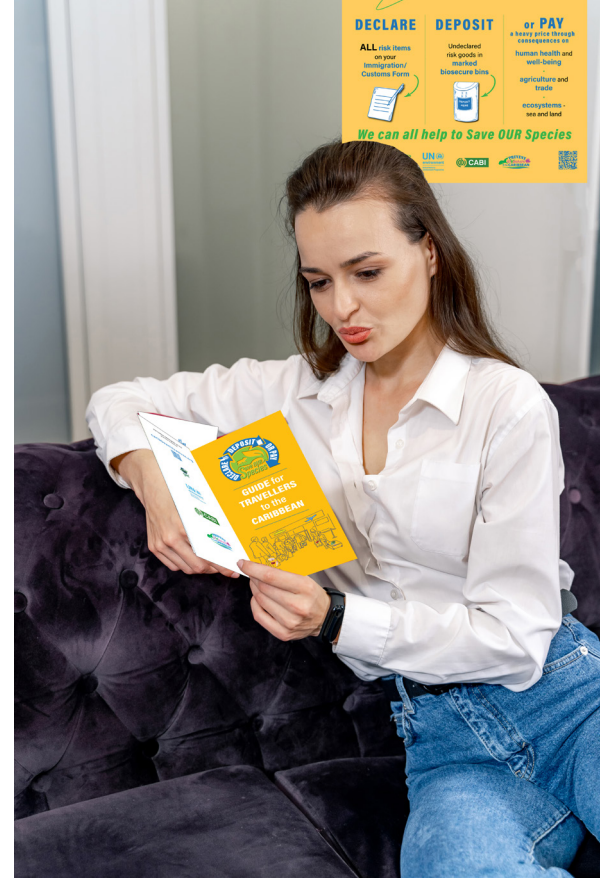
Animal products including meat, dairy products, fish, eggs, honey and other bee products.



Plants or plant products including any plant parts, seeds, pods, bulbs, fruit, flowers, nuts, grains, bulbs, bark, leaves, vegetables and fungi.



Craft products including items made from natural material like wood, leaves, bamboo, cane, rattan, coconut, natural fibres, seeds, pods, feathers, shells, animals hides and bones



MAIN POSTER

caribbeaninvasives.org

DECLARE

ALL risk items on your Immigration/ Customs Form

DEPOSIT

Undeclared risk goods in marked biosecure bins

or PAY

a heavy price through consequences on

- human health and well-being
- agriculture and trade
- ecosystems - sea and land

We can all help to Save OUR Species



BANNER (7x3ft)

DECLARE
DEPOSIT
OR PAY

Save OUR Species

Food items, Fruit, Vegetables, Flowers, Plants and plant material, Meats and other animal products

DECLARE
ALL risk items on your Immigration/ Customs Form

DEPOSIT
Undeclared risk goods in marked biosecure bins

or PAY
a heavy price through consequences on

- human health and well-being
- agriculture and trade
- ecosystems - sea & land

We can all help to save OUR Species

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DEPOSIT POSTER

DECLARE DEPOSIT OR PAY
Save OUR Species

Deposit ALL undeclared risk items here

Food items, Fruit, Vegetables, Flowers, Plants and plant material, Meats and other animal products

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INFORMATIONAL VIDEO



Annex 2: Feedback Form



The Declare, Deposit or Pay Campaign Feedback Form

Please help us to improve our campaign by answering a few short questions.

Age group

- Under 20 20-30 30-40 40-50 Over 50

Where are you travelling from?

- Another Caribbean country
 North America, including Canada
 South America
 Europe, including the United Kingdom
 Other _____ [name of country]

Frequency of travel

- Less than once per year
 1-3 times per year
 More than 3 times a year

Which of these did you see?

- Large banner
 Poster
 Biosecure bin
 Brochure
 Informational Video

Which of these did you read or listen to?

- Large banner
 Poster
 Poster above the Biosecure bin
 Brochure
 Informational Video

Did you know about Invasive Animal Species before today?

- Yes No

Did you learn anything about Invasive Animal Species from the posters, brochure or movie?

- Yes No

How likely are you to transport food, animal products, plants or plant products in the future?

- Very likely
 Undecided
 Unlikely

How likely are you to declare food, animal products, plants or plant products in the future?

- Very likely
 Undecided
 Unlikely

Thank you for your participation.