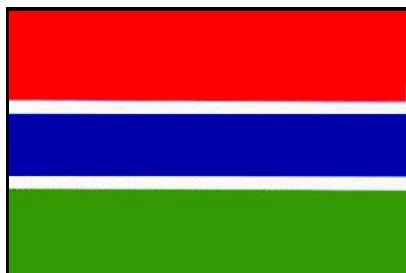




What was your best CEPA activity in this triennium?

Baboucarr Mbye, CEPA NGO Focal Point, The Gambia



Your Position/Role and Country:	Executive Secretary, NGO CEPA Focal Point, The Gambia
Title of your CEPA activity/product	Gambia Local Environment Talks
Other collaborators – please identify other organizations that assisted you or were your partners	Department of Parks and Wildlife Management
Key stakeholder group(s) targeted by your product/activity (e.g. decision-makers, teachers, families, journalists etc.)	Community actors - fishermen, clam & oyster harvesters; School-based environment clubs; Social & Environment Studies teachers
What was your key message?	Conservation and wise use of wetlands, coastal and marine ecosystems
When did this event take place/when was your product launched?	2010 to 2011. Launched in January 2010.
Brief description of your product/ activity / material you used	Printed T-shirts with messages e.g. Healthy Wetlands, Healthy People; Mangroves for fish & Migratory birds; Clams & oysters for Nutrition; Use appropriate fishing gears for sustainability. Posters with photos and captions e.g. Stop polluting wetlands; Stop catching juvenile fishes & harvesting juvenile clams and oysters etc. Audio (CDs & cassettes) with key messages relayed by community actors; audio-visuals (CDs) showing different scenarios & actors; lectures (open talks) on different themes & scenarios; Radio programmes using different actors-oyster & clams harvesters, fishermen, manatee hunters etc; study tours to different sites to identify the different ecosystems, familiarise with the available ecosystem resources and see first hand the various activities (harmful ones for e.g.).
What was your intended outcome from this product/activity? (e.g. change in behaviour of target group; volunteer help with a wetland project; newspaper article; fund-raising etc)	Change of behaviour-appreciation of, sustainable use of, conservation/protection of the ecosystems and resources.
What kind of impact did this activity/product have on the target audience?	Reduction in catching Juvenile fishes, and harvesting juvenile clams and oysters. Reduction in over exploitation of mangroves, hunting of manatees and green turtles. The students & teachers understand the different ecosystems & resources; the on-going activities. Students write essays and develop messages.
Is there a follow-up activity/product planned, if yes briefly describe	This was the first phase of the project. A second phase is at the design stage. The second phase will include dialogue with government officials including regulators & enforcement agents.
Why do you identify this as your best CEPA intervention? What makes it stand out?	The activity was really participatory. The messages went far and landed squarely on the targets. The radio programmes were very well appreciated by many players.
What was the source of your funding?	PRCM/IUCN Regional Environment Programme (PREE)