PITI PRIDE
TEPUNGAN WIDE

Guam Department of Agriculture
Division of Aquatic and Wildlife Resources
Aquatic Education
December 13, 2013

Presented by
Jane Dia
Resource Information and Education Officer

What is a campaign?

Previous Campaigns under the MCT-Rare Program

Guam, Micronesia

Rare Theory of Change

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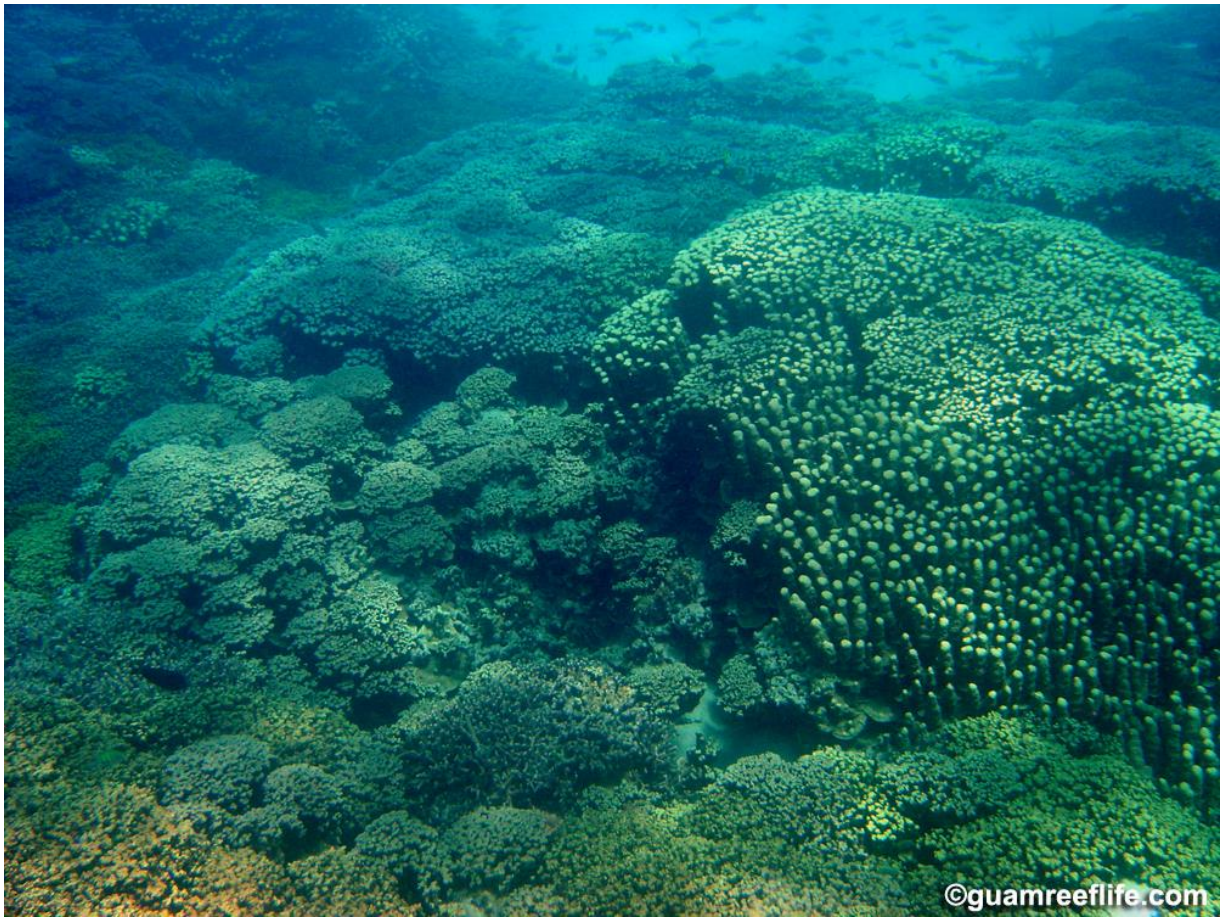
Social Marketing Campaign

Pride Campaign

Why was Piti Bomb Holes Preserve selected?



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Piti Bay is famous for its "bomb-holes"... The largest sinkhole, Piti Bomb-Hole, is... home to about 200 species of fishes and a variety of marine invertebrates. - CORIS, 2010.

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Who will benefit from the campaign?

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All local communities in Piti Village and our island of Guam

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What will people do?

Help out

Record Activities

Record negative practices

Record damage to habitat

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Call to Action:

Our Piti.
Our Pride.
Our Pledge to Protect!
Text 688-DAWR (3297)

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Where is Tepungan?

Tepungan Channel

Tepungan Bay

"Tepungan"

A place by the water

Tepungan Bay

When will the campaign begin?

Completed Rain Garden site

Completed Stream Stabilization

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"Piti Launch"

September 27, 2013

Pedro Santos Memorial Park

5-7 PM

How will the campaign be measured for success?

Governance review

Community Involvement

Management effectiveness

Fish Population *Mafuti*, can be found in sea grass

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Components

Four areas to review for marine protected area status

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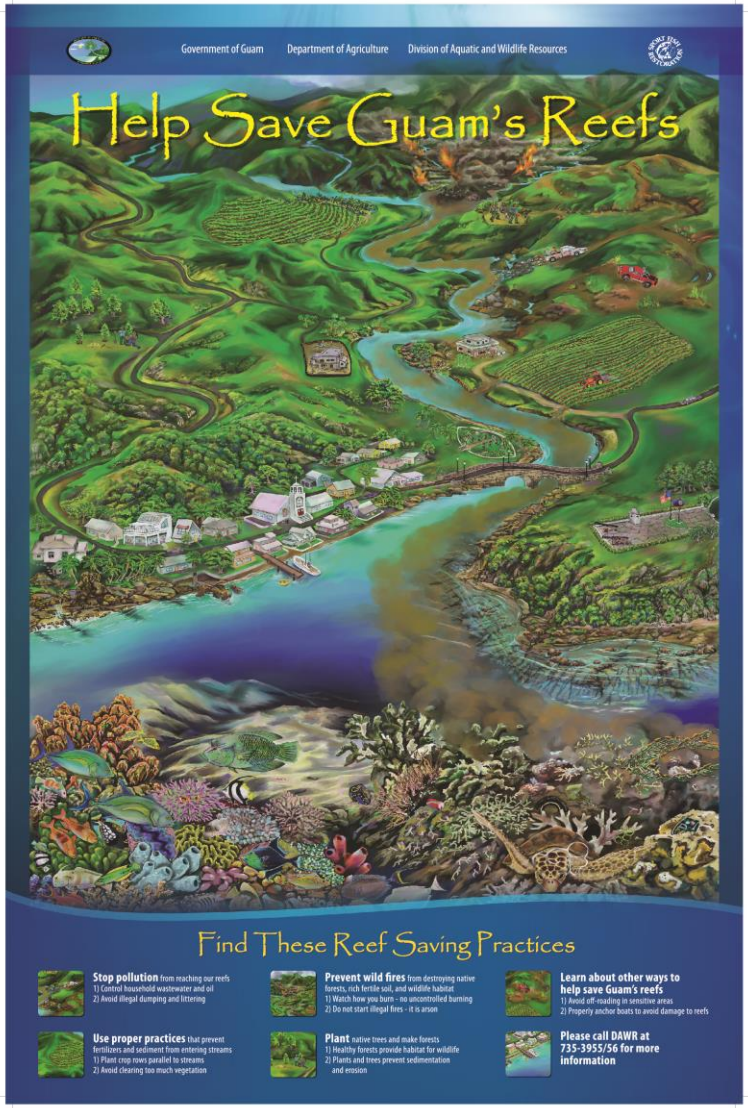
How can our campaign meet your objectives?



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Community Activities

- Events
- Presentations
- Data

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What is our Timeline?

First – Building Awareness

Second – Building Conversations

Third - Building Capacity for Behavior Change

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Points of Evaluation

- First wave
- Second wave
- Third wave

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Join Piti Pride Tepungan Wide!

Text what you see to 688-DAWR (3297)

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Contact us at 735-3982

www.dawr.guam.gov

Blog Jane Dia at www.rareplanet.org

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