



**CAMEROON BIOSECURITY PROJECT**  
*Development and Institution of a National Monitoring  
and Control System (Framework) for Living Modified Organisms (LMOs)  
and Invasive Alien Species (IAS)*

# National Biological Invasions Commu- nications and Awareness-raising Plan

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of Cameroon via the Ministry of Environment, Protection of Nature and Sustainable  
Development.*

**Under the Supervision of:**

Project Component Four Taskforce (MINRESI)  
&  
The Biosecurity Project Coordination Unit



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# Contents

Acronyms and Abbreviations .....	iii
List of figures .....	v
List of tables .....	vi
List of Annexes .....	vii
Preferred way to cite this publication .....	viii
Contact details of those who participated .....	viii
Acknowledgements .....	xi
Executive Summary .....	1
1. Introduction .....	8
1.1. Context and justification .....	8
1.1.1. Cameroon Geographic and Agroecological context .....	8
1.1.2. Cameroon administrative and political situation .....	9
1.1.3. Cameroon's demographic situation .....	10
1.1.4. Cameroon's media landscape .....	10
1.1.5. Communications activities to date under the CBP .....	13
1.1.6. CBP and Component 4 – Information and Awareness .....	14
1.1.7. Communication Concepts .....	19
Communication is not one aspect of the game - it is the game .....	19
We must come down from the mountain .....	19
Create Once Publish Everywhere (COPE) .....	21
The picture superiority effect .....	22
The meaning of communication is the response we get .....	24
Exponential growth – the most powerful force in the universe .....	26
1.2. Objective of the activity .....	27
1.2.1. Principal outputs of the activity .....	28
1.2.2. Principal outcomes of the activity .....	28
1.2.3. Communication Strategy Framework .....	29
2. Methods .....	30
2.1. Literature search of relevant communication strategies and communication products .....	30
2.2. Production of an initial communication strategy structure .....	30
2.3. Production of a draft communication strategy .....	31
2.4. Updating and finalisation of the communication strategy .....	31
1. Results .....	32
3.1. Review of national and communication strategies as they relate to biosecurity .....	32
3.2. Production of an initial communication strategy structure .....	39
3.3. Production of a draft communication strategy .....	39
3.4. Updating and finalisation of the communication strategy .....	39
4. Discussion & Next Steps .....	42
4.1. Lessons learnt in developing the communication strategy .....	42
4.2. Recommendations for the application of the CS in Cameroon .....	42
4.3. Next steps for the CBP to maximise the value of the CS .....	43
4.4. Conclusion .....	43
References .....	45
Annex 1. Infographic illustrating Cameroon Biosecurity Project Objectives .....	49
Annex 3. List of stakeholder workshop participants .....	51
Annex 4. PowerPoint Slides used at the stakeholder workshop .....	52

Annex 5. National Biosecurity Communication Strategy .....	60
Annex 6. Scope of Work .....	70

## Acronyms and Abbreviations

AAS	African Academy of Sciences
AfBSA	The African Biological Safety Association
CAG	Component Advisory Group (for the CBP)
CBCS	Cameroon Biosecurity Communication Strategy
CBD	Convention on Biological Diversity
CBP	Cameroon Biosecurity Project
CBD CHM	CBD Clearing House Mechanism
CIDE	Centre des Information et Documentation sur Environnement
CCAM	Cameroon Coalition against Malaria
CNLS	Committee for the Fight against AIDS
COPE	Create once, publish everywhere
CRC	Cooperative Research Centre for Plant Biosecurity (Australia)
CRTV	Cameroon Radio Television
CS	Communication Strategy
FAO	Food and Agriculture Organisation
GIA	Government Industry Agreement (New Zealand)
GB	Great Britain
DHS	Demographic and Health Survey
GISP	Global Invasive Species Programme
GF	Gates Foundation
GMO	Genetically Modified Organism
IAPSC	Inter-African Phytosanitary Council
IAS	Invasive Alien Species
IITA	International Institute of Tropical Agriculture
ICRAF	The World Agroforestry Centre
IRAD	Institute of Agricultural Research for Development
IUCN	International Union for the Conservation of Nature
IPPC	International Plant Protection Convention
ISPM	International Standard for Phytosanitary Measure
KAP	Knowledge, Attitude and Practice
LMO	Living Modified Organism
MINADER	Ministry of Agriculture and Rural Development
MINAS	Ministry of Social Affairs
MINATD	Ministry of Territorial Administration
MINCOM	Ministry of Commerce
MINEPAT	Ministry of Economy, Planning and Territorial Management
MINEPIA	Ministry of Livestock, Fisheries and Animal Industries
MINFI	Ministry of Economy and Finance
MINFOF	Ministry of Forestry and Wildlife
MINEPDED	Ministry of Environment, Protection of Nature and Sustainable Development
MINPROFF	Ministry of Women's Empowerment and Family
MINRESI	Ministry of Scientific Research and Innovation
MINESUP	Ministry of Higher Education
MINSANTE	Ministry of Public Health
MoU	Memorandum of Understanding
nBCH	National Biosafety Clearing House
NESDA	Network For Environment and Sustainable Development
NMP	NESDA Media Platform Communication Strategic Plan
NPC	National Project Coordinator
OIE	World Organisation for Animal Health
PAC	Project Advisory Committee (for the CBP)
PBME	Project Benefit, Monitoring and Evaluation Plan
PCU	Project Coordination Unit
PNLP	National Malaria Control Program

SIDA  
UNEP/GEF  
VIH

Syndrome d'immunodéficience acquise  
United Nations Environment Programme / Global Environmental Facility  
Virus de l'immunodéficience humaine

## List of figures

Figure 1.1: Press freedom worldwide (from Reporters sans Frontiers, 2014) .....	12
Figure 1.2: “We must come down from the mountain” I .....	20
Figure 1.3: “We must come down from the mountain” II .....	21
Figure 1.4: The picture superiority effect .....	23
Figure 1.5: Illustration of the need to combine illustrations and text and/or audio to tell a complete story in nearly all cases .....	24
Figure 1.6: Individuals give events their meaning through their internal filters .....	25
Figure 1.7: The Action Learning Cycle – a model for adaptive management .....	25
Figure 1.8: Comparison of exponential and linear growth curves .....	26
Figure 1.9: The Cameroon Biosecurity Communication Strategy Framework .....	29
Figure 3.1: Schematic representation of IPPC Communication audiences .....	33
Figure 3.2: Schematic representation of Cameroon’s “One Health” system .....	34

## List of tables

Table 1.1: Examples of linkages between CBP activities and work to be implemented under the CS.....	16
Table 3.1: Summary of relevant international strategies in terms of their conformity to the structure of the CBCS. ....	35
Table 3.2: Summary of relevant national strategies in terms of their conformity to the structure of the CBCS.....	36
Table 3.3: Summary of relevant communication strategies and other related factors to the CBCS in terms of Strengths, Weaknesses, Opportunities and Threats. ....	38

## List of Annexes

Annex 1. Infographic illustrating Cameroon Biosecurity Project Objectives .....	49
Annex 2. Stakeholder consultative workshop programme .....	49
Annex 3. List of stakeholder workshop participants.....	51
Annex 4. PowerPoint Slides used at the stakeholder workshop .....	52
Annex 5. Draft National Biosecurity Communication Strategy .....	60
Annex 6. Scope of Work .....	70



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# Executive Summary

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## **Purpose (context and justification)**

The Project Objective of the UNEP/GEF funded Cameroon Biosecurity Project or CBP (*Development and Institution of a National Monitoring and Control System (Framework) for Living Modified Organisms (LMOs) and Invasive Alien Species (IAS)*) which is being executed by MINEPDED is to increase capacity to prevent and control the introduction, establishment and spread of Invasive Alien Species (IAS) and management of LMOs in Cameroon through the implementation of a risk-based decision making process.

The completed, ongoing, and planned, CBP project activities to contribute to this objective are being executed under four interacting components: 1) Establish policy, regulatory and institutional framework for effective biosecurity; 2) Implement sustainable biosecurity strategies; 3) Biosecurity capacity building; and 4) Information and awareness.

The activity documented in this report – the production of a National Biological Invasions Communications and Awareness-raising Plan – is being executed under Component 4 but is cross-cutting in nature as all project activities involve some aspect of communication.

## **Objectives of the consultancy**

The main objective of this consultancy is the production of a communications and awareness-raising plan for the Cameroon Biosecurity Project, but which will continue after project closure, to help ensure that all project activities and specifically those undertaken under Component 4 will serve to increase awareness of biological invasions among key stakeholder groups and the general public as an essential contribution to a more effective biosecurity approach for the country. As it is intended that this strategy will be implemented during and beyond the project, it is referred to as the Cameroon Biosecurity Communication Strategy (CBCS) rather than the CBP CS. The plan will incorporate an international element, the objective of which is to promote replication of project outcomes in neighbouring countries, in the Subregion and in the African Region.

## **Methodology**

The initial step was a literature search on similar national and international communication strategies and products, which could provide good practice inputs into the Communication Strategy (CS).

Initial stakeholder input into the CS was requested at a day long workshop. The participants, consisting of representatives of the CBP Task Teams, experts on specific groups of invasive species, and communications experts (Annex 3) were brought together to provide the following inputs into the CS:

- Define target audiences - Who we communicate with.
- Define desired knowledge, attitude and practice changes - What we would like the target audience to know, feel and do (desired changes in target audiences).
- Define communication objectives - Desired changes in target audiences.
- Define key communication messages - Information to be communicated to our target audience.
- Define communication approaches - Ways in which we will achieve our communication objectives.
- Outline the types of communication products available - Examples of products the project can use or adapt both from Cameroon and elsewhere.
- Now what? - Outline of next steps. Further consultation needed and activities to be undertaken for the remainder of the consultancy.

Based on the results of the stakeholder consultation the draft communication strategy was produced and submitted to the Component 4 Task Team in May 2015. Based on TT and Project Technical Advisor feedback, the communication strategy was finalised in December 2015.

## **Results**

The Cameroon Biosecurity Strategy comprised of the following:

**Objective and Scope:** The objective of this Cameroon Biosecurity Communication Strategy (CBCS) is to increase awareness of biological invasions among key stakeholder groups and the general public as an essential contribution to a more effective biosecurity approach for the country. The plan incorporates an international element, the objective of which is to promote replication of project outcomes in neighbouring countries, in the West and Central African subregions and in the African Region.

**Target Audiences and Relationships:** Ten target audience categories were identified:

1. Pilot site authorities (PSA): i.e. those stakeholders who are responsible for the management of the ecosystems affected or potentially affected by a target species (e.g. government and traditional leaders).

2. Decision-makers: i.e. those in authority who can help to ensure that a risk-based approach to the management of existing biological invasions and new introductions is promoted.
3. Specialised agencies: Organisations composed of technical specialists in areas that relate to the movement and propagation of species and the prevention and control of biological invasions.
4. The travelling public: Those who travel across borders, initially long distance travellers but eventually all whose activities pose a risk of unauthorised species movements.
5. Producers: Those agriculturalists and other producers whose activities involve the exploitation of species and therefore have biosecurity implications.
6. Consumers: A diverse group of stakeholders whose use of goods and services has biosecurity implications
7. Programmes and projects: working on invasive species, pests and diseases of crops and human and animal diseases.
8. International Organisations: Agencies responsible for funding science and its applications for sustainable development notably in agriculture, biodiversity, the environment and health.
9. Communicators: Those involved in the media who can act as communication conduits for the biosecurity in Cameroon.
10. Representatives of neighbouring countries and other African Subregional and Regional partner countries: African partners that are concerned about biosecurity-related issues and meet Cameroonian counterparts nationally and internationally.

**The desired knowledge, attitude and practice** ('relationships') comprised of 39 KAP statements which can be summarised as follows:

- Knowledge: Awareness of the importance of biosecurity; Understanding of the biosecurity implications of their activities; Understanding of the CBP.
- Attitude: Being open to new information on biosecurity; Commitment to support biosecurity and its applications for sustainable development.
- Practice: Disseminate relevant information to the public and other stakeholders; Galvanise additional funding for biosecurity work; Support biosecurity policy measures and encourage others to do likewise; Identify the right communication outlets for communications relating to biosecurity; Provide well-qualified scientific/technical experts to provide relevant inputs.



**Key Messages:** Six Key Messages were identified:

1. Biosecurity matters: Management of biological risks following international good practice is a cost effective way of supporting sciences, agriculture, industries, biodiversity conservation, food security and policy decision making among other areas.
2. There is a need for a cross-sectoral approach to biosecurity to meet societal needs.
3. There is a need for greater biosecurity capacity to meet societal needs (the Biosecurity Imperative).
4. Biosecurity can only be effective with the support of society as a whole.
5. The Cameroon Biosecurity Project helps to bridge the gap between citizens and specialists in the biosecurity sector.
6. The Cameroon Biosecurity Project serves as a model for similar work in neighbouring countries and in Africa as a whole.

**Communication Objectives per Target Audience:** Six objectives were identified:

1. Target audience is aware of and supports the contribution of biosecurity to sustainable development.
2. Target audience is aware that there is the need for improved cross-sectoral approach for biosecurity to adequately support sustainable development.
3. Target audience is aware that there is insufficient capacity for biosecurity to adequately support sustainable development.
4. Target audience actively support biosecurity policy, legislation and good practice, research, dissemination and networking.
5. Target audience will work to ensure that adequate resources are made available to fully support the biosecurity dimensions of their work.
6. Target audience understand what the Cameroon Biosecurity Project has achieved and how building upon its work can help to strengthen the biosecurity dimensions of their work to support their mission.

**Communication Work Plan:** Communications will comprise of stand-alone activities and communication-related work that will be integrated into ongoing and planned CBP activities, the generic communication components of which were outlined. These comprise of: meetings; presentations; enhancing networking at institutional levels; utilising existing activities as networking opportunities; position papers; communication products such as radio and TV scripts and press releases; and dissemination on the internet.

The following specific communication activities will be coordinated internally (through MINEPDED, the PCU and Task Teams). These activities will be part of the biosecurity framework beyond the CBP to ensure sustainability:

- Recruit a biosecurity communications officer:
- Institutionalise the use of the internet and intranet within the PCU and produce an operational biosecurity website:
- Create a Biosecurity newsletter (soft and hard copies):
- Elaborate a proper feedback mechanism within the Biosecurity Secretariat and Sub-country offices:
- Reinforce a biosecurity presence in the mass media and improve relations with mass media:
- Work with radio stations:
- Work with television stations:
- Work with newspapers:
- Work with mobile telephone networks:
- Implement non-mass-media communication activities (e.g. with pilot site communities)
- Develop communication activities with countries of the Sub-Region and Africa as a whole.

The latter activity constitutes the International dissemination component of the CBCS.

**Responsibilities, Timelines, Next Steps and Monitoring and Evaluation:** For the duration of the CBP the work will be coordinated through the Project Coordination Unit. Individual activities will be coordinated through the relevant Component Task Team. However, Component 4 will have a cross-cutting role as it coordinates the communication aspect of the project.

Discussions to plan and prioritise communication activities should be part of regular project meetings among the PCU, with the Task Teams and as part of the Component Advisory Group (CAG) and the Project Advisory Committee (PAC).

The lifespan for the implementation of the communication strategy is three years (2016 – 2018). Well before CBP closure it is important that the responsible institutions produce a clear follow-up biosecurity programme of action that allocates clear roles and responsibilities for biosecurity in Cameroon as a whole as well as for the communications aspects.

The exact mechanism under which biosecurity is coordinated in Cameroon will depend upon the agreed upon the policy, regulatory and institutional framework which is still under development under Component 1 of the CBP. However, a mechanism for the implementation of the CBCS

was suggested which involves working in close collaboration with those mandated with the implementation of the 2012 « One Health » National Strategy of Cameroon; an initiative that adopts the kind of multi-sectoral, holistic approach to human, animal and ecosystem health that the CBP recommends for biosecurity.

The timeline for the implementation of the CBCS will be as follows:

- December 2015: Validation of the CBCS document (Version 01)
- December 2015 – December 2016: Production of communication products and dissemination through the CBP and governmental and non-governmental partners.
- 2016: Establishment of national policy, regulatory and institutional framework for Biosecurity in Cameroon.
- 2016: Revision of the CBCS once the policy, regulatory and institutional is agreed upon.
- 2016-2018: Implementation of communication strategy through an agreed-upon mechanism.

Monitoring and evaluation for the implementation of the CBCS will comprise of three strands:

1. Monitoring metrics – numbers of people attending meetings broken down by factors such as stakeholder group, institution, gender, age group, etc., numbers of communication products produced, website hits, etc.
2. Quantification of biosecurity-related awareness levels.
3. Project outcomes monitoring to generate evidence of observable changes in the behaviour, relationships, activities and actions of individuals, groups, organisations or institutions that signify the effectiveness of the CBCS interventions as well as impacts, sustainable changes in state.

Those in charge of overseeing each action or activity will submit periodic progress reports clearly indicating the following:

- What has been done;
- What is still to be done;
- The problems encountered; and
- Proposals for the way forward.

### **Recommendations/ Lessons learnt**

- Communications activities to date under the CBP have been slow and not always very professionally carried out. There is an urgent need for the recruitment of a staff member for the PCU to coordinate communications activities undertaken under the CBP (a biosecurity communications officer).

- There is only a limited budget and timeframe for implementing the CBCS under the CBP. Therefore, it is vital that communication activities are integrated into project activities as far as possible.
- It is very important that as much use is made as possible of the existing CBP outputs.
- In producing communication products and carrying out communication activities, those responsible must ensure, as far as possible, that these complement with existing messages being sent out by relevant stakeholders.
- It is vital that the efficiency and effectiveness of the CBCS is monitored so that it meets its objectives. The outline M&E actions to be implemented must be carried out and integrated.

### **Next Steps in conformity with the CBP logframe**

- Recruit a biosecurity communications officer.
- Plan activities to add value to already completed CBP activities by undertaking communication activities as guided by the CBCS.
- Implement these activities under the supervision of the PCU, Component 4 Task Team and the Task Teams concerned with the specific project component.
- Plan communication activities to be undertaken in conjunction with all remaining project activities as guided by the CBCS.
- Assemble relevant communication products into Biosecurity information packs to be utilised for national dissemination and dissemination in the African Region and Central and West African Sub-regions.
- Begin the process of uploading project outputs to relevant Internet dissemination hubs.
- Upload project outputs to the CBP Facebook Page. In the medium term there will be a dedicated website but until this is finalised the information produced to date needs to be disseminated and the Facebook page can fulfil this function.