

The proposed activity submitted to Climate Adaptation and Knowledge Exchange (CAKE)

Creating Resilience among Rural Communities: Communication Outreach and Climate Change

The proposed communication and outreach activity will explore the relationship between local media and climate change with a focus on the information needs of rural communities. The activity in the form of small sensitization workshops and community outreach campaigns will help the local community to understand the impact of climate change on local ecologies. The communication and outreach activities will help the state and private development agencies and the opinion leaders of the local communities to expand their understanding and awareness of macro and micro ecological interventions in terms of economic stability, climate resilience and maintaining the local biodiversity. The communication and outreach activities can play a significant role by acting as a source of awareness, advocacy and policy change.

The communication and outreach activities will ensure an active and engaged citizenry at local level. The discourse will be on exploring the expanded role of communication outreach in increasing the ability of local people of nearby communities to connect with one another, and to engage directly on advocacy and policy issues.

The activity will be centered on local rural communities and awareness and sensitization messages will be used to encourage citizen action through outreach campaigns on local climate issues.

The objectives of the activities:

- It will help the climate experts and policy makers to understand how community outreach situates itself in the large realm of public and civic communications at local level.
- It will deepen the understating of the local community about the relationship between communication and civic engagement in local governance.
- The activities will help the community people to explore their information needs about climate change and will help them to develop a clear perception about climate change by using their considerable public trust to build local acceptance of climate change through small narratives.

The Participants:

- Village heads and panchayat members of nearby village panchayats.
- Journalists of local newspapers who cover day-to-day climate change stories of these village communities.
- Teachers of government primary/secondary schools of the selected village communities.
- Health workers working at Primary health centres of these villages.
- The operators of Lok-mitra khedras (the information kiosks available at local level).
- The operators of local public distribution system (the government ration depots).

The Possible Outcomes:

This communication and outreach activity will help the members of the CAKE to extend their boundaries of knowledge and expertise to local village communities for public dissemination and welfare. Through this communication and outreach activity, the members of CAKE may be able to connect people, connect communities and connect rural society by involving people to strengthen local development agencies, councils and bodies and thus will help to keep the local democracy alive.

Since community outreach has the potential to reach to the nearby communities quickly and in a cost-effective manner, there is a possibility to facilitate people to take informed decisions on water and climate change issues and local governance. The activity will help CAKE to build trust and understanding to bring change in the mindset of the local communities.

Due to their proximity, communication outreach activities can play a crucial role in creating awareness, advocacy and policy change about climate variations and environment at micro level.

The Estimated Activity Timeline:

June-July 2023 (Phase I - Planning)

The Desired Key Capabilities of New Partners:

Outreach and Communication; Monitoring; Capacity development; Political Networks; Stakeholders engagement; Data and information sharing.