

Appendix 1 - Publicity

Climate Variability and Change and their Health Effects in the Caribbean: Information for Adaptation Planning in the Health Sector

How the Conference was Promoted/Information Dissemination Activities

In an effort to place the conference theme on the agenda of public discussion in the Caribbean subregion and to attract and encourage wide interest and participation in the activity, the local organizing committee initiated a series of promotional strategies utilizing a mix of media channels. The aim was to publish stories drawn from copies of abstracts submitted in the 10 to 12 weeks preceding the conference. In addition, a pre-conference promotional flyer was mailed to a wide list of environmental-related agencies, groups and organizations in the public, non-governmental and corporate sectors.

The following is the list of news stories and feature articles released via the various communication channels:

NEWS

1. What has climate change to do with health?
2. Caribbean climate to get health check up
3. Protective net for health fallout from climate change
4. Link between dengue and El Niño/La Niña?

FEATURES

1. Climate variability and change and their health effects in the Caribbean
2. Bracing for climate change
3. Caribbean countries among those most vulnerable to global warming
4. Climate and dengue - a new regional research project

The PAHO Caribbean Program Coordination (CPC) Office website served as the main medium for disseminating conference information in general and media stories in particular. In addition, the stories and articles were forwarded to all the major media houses in the English-speaking Caribbean. The Barbados Advocate, the more widely circulated of two daily newspapers in the host country, published all the stories forwarded to its editorial desk. The paper was also used to run a quarter-page display advertisement on the conference in an attempt to generate greater national awareness of the activity, as the event drew nearer.

Several Caribbean-based, environmental-related electronic groups, including the CPC supported network of health and developmental journalists, were used as part of the promotional strategy of ensuring access to reliable information on the conference by environmental stakeholders in general and media practitioners in particular. The list of electronic groups used is as follows:

Development Crossroads
Carib Info
Environmental Reporters
Environmental Journalists

In the international scientific community, publicity was generated through dissemination of the Call for Papers (invitation to submit abstracts for conference presentations) and the promotional flyer. Announcements were placed in e-mail lists, journals, newsletters and websites.

These promotional efforts were followed up by media contacts during the activity.

The CD-ROM accompanying this report contains several publicity samples: 1) the promotional flyer; 2) press releases from the CPC website; 3) still images of the press conference with the two keynote speakers at the conference; 4) stories carried in the Barbados Nation daily newspaper during the conference and workshop.