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PEOPLE, RULES, AND ORGANIZATIONS SUPPORTING THE PROTECTION OF ECOSYSTEM RESOURCES (PROSPER)

DELIVERABLE 11B and 15B: A COMBINED ASSESSMENT
REPORT FOR DELIVERABLES 11 AND 15

MARCH 2017

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LIBERIA: PEOPLE, RULES, AND ORGANIZATIONS SUPPORTING THE PROTECTION OF ECOSYSTEM RESOURCES (PROSPER)

DELIVERABLE 11B AND 15B:
A COMBINED ASSESSMENT REPORT OF OUTREACH
ACTIVITIES AND PRODUCTS (DELIVERABLES 11
AND 15) FOCUSED ON COMMUNITY FOREST
DEVELOPMENT, LAND TENURE AND RIGHTS, AND
ENVIRONMENTAL AWARENESS; AND COMMUNITY
FOREST MANAGEMENT IN LIBERIA

MARCH 2017

DISCLAIMER

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

ACRONYMS

| | |
|---------|---|
| CA | Community Assembly |
| CAT | Community Awareness Team |
| CI | Conservation International |
| CF | Community Forestry |
| CFMA | Community Forest Management Agreement |
| CFMB | Community Forestry Management Body |
| CFOC | Community Forest Organizing Committees |
| CFWG | Community Forestry Working Group |
| CRL | Community Rights Law |
| EC | Executive Committee |
| EPA | Environment Protection Agency |
| FDA | Forestry Development Authority |
| FFI | Fauna and Flora International |
| FIFES | Forest Incomes for Ecosystem Sustainability |
| FTI | Forestry Training Institute |
| KAB | Knowledge, Attitudes, and Behavior |
| LFSP | Liberia Forest Support Program |
| LRCFP | Land Rights and Community Forestry Program |
| MIA | Ministry of Internal Affairs |
| MoL | Ministry of Labor |
| NTFP | Non-Timber Forest Product |
| PROSPER | People, Rules, and Organizations Supporting the Protection of Ecosystem Resources |
| PC | Peace Committee |
| PUP | Private Use Permit |
| SADs | Skills and Agricultural Development Services |
| SAMFU | Save My Future Foundation |
| SBCC | Social and Behavior Change Communication |
| SCNL | Society for the Conservation of Nature |
| UL | University of Liberia |
| USAID | United States Agency for International Development |
| VPA-SU | Voluntary Partnership Agreement, Support Unit |

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INTRODUCTION

The People, Rules, and Organizations Supporting the Protection of Ecosystem Resources (PROSPER) program is designed to introduce, operationalize, and refine appropriate models for community management of forest resources for local self-governance and enterprise development in Grand Bassa and Nimba counties. The three primary objectives of the program are:

1. expand educational and institutional capacity to improve environmental awareness, natural resource management, biodiversity conservation, and environmental compliance;
2. improve community-based forest management, leading to more-sustainable practices and reduced threats to biodiversity in target areas; and
3. enhance community-based livelihoods derived from sustainable forest-based and agriculture-based enterprises in target areas.

PROSPER requested a review and evaluation of the fourth annual outreach campaign and related products based on Deliverable 11, a series of brochures, radio programs, and community theater designed to educate the Liberian public in community forest development, land tenure and rights, and environmental awareness; as well as Deliverable 15, a series of brochures, radio programs, and community theater developed to support community forest management in Liberia.

This assessment was designed to look at the impact of the communication tools on the communities included in the fourth outreach campaign. It is based on the results of the Lessons Learned (LL) Workshops held in Sanniquellie from September 8 to 9, 2016. This workshop brought together community representatives from all three PROSPER sites to discuss interpretations of key messages, understanding of the materials, thoughts on accessibility and appropriateness of the communication channels used, and suggestions for improvement. Also, it compares the results from the knowledge, attitudes, and behaviors (KAB) baseline established in March, 2014 and endline survey for forest communities conducted in September, 2016 after the fourth outreach campaign. Finally, this report examines the information gathered from independent interviews conducted by the communications consultant with members of the Community Forestry Working Group (CFWG) and Community Forestry Management Body (CFMB) in Buchanan, Sanniquellie and Tappita.

PLANNING THE 4TH OUTREACH CAMPAIGN

In preparation for the fourth annual outreach campaign conducted by PROSPER, the Forestry Development Authority (FDA), and CFWG empowered the CF communities by making them full partners in the design of the fourth annual outreach campaign. The community stakeholders in consultation with the FDA and the CFWG reflected on the lessons learned from the first two campaigns and agreed that promoting awareness of community rights and the process to secure such rights as well as community forest management should be the foci for the fourth campaign.

By addressing the overarching problem of high community forest degradation the campaign continued to focus on the issues identified by the CFWG and community members at the outset of the program:

1. Lack of knowledge about community forestry rights, which:
 - a. Prevents communities from being able to effectively negotiate with third party investors who are able to lease and exploit large areas of community forest land, displacing communities and destroying community forest land
 - b. Prevents communities from seeing the value of putting in place community forest management systems, without which there are no safeguards for preventing degradation
 - c. Keeps communities in poverty and increases conflict between neighbors and within families
2. Lack of knowledge about sustainable forest use practices among communities, and particularly among women, who are primary users of the forest resources; this lack of knowledge has harmful environmental effects
3. Attitudes that lead community members to focus on personal gain and benefits from forest use, rather than the broader interest of the community and country
4. Behavior of local authorities, who may pressure communities to engage in unfair transactions or may execute transactions without community input for personal gain
5. Behavior of community members, who engage in unsustainable shifting cultivation and slash-and-burn farming. Farmers typically move agricultural activities to a new part of the forest every three years because soil fertility becomes depleted.

Although the first two campaigns addressed the issues of community forest development, land tenure and rights, and environmental awareness as well as community forestry practices, all stakeholders agreed that a renewed focus on these topics was necessary. An evaluation of the first outreach campaign found that there are still some important opportunities to raise awareness about the CRL and CRL regulations, as well as about other messages that were missing from the first annual outreach campaign. These include the following:

- There was no change in respondents' knowledge of whether the CFMB, in agreement with a two-thirds majority of Community Assembly members, could terminate the Community Forestry Management Agreement (CFMA).

- There was no change in the belief that if an individual was approached by a mining company that wants to work in the community forest, they have the right to enter into a contract with them.
- Roughly one-third of respondents still found the CRL and regulations to be difficult to understand. The regulations are seen as duplicative of the CRL. These opinions were largely related to levels of literacy.

While products appear to have had a significant impact on CRL knowledge after the first campaign, endline survey results demonstrated a strong need for continued outreach and education on key messages.

The first annual campaign was followed up with a second campaign, which focused on the process of managing community forests and strengthening public understanding of the CRL. Ten key messages on the CRL and community forestry management were developed in collaboration with the CFWG. Carrying forward lessons learned from the first annual outreach campaign, the second campaign supported communities in taking control of the campaign from design to implementation. This included PROSPER supporting community forestry leaders in planning their rollout activities and in developing budgets that were used for community outreach focused on the CRL and other campaign messages.

An analysis of the second campaign indicated that the materials did not appear to significantly shift understanding of the CRL and regulations. This could have been due to the long time frame between when the second outreach campaign and the KAB surveys were conducted (nearly 14 months). The delay was due to restrictions imposed by the Government of Liberia to curb the Ebola Viral Disease outbreak in 2014. Another possible cause could have been from changes in available respondents. For example, some of the key informants within the governance institutions that responded 14 months later changed. However, the results of the second campaign indicated that education on the CRL needed to continue. Nearly 50% of respondents surveyed find the CRL and CRL Regulation difficult to understand. This appears to have increased between the first and second campaigns. To address this, community forestry leaders in collaboration with the FDA and PROSPER choose outreach products that addressed the needs identified after the first and second outreach campaigns.

OUTREACH PRODUCTS

To increase public education and awareness of community forestry issues, PROSPER utilizes a participatory social and behavior change communications (SBCC) approach in the design of outreach and awareness activities. This approach enables the project to collaborate closely with key stakeholders and target audiences to design, create and implement effective outreach and awareness activities, while also building the capacity of government and civil society organizations to design and conduct successful campaigns in the future. At the outset of the project, the CFWG along with community stakeholders established clear communication objectives:

- 1) By 2017, 11 CAs will be exposed to repetitive information that increases their understanding of how to exercise rights under the CRL.
- 2) By 2017, the knowledge of 103 lawmakers will be increased, motivating them to take action to enforce compliance of the CRL in communities.
- 3) By 2017, level of knowledge and attitude towards community changed so that 60% of third party agreements will have followed the legal CRL process.

These objectives guided the development of the communication products for the fourth outreach campaign. Employing The Seven Rules of Effective Messaging (see Annex) and The Four Key Components of Effective Messages (See Annex) the CFWG and CF members implemented the SBCC model to create a number of outreach materials. These included:

- Copies of the CRL
- Copies of the CRL Regulations
- Illustrated materials explaining the process of how forest governance bodies are created
- Flyers on the rules and permitting systems, for the more mature sites
- Illustrated posters explaining the difference between sustainable and unsustainable harvesting of forest products
- Posters explaining the nine-step process that needs to be followed in order to attain Authorized Forest Community status
- Illustrated materials explaining the effects of unregulated hunting
- Illustrated posters indicating some of the protected animals in Liberia
- Illustrated materials explaining the effects of unregulated chainsaw logging
- Ten (10) core messages relating to the CRL and sustainable forest management, printed on colored T-shirts
- Calendars showcasing Liberia's biodiversity and protected wildlife
- A variety of colored caps, printed with the campaign's message

These materials were widely distributed to launch participants as well as used throughout the rollout campaigns in all eight community forestry areas. The communication messages included:

- Know the Community Rights Law (CRL)...
 - Learn how to secure your community forest
 - Your community has rights to the forest

- Become an Authorized Forest Community
- Organize yourselves. Your forest decisions will stand firm
- Ask the FDA, CSOs, PROSPER and Law People what CRL means
- Create a Community Forest Management Agreement (CFMA)
 - No one can take away your community forest rights!
- Manage you forest resources well
 - Receive the benefits today and tomorrow
- Elect good leaders!
 - Your leaders make decisions about your forests. Talk to them
- You control the future of your forest!
 - Take charge. Report harmful forest practices
- Build a strong forest community
 - Show you care. Play a good role in community forestry decisions

Finally, a number of radio products (see Annex) were created in simple English and translated into local languages. These were aired on national and community radio stations to ensure the broadest possible exposure to the target communities. These products in concert with the other campaign materials, theater troupe performances and informative presentations formed the core of the communication tools used to educate communities in regards to promoting awareness of community rights and the process to secure such rights as well as effective community forest management.

It should be noted that in February 2017, USAID conducted a field visit to the PROSPER extended outreach sites, which included Zwedru, Greenville, and Gbarbolu. During the visit, it was noted that there was a problem with some of the discs that were distributed to the radio stations in these areas. This feedback was also received from the Outreach Coordinators and the recordings were re-sent to the radio stations in the proper format and the messages were aired without incident.

The issue encountered with the disc formatting and the materials referred to with USAID's field visit are not part of the Combined Deliverables 11b & 15b being assessed. These assessment reports (11b & 15b) are not chronological reports of the outreach campaigns. They are the result of an analysis of KABs (knowledge, attitude and behavior) survey, Lessons Learned forums and STTA interviews. They measure the impact of the continued use of materials developed under Deliverable 11 (2013) and 15 (2014) through the rest of the annual campaigns.

OUTREACH PROCESS

On March 30, the 4th Annual Community Forestry Outreach Campaign was launched at the Monrovia Christian Fellowship Center in Sinkor, Monrovia – “Making Community Forest Rights Real”. As suggested by the title of the event, the main objective of the campaign is to make communities aware of their rights and obligations under the CRL and CRL Regulations; but it is also to build the capacity of local and national institutions to design and conduct outreach campaigns to promote sustainable forest management.

Over 350 people attended the launch event, 125 more than expected. This can be attributed to the success of the prelaunch awareness program, which included the placement of panelists from the FDA and CFWG on two popular breakfast radio broadcasts – the Super Morning Show (Liberia Broadcasting System (LBS)) and the Truth Breakfast Show (Truth FM), on April 28 and 29, respectively. Also, with the support of the CFWG, the PROSPER communication team developed and placed five (5) articles in local newspapers that promoted the campaign and explained its objectives. Representatives from forest dependent communities arrived from Nimba, Grand Bassa, Maryland, Grand Gedeh, River Gee, Sinoe, Grand Cape Mount, Bomi and Gbarpolu counties. Also in attendance were representatives from USAID, SCNL, VPA-SU, SAMFU, SADs, FFI, CI, FIFES, the World Bank, various CSOs, the Chinese Embassy, FTI, UL, Stella Maris Polytechnic, EPA, MIA, MoE, MoL, and the Liberian legislature. Mr. Neto Z. Lighe, the Minister of Labor, and one of the FDA’s Board of Directors, delivered the keynote address.

The community level rollout of the 4th annual outreach campaign commenced immediately after the launching ceremony in Monrovia and continued actively through the end of June. Driven by CF leaders, the exercise covered thirty-six (36) towns and villages in PROSPER zones in northern Nimba, fifty-four (54) towns in southern Nimba, and thirty-nine (39) towns and villages in Grand Bassa County.

The village-to-village outreach campaign targeted local leaders, authorities at the county level, and youth, women and forest user groups. Theater troupes trained and equipped by PROSPER performed skits on the CRL and CRL Regulations, while members of the outreach taskforce distributed illustrative materials and booklets of the CRL and CRL Regulations to community residents. At the beginning of each rollout activity, CF leaders in PROSPER zones organized formal programs in central locations, and invited local chiefs and representatives from adjacent towns to participate. These mini-events served as platforms through which CF leaders communicated outreach messages to target audiences.

From July up to September, community mobilizers, in collaboration with Community Awareness Teams (CATs) continued the village-to-village outreach and awareness activities in multiple communities across the sites. CATs are semi-structured CF groups that regularly receive capacity building support to lead outreach activities in their constituencies.

In northern Nimba, PROSPER supported the Gba and Zor CFMBs to promote awareness about their rules and permitting systems. The rules and permitting system awareness exercise was carried out at the same time as the rollout of the 4th annual outreach campaign. The campaign was supported by the FDA, the CFWG, and PROSPER’s community mobilizers and field coordinators.

ANALYSIS

The information for the analysis is based on three sources. First, the KAB endline survey was completed in September 2016. This survey used the same questions as those used in the 2014 KAB baseline survey which was completed prior to the second outreach campaign. The comparison of responses allows for the examination of shifts in knowledge and behaviors after the fourth outreach campaign. In addition to this information, a Lessons Learned Workshop was conducted in September of 2016 gathering stakeholder from Sanniquellie, Tappita and Grand Bassa. The structure of the workshop allowed participants to reflect on the fourth outreach campaign and offer suggestions for improvement. Also, the communications consultant conducted interviews in December of 2016 with six CF members in each of the three communities. The interviews were drawn from the CAs, ECs and CFMBs and included an equal number of men and women.

The information from these three sources can be analyzed through the lens of ideation theory. Ideation refers to how new ways of thinking (or new behaviors) are diffused through a community by means of communication and social interaction among individuals and groups. Behavior is influenced by multiple social and psychological factors, as well as skills and environmental conditions that facilitate behavior. SBCC can affect all of these factors. This concept posits that an individual is more likely to adopt a new behavior if she or he:

- Has enough information about the topic
- Has a positive attitude regarding the topic
- Believes that others support the topic
- Has talked to others about it
- Feels good about adopting the behavior

Many of the results from the KAB indicate that these factors describe the majority of the individuals in the CF communities.

KAB Endline Data

The KAB endline's section on general knowledge of the CRL and CRL regulations encompassed 12 questions dealing with different aspects of the law and its application in the community. Overall the respondents' answers ranged between 84% and 99% in terms of their accuracy. For example, 92% of respondents knew there is a law in Liberia that gives communities rights and protections for community forests and 99% of this group could name the law correctly. Also, 94% of participants knew that concessionaire cannot log freely within the forest without following the community forest protocols. The only exceptions to this trend came with two questions pertaining to logging and mining in the community forests. Only 76% of participants knew that 55% of a logging company's profits need to be given to the community and only 39% of respondents knew that CFMBs cannot enter into contracts with mining companies. However, this last response represents 20% increase in knowledge from the 2014 KAB baseline survey which is a significant increase.

The section of the KAB which pertains to the termination of the community forest management agreements had lower average scores but significant increases in knowledge from the 2014 KAB baseline survey:

- 50% of participants understood that the FDA cannot independently decide to terminate a CF agreement which represents a 19% increase in knowledge from 2014.

- 82% of community members surveyed have heard of Authorized Forest Communities compared to only 68% in 2014.
- Only 5% of respondents knew the 9 Steps in chronological order in 2014 while 33% of community members knew all the Steps in 2016.

A number of other data points within the survey indicate a positive shift in attitudes throughout the communities participating in community forest projects:

- In 2014, 32% of respondents stated that there were no safeguards in place to protect their forests whereas in 2016 0% of participants gave this response.
- When asked if reporting the mismanagement of community forest funds would ruin their reputation and attract retaliation a growing number of community members, 76% in 2016 compared to 74% in 2014, said it would not have a negative impact.
- In a clear indication of increased trust in the community forestry governance 68% of the 2016 respondents stated they disagreed that they would prefer to report mismanagement to their families instead of the EC of FDA. In 2013, 0% of participants disagreed with this statement.
- Confidence in the CFMB's ability to negotiate fair deals with concessionaires increased from 78% in 2014 to 91% in 2016.
- There was a 10% increase in the community's sense that the CFMB represents the community's interests in forest management issues and a 9% increase in the community's perception that the FDA supports their interests.
- 23% fewer community members find it difficult to understand the CRL or the CRL Regulations and 27% more community members would be comfortable seeking help from CA meeting, the FDA or PROSPER to better understand the CRL
- Exposure to campaign materials has increased dramatically with 88% of respondents indicating they have seen campaign materials this past year compared to only 56.7% in 2014.
- Almost 10% more community members would be willing to help disseminate information and materials in a future campaign.

These results clearly indicate that community members hold an increasingly positive perception of community forest practices and a greater knowledge of how they are implemented. They demonstrate that community members have received a significant amount of information pertaining to community forests. As a whole, they have positive perceptions of the community forest governing structure to make decisions and manage the forest in the interest of the community. Also, an increasing number of individuals have been exposed to the outreach materials and are interested in supporting future campaigns. Based on the ideation theory described above, this data indicates growing effectiveness and support for the community forest initiatives in Nimba and Grand Bassa.

Lessons Learned Workshop and CF Interviews

Both the Lessons Learned Workshop from this past September and the CF interviews conducted in December, provide a wealth of qualitative data which allows us to examine the change in attitudes and behaviors from the stakeholder perspective. Through these two data collection channels CF members shared their opinions of the different communication products, identified ways that the campaign has enhanced their communities' knowledge of the CRL and community forestry, and changed the behavior of community members. Overall, the information gathered through these processes aligns with the positive shifts in attitudes and behaviors noted in the KAB Endline analysis.

During both the workshop and the community interviews, CF members shared their opinions on both the communication products and processes. All members agreed that the actual voice of the community could be heard in how the products were design and disseminated in the various communities. A

number of the posters were explained to have changed the way community members are using the CF in a sustainable way. More specifically, community members cited wildlife posters as having caused a reduction in the killing of protected species since people were not aware of which species were protected. Also, the 9 Steps poster gives them a better understanding of the verification process to acquire an authorized forest community status. In both the workshop and interview, stakeholders explained that the use of cultural troops' performances added more value to the launches and rollout of each campaign. Also, the inclusion of local children into the troupes increased community engagement. Community members explained that the radio awareness dramatization in the various dialects has helped the community to understand the CF issues. Finally, similar to the posters, the hunting messages on the T-shirts have given community dwellers the ability to identify the protected animals from the unprotected animals adding to the communities understanding of the laws which govern the forest.

In order to quantify these perceptions, the workshop participants were asked to group by region and rank (see Annex for complete table) the effectiveness of the communication tools. The members from Grand Bassa area, ranked T-shirts as the best communication tool explaining that they were the most effective at spreading the key messages and continued to communicate the information after the campaign is over. They ranked the 9-Step poster second due to the clear illustrations and the text which can be used as a teaching by the CAT members. Finally, they ranked the wildlife posters third since they inform the people in the community about vulnerability status of animals and serves as a link to the community and their traditions.

The Tappita group rated the 9-Steps poster as the best tool since it acts as a summation of the CRL but still clearly communicates the key points in the process. The CRL was ranked 2nd due to the fact that it allowed people to better understand their rights and enforce them. Also, they ranked the t-shirts third since they promote the key messages and carry the information outside of the community. The Sanniquellie community rated the T-shirts as the most effective communication tool citing its ability to sustain the messaging over a longer period of time and serves as a uniform for those involved with community forestry. Their second choice was the wildlife poster since it serves as a warning to those who might consider poaching in the community forest. The CRL booklet was their third choice due to the fact that it details the rights given to them under the community forestry law. Although there was some variation, this activity clearly indicated that a significant amount of overlap exists in views on the communication tools.

In addition to positive feedback on the communication tools, the workshop participants shared constructive feedback in regards to the communication products:

- In Grand Bassa, they felt that since chainsaw operators are not widespread in their community and that people may be misreading the posters.
- The Tappita and Sanniquellie groups explained that the flyers are frequently torn down, easily damaged by rain and are probably not a viable communication tool for the area.
- According to the Tappita group, the message and graphics on the hunting poster are not clear in terms of promoting sustainable hunting in their area.
- The targeted audience (Chain Saw Operators) deliberately ignore the messages on the posters in the Tappita area. Also, owners of forest land ignore the messages thinking that it deprives them from getting money.
- Similar to Tappita and Grand Bassa, the Sanniquellie group had a negative perception of the chainsaw poster explaining that it did not add to the overall message of the campaign since it has such a specific target audience.
- The Sanniquellie group felt that the face caps are not effective since there is no message being communicated with the product only the FDA logo.

- All three groups agreed that the jingle and video were not effectively circulated in their communities resulting in a low exposure rate.

Although the CFWG conducts rigorous pre-testing as part of their SBCC process, this information points to the need to continue this process and respond to stakeholder feedback.

Both during the workshop and the community interviews, participants agreed that the campaign had a positive impact on their level of knowledge and awareness. They stated that the campaign has made them understand the importance and sustainable use of their community forest resources. The participants stated that after the campaign they better understood their rights in regards to the CRL and the proper implementation of the CF governance. Also, they voiced a growing knowledge of sustainable practices which can reduce the level of shifting cultivation in their area. The stakeholders from the Sanniquellie area expressed their strong support for the information on the permit system and strongly encourage future campaigns to continue the dissemination of information on this topic. Finally, all participants in both the workshops expressed their satisfaction with their inclusion in the planning, design and implementation of the 4th outreach campaign. They explained that it built the capacity of the entire community and gave stakeholders the sense that it was truly “their” outreach campaign.

In addition to the impact on knowledge and awareness, participants in the workshop and interviews shared specific examples of behavior change in their communities due to the information communicated through the outreach campaign:

- In the Tappita area, the leading illegal hunter and forest farmer have both shown support for the initiative by stopping these unsustainable practices and taking on a role in the governance of the CF.
- In the Sanniquellie area, a local chief who has been a leading chain sawyer has stopped this practice as a result of the messages.
- The FDA Managing Director attributed the lifting of the moratorium on community forestry activities by the FDA Board of Directors, to confidence gained as a result of clear and effective community forest messages through the annual campaigns
- Wildlife posters have caused a reduction in the hunting of protected species.
- In the Sanniquellie area, people no longer enter the CF illegally but abide by the permit system instituted by the communities;
- Participants have noticed a reduction in shifting agriculture around the proposed CFs, and in Grand Bassa some communities have started rehabilitating degraded swamp areas for “swamp rice” cultivation.
- A group from Monrovia entered the Blei CF in Sanniquellie without permission and installed a tracking camera. The CFMB confiscated the camera and the group was required to pay a fine for entering the forest without permission.
- Community members have started leaving the forest to the management of the CFMB and there has been an increase in advocacy for community forests.
- CF representatives have been approached by other communities who want to begin CF initiatives in their area.
- In Sanniquellie, members of the CFMB have turned down jobs with the local mining company so they can remain impartial in their dealings with CF contracts and retain the confidence of the community.
- One community reported that the FDA had caught a poacher but was asked by the CFMB to leave the issue to the CF governance body. The FDA was invited back to witness the poacher paying the fine for his actions.

- In another instance, the CA was approached by a third-party timber harvester who wanted to access to the CF. They presented the community with a contract which did not include a signature line for the FDA. When the community representatives saw this, they refused to sign until an FDA official could review the agreement.

These examples are obviously anecdotal in nature but seem to indicate a shift in perceptions and behaviors as they relate to the community forest. Buttressed by the data collected in the KAB endline, these findings support the conclusion that the CFWG and FDA, with support from PROSPER, designed communication tools which successfully impacted the knowledge, attitudes and behaviors of the target communities in regards to promoting awareness of community rights and the process to secure such rights as well as community forest management.

CONCLUSION

After being asked about the next steps in the outreach process, a CFMB member from Tappita responded that, “We don’t want to start and be a failure.” He explained that he had not seen the most recent KAB data and therefore didn’t want to make any suggestions without first seeing the results of the 4th annual outreach campaign. This speaks to level of success that PROSPER has had in building the capacity of local communities to identify their needs and create communication products which address those needs and lead to a change in attitudes and behaviors. The KAB data clearly indicates that a large percentage of community members understand the CRL and understand the management practices involved in maintaining a successful community forest. Through the use of Lessons Learned Workshops and individual interviews, it is clear that the communication tools employed during the campaign reached the targeted audiences and prompted significant behavior change. The communication tools, supported by a well implemented SBCC, have resulted in a positive impact on the communities and the forest at the PROSPER sites.

Yet, there is still much left to do. One PROSPER community mobilizer asserted that true community forestry needs at least 15 years of support before it can potentially be sustainable at the local level. Communities at the PROSPER sites are keenly interested in continuing the community forestry work. Women have expressed the desire to learn more about alternative livelihoods such as soap making, tailoring, baking and aquaculture. Linking such initiatives with reduction of threat to biodiversity and ecosystem sustainability remains a challenge for projects. A number of community members want to learn more about the permit system and in Tappita in particular, CF members want to start an anti-trapping campaign due to its negative impact on protected species. PROSPER has identified and implemented a process by which effective communication tools are created and used in the CF areas. The findings in this report indicate continued progress can be made in relation to CF and alternative livelihoods if these communication methods and tools are kept in practice.

ANNEXES

EFFECTIVE MESSAGING DOCUMENTS

The Seven Rules of Effective Messaging

| The Seven Cs of Communication | Questions to ask yourself and things to remember |
|------------------------------------|---|
| 1. Command attention | <ul style="list-style-type: none">• Does the message stand out?• Are the colors, graphics, fonts, images, slogans pleasing and engaging? |
| 2. Clarify the message | <ul style="list-style-type: none">• Is the message simple and direct?• Less is more – stay focused only on what the audience needs to know |
| 3. Communicate a benefit | <ul style="list-style-type: none">• What will the audience get in return for taking your suggested action?• If possible, look for and highlight the immediate benefit rather than a long term benefit. |
| 4. Be consistent | <ul style="list-style-type: none">• Do all of your activities and materials repeat and convey the same message? If so they will support audience recall and change• All of your materials should connect to make “One Sight, One Sound.” Logos, colors, words, themes, images should be consistent across materials. |
| 5. Cater to the heart and the head | <ul style="list-style-type: none">• In this situation, is it better to appeal to the audience’s emotions, intellect, or both?• Emotional appeals are often more convincing than facts. |
| 6. Create trust | <ul style="list-style-type: none">• Are you presented as a credible source to your audience? |

| | |
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| 7. Call to action | <ul style="list-style-type: none"> • What do you want your audience to do after seeing the communication? • Is this action realistic? • The call to action should focus on concrete and realistic actions and help you achieve your objectives. |
|-------------------|--|

The Four Key Components of Effective Messages

| ELEMENT | MESSAGE CONTENT |
|----------------------|---|
| Key Promise | One benefit the audience will experience by taking an action. |
| Supporting Statement | <ul style="list-style-type: none"> • The reason the benefit outweighs the barriers to that action. • Why the key promise is beneficial. |
| Call to Action | What the audience should do after reading the material |
| Link to Services | <ul style="list-style-type: none"> • Where can the person go for more information? • Who can they contact? |

RADIO PRODUCTS

| No. | Product | Description | Language | Length |
|-----|----------------|--|--|---------|
| 1 | Radio Program | Tukloh: 42-episode serial drama designed to strengthen public education on the CRL and the CRL Regulations, sustainable forest management and environmental compliance | Simple English | 15mins. |
| | | Panel Discussion: Radio talk show segment of the Tukloh drama designed as a platform for guest panelists to discuss the content of the drama, forest management issues and allow public participation | Simple English | 45mins. |
| 2 | Radio messages | 9-Step Monologue: Audio message that highlights the nine steps required to acquire an Authorized Forest Community status | — Simple — English — Bassa — Gola — Grebo — Kpelleh — Krahn — Kru | 1min. |
| | | CRL Message: Audio message that promotes the rights and responsibilities of forest dependents communities regarding forest resource governance | — Simple — English — Bassa — Gola — Grebo — Kpelleh — Krahn — Kru | 1min. |
| 3 | | CRL Message: combined audio messages that shine spotlight on sustainable forest management and its corresponding benefits | — Simple — English — Bassa — Gola — Grebo — Kpelleh — Krahn — Kru | 2mins. |
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