



Ministry Of Climate Change Adaptation (MoCCA)

Communications Guideline



November 2022

Acronyms, Abbreviations and Initialisms

CO – Communication Officers of Departments

CSU – Corporate Services Unit of the Ministry of Climate Change Adaptation

DEPC- Department of Environmental Protection and Conservation

DG – Director General of the Ministry of Climate Change Adaptation

DoCC- Department of Climate Change

DoE- Department of Energy

MEL&C - Network for Monitoring, Evaluation, Learning and Communication

M&E – Monitoring and Evaluation

MoCCA – Ministry of Climate Change Adaptation

NDMO- National Disaster Management Office

PRO - Public Relations Officer under the CSU of MoCCA

VMGD- Vanuatu Meteorology and Geo-Hazards Department

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MoCCA Communications Guideline

1. Background

The Ministry of Climate Change Adaptation (MoCCA), through the Corporate Services Unit (CSU), provides support services to the Cabinet and five departments. These five departments are Vanuatu Meteorology and Geo-Hazards Department (VMGD), Department of Climate Change (DoCC), Department of Environmental Protection and Conservation (DEPC), National Disaster Management Office (NDMO) and the Department of Energy (DoE).

This guideline provides a series of actions that aim to streamline and promote a coordinated approach to communication internally and externally for MoCCA.

These reflect strategies outlined in the Vanuatu 2030 Communications Strategy, a national policy document that provides a Communications Strategy and Action Plan to support the implementation of the National Sustainable Development Plan (NSDP), Vanuatu 2030.

This guideline also takes into account the Right To Information Act.

Objectives

The objectives of this guideline reflect that of the MoCCA to:

- ❖ Support an enabling framework to develop and promote good governance and resource utilization through a channel of communication;
- ❖ Strengthen the Ministry's communication and information capacities to support strategic objectives;
- ❖ Enable a coordinated approach to information communication internally and externally from the Ministry to ensure delivery of strategic objectives of departments and the Ministry.

2. Internal

2.1 Channel of Communication

2.1.1 Highest Authority to Give Clearance

- a) The Director General is the highest authority of the Ministry to give clearance for release of general information or sensitive information that may affect integrity of the MoCCA Corporate Services Unit, the National Advisory Board Secretariat or the five departments.
- b) Issues that affect the integrity of the Ministry or any department should get clearance from the Director General or in the absence of the DG, the Acting DG or Officer-In-Charge, before being released to the public or media, unless it is related to weather as administered by VMGD and/or emergency situations overseen by NDMO and VMGD or Cabinet as overseen by the Minister of Climate Change.
- c) Sensitive information that may affect the MoCCA integrity are to be determined on a case-to-case basis and includes, but not limited to, emergencies relating to warnings and responses, legal matters, finance and administration of the Ministry and each department.

2.1.2 Authorisation from Directors

Directors may authorise the release of information relating to their departments to the media, other government and private and non-government agencies or the public, but must consult the Director General when dealing with sensitive information.

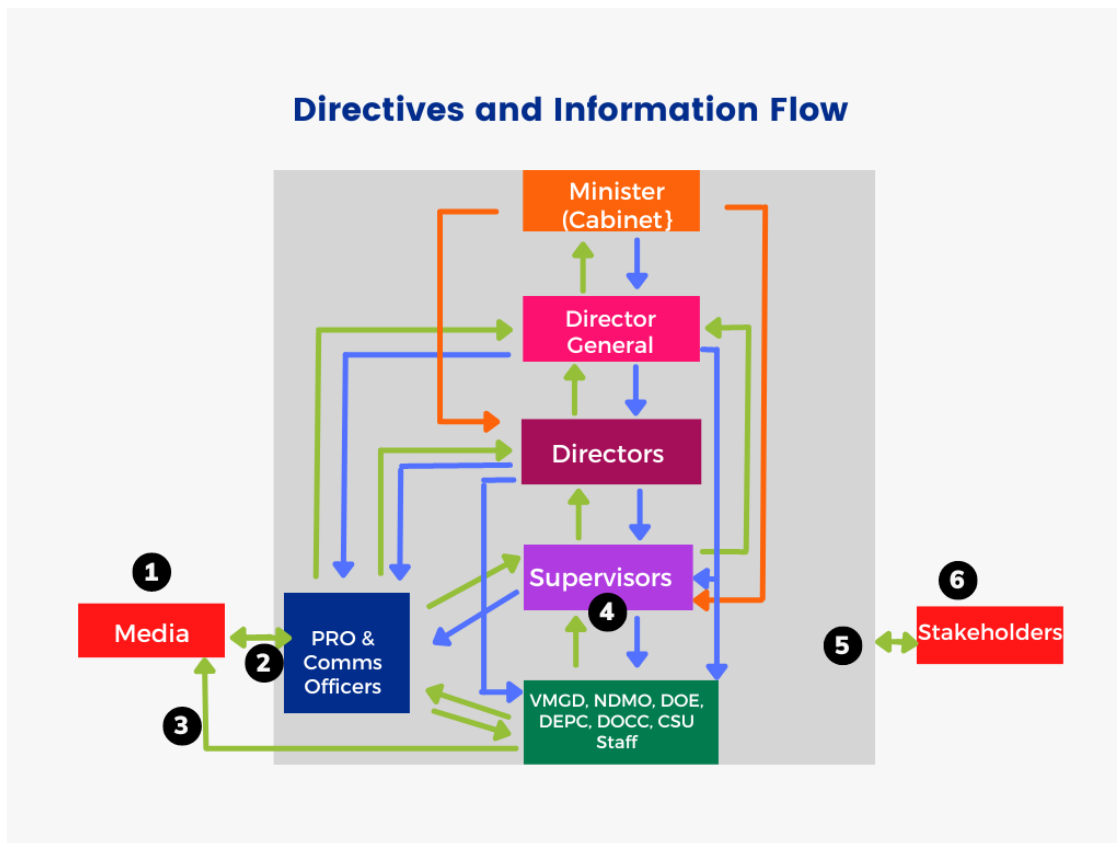
2.1.3 Authorisation from Supervisors or Managers

- a) Supervisors and/or Managers can implement any communication tasks or release any information with close consultation with their Director(s) and/or DG.
- b) Junior staff and/or staff not on supervisory roles are not entitled to implement any communication tasks or release any information to the media, other government agencies, private and non-government entities or the public.

2.1.4 Urgent Matters

Urgent matters can be raised directly by Supervisors and Directors to the Director General

2.1.5 Directives and Information Flow



DIRECTIVES & INFORMATION FLOW
Explanation

➡ Directive issuance (internal top-down communication approach).

➡ Contact from time to time. For example, between Minister and Finance Manager and Directors.

➡ Information provision upon verbal or written request.

1 Mainstream and social media

4 Supervisors are senior staff or Managers that supervise other staff.

2 Media queries/response channeled through PRO and Communication Officers.

5 (Grey colour box) Represents MOCCA and the five directorates (VMGD, DOCC, NDMO, DEPC, DOE) that interact with stakeholders.

3 Direct approach to media by VMGD and NDMO to release weather and emergency information.

6 Stakeholders of MOCCA and the five departments. This includes other Government agencies, Donor Agencies, Non-Government Organizations, Community-based Organizations as well as members of the public.

2.1.6 Instructions from Cabinet Staff to Carry Out Task

Any instruction from Cabinet staff to officers of the MoCCA to implement any task must be given in writing.

3. Information Dissemination Channels

3.1 Meetings

- a) Face-to-face meetings are encouraged within departments or units to inform all staff about any directives or other matters relevant to meet annual targets.
- b) Meetings can also take place via internet through Cloud-based Zoom video and teleconference technology.
- c) Staff should be informed in advance before a meeting takes place with a reminder one day or the morning before the event.

3.2 Presentations

- a) Power Point presentations with graphics are best to inform staff of the general situation of work processes and findings or outcomes of a project
- b) Use of pictures shows evidence and capture events' activities for reporting purposes

3.3 Newsletters

Directors, Managers, and Supervisors must ensure newsletters are produced based on set targets.

3.4 Websites

Directors, Managers and Supervisors must ensure responsible officer(s) update websites for departments and the Ministry of Climate Change from time to time with simple, proper and correct language for public to understand.

3.5 Social Media

- a) Due to the vast majority of the connected population, Directors, Managers and Supervisors must ensure that Social Media becomes one of their communication channels.
- b) Directors, Managers and Supervisors must ensure administrator(s) have access and use simple but correct language on social media pages, especially Facebook. The administrators and social media managers must consult at all times their immediate superiors (Director, Manager or Supervisor) if unsure of any content to be posted.

3.6 Email

- a) If face-to-face meeting is not possible then send emails to staff in the form of memorandum (memo) or circular.
- b) Use the "Subject" text box to get across the key message you want to send to recipient(s). (See Annex 4)
- c) But if emails are down or not working, then both face to face and written directives (hard copies) are encouraged to pass messages to staff

3.7 Contacts List

- a) Each department should/must maintain and continually update a contact list for its staff that can be used as a go-to contact point in times of emergency.

- b) Communications Officers and PRO should/must maintain a contact list for national, regional and international media.
- c) Each department must update and maintain its stakeholders' contact list for dissemination of information purposes

3.8 Archiving of documents

All outgoing and incoming communications documents that have the Ministry's letterhead should have a copy archived via hard or electronic copies under the Corporate Service Unit of the Ministry. Departments should also do the same with documents that have Departments' letterheads.

3.9 Quarterly Report / Mid-year Report / Annual Report for M&E purposes

These reports must be submitted to Supervisors on time for quarterly report, at the end of each quarter, mid-year report in the middle of the year and annual report at the end of the year in fourth quarter.

These should cover output areas for monitoring and evaluation in not only communication, but also other divisions under each department.

4. Activities and Outputs

ACTIVITY	DELIVERY METHOD(S)	FREQUENCY	AUDIENCE	OFFICER(S) RESPONSIBLE	OUTPUT
Media Release / Contact	<ul style="list-style-type: none"> Email Social Media Hard / Soft copy Face to face 	From time to time when information available to produce content	<ul style="list-style-type: none"> Media Stakeholders 	PRO & Comms Officers	Content used by news media or published on online platform
Community Outreach / Awareness	<ul style="list-style-type: none"> Face to face Media 	At least once a year	<ul style="list-style-type: none"> Communities Schools Stakeholders 	Outreach team	Report produced by outreach team
Website update	Website / portal creation and access	From time to time when content is available	Public, students, researchers, stakeholders	Site admins with PRO and Communications team	Website or portal kept up to date
Social media platforms update	Facebook and other social media	Regularly	Social media users	Facebook or social media admins	Page updated with growing followers and their reactions
Climate and weather report in media	<ul style="list-style-type: none"> Telephone / email Social media Radio and TV Live interview Written report 	From time to time	<ul style="list-style-type: none"> Maritime / Aviation Education Agriculture Business 	VMGD Forecasters	Weather reports are issued early and in timely manner
Newsletter	<ul style="list-style-type: none"> Website Email 	Monthly / or based on schedule	<ul style="list-style-type: none"> Stakeholders Gov't Departments and ministries 	PRO and Communication Officers	Newsletters produced in electronic and hard copy forms
Warnings / Alerts	Media, social media, email, telephone, face to face	Regularly	Maritime and Aviation, Education, Tourism, public, businesses	VMGD early warning centre and NDMO emergency responders	Timely issuance of warnings / alerts
Quarterly Report	Email, hard copy	Each quarter	Supervisors	All staff	Report produced
Mid-year Report	Email, hard copy	Mid-year	Supervisors	All staff	Report produced

5. External

5.1 Stakeholder Relations

Stakeholders in this case include International, Regional and National institutions, Development Partners, Donors, International and Local Non-Government Organisations, Vulnerable groups, Government ministries and departments, as well as other members of the civil society.

5.1.1 Updated information

Update regularly websites and social media platforms, newsletters and brochures or other handouts to keep stakeholders and public informed about latest developments. Social media in particular provide a two-way interaction, which is good, in terms of gauging feedbacks

5.1.2 Tools for Dissemination of information

- a) All Information, Education and Communication (IEC) materials such as brochures, pull-up, street and venue banners, booklets, videos, posters, media- radio and TV talk back shows, community outreaches and awareness
- b) Dissemination and distribution of information through stakeholders' partnership and networks
- c) Sharing of information and knowledge through workshops and trainings

5.1.3 Inclusion

Any MOCCA event should involve relevant stakeholders by way of activities that are relevant to their undertakings to meet targets and national development goals and priorities

5.1.4 Simple language in presentations, speeches and other communication materials

- a) Engagements at public outreaches/awareness should use languages/terms that are easily understood by the targeted audience and educational materials should contain simple language and good diagrams or infographics that enforce set targets to meet the National Sustainable Development Plan goals.
- b) When giving speeches in public spaces, ensure that the language used is relevant to the audience. Don't use difficult words with ni-Vanuatu. Whenever technical terms are used, simplify these technical terms further with an explanation
- c) Language used must be factually correct and consistent at all times
- d) The PRO and Communications Officers may assist in the writing of speeches
- e) Parts of written speeches can be altered by the presenter, as long as it does not change the meaning or context of the information.
- f) Make use of the official languages, English, French and Bislama

5.1.5 Documentation

Either a Communication Officer (CO) or the Public Relations Officer (PRO) should be present at any Ministry's events – outreaches, launchings, open days, workshops and meetings for documentation purposes, where high resolution photos and reports can be used later in quarterly/mid-year/annual reports or media releases for dissemination to media. If the CO and PRO are not present then a staff can be chosen to do the task as set out in the Annex 3.

5.1.6 Project report details

Any reports on projects should always include the project site, total amount of funds involved, when the project was implemented, what the project produced and the name of donor and most importantly, what partners/stakeholders involved, the Department involved and the name of the Ministry of Climate Change Adaptation

5.1.7 Acknowledgment

Always acknowledge stakeholders/partners that support a particular programme or project during public presentations

5.1.8 Information sharing

- a) Sharing of information and resources among MoCCA departments for outreaches is encouraged
- b) Relevant warnings, alerts and important information from the Ministry/departments must be released to the public in a timely manner
- c) Any enquiries by stakeholders should receive an immediate response.

5.1.9 Make Use of Local Networks

- a) Make use of church or community-based organizations as well as Area Councils or Provincial Authorities' existing networks to disseminate relevant information or IEC materials
- b) Make sure to contact the Provincial Government, Area Secretaries and chiefs to seek permission and approval for your going to their communities. Use them to arrange logistics on the ground before you leave Port Vila
- c) Make sure to also use other community networks around their communities before any outreach/awareness events to the community to ensure people attend the event you are organizing.

5.1.10 Respect for communities

- a) Treat communities with respect when you enter their areas to do awareness, assessments, monitoring or evaluations
- b) Better explain the purpose of your trip and why their community is chosen to conduct this activity for their information, this is to gain their support

5.2 Media Relations

Good relations must be maintained at all times with the media.

5.2.1 Public engagement through media

- a) Radio air time, TV spots and newspaper columns to promote programmes are encouraged for each department.
- b) These include press conferences, media releases, radio programs and talkback shows to promote activities of each department, with assistance of PRO
- c) Press conferences, media releases and talkback shows that address sensitive issues that may affect integrity of the Ministry should get clearance from the DG

5.2.2 Media Focal Person

- a) The PRO under the Corporate Service Unit (CSU), working in collaboration with Communication and Information Officers and the Network for Monitoring, Evaluation, Learning and Communication (MEL&C) of the Ministry of Climate Change Adaptation, is the focal point of contact with the media on issues relating to the Ministry. If the PRO is absent then an officer nominated by the DG.
- b) Any media-related issues should be filtered through the Communications Network of the Ministry.
- c) The PRO as the focal person, can assist departments to draft media releases
- d) The PRO can assist departments to organise and facilitate media conferences on any issues requiring clarification or to obtain factual information from the Ministry
- e) In times of a disaster/emergency event, the PRO and the Communication Network of MOCCA are focal point to the media for the department responsible upon DG's and Directors' approval

5.2.3 Keeping DG informed

The PRO, after being notified either through the Network or contacted directly by the media, may consult appropriate officers before referring the media personnel to the expert/relevant staff or Director of any of the five departments under the Ministry, that will give the proper information being enquired about. The PRO must notify, verbally or/and in writing, the Director General (DG), or in the DG's absence the Acting DG, Officer-In-Charge or the CSU Executive Officer, on each occasion of contact.

5.2.4 Exceptions in Media Interaction

There are exceptions when it comes to daily direct reporting in media on weather by forecasters and experts or directors under the Vanuatu Meteorology and Geo-Hazards Unit and issues relating to natural disasters, hazards and emergency situations by National Disaster Management Office. In the case of an emergency situation, the Director General or if the DG is absent, the Acting DG or the CSU Executive Officer, should be informed immediately either verbally, or via email and social media message about the situation.

5.2.5 Redirecting media

- a) In cases were deemed sensitive whereby a Communication Officer of each department is directly contacted by the media personnel, the officer should ask the media personnel if they have already contacted the PRO.
- b) If they have not, the media personnel should be informed by the CO to contact the PRO at the CSU in the future, but the CO can direct the media personnel to the PRO or continue to engage with that officer without releasing information and inform the PRO later verbally or electronically via email or social media, about the interaction and the name of the media personnel and outlet

5.2.6 Media Release Approval

- a) Media Releases with the Ministry's letterhead (written statements) must get the approval of the Director General or if the DG is not available immediately, the Acting DG, Officer-In-Charge or the Executive Officer or if all are not available then the PRO, after consultation with relevant officers. These media releases do not include warnings or information during emergencies or daily forecasts and weather reports issued by NDMO and VMGD for end users. (Ministry Letterhead at Annex 2)

- b) The media release should mention the role and function of the MoCCA's mandate role and functions as a government ministry or department
- c) The media release should have a contact at the bottom in case the media wants immediate clarification before deadline. e.g. "For more information, contact the Ministry of Climate Change Adaptation on 22068." (Media Release Sample, Annex 1).
- d) Always include photographs when sending a statement to the media. Photos should be labelled clearly with captions, so that end users may not mix up captions if there are more than one photos. Indicate to the person you are contacting that a photograph is attached.
- e) The Communication Officers, with assistance at times from PRO, can assist Department Directors or Managers to produce and disseminate media releases that have each department's letterhead, with approval from the Director. (Template at Annex 1)

5.2.7 Mention Ministry or Department

Always mention or have information to indicate that the information is coming from the Ministry of Climate Change Adaptation or from a Department or a Project under the Ministry of Climate Change Adaptation

6. Right To Information Applications

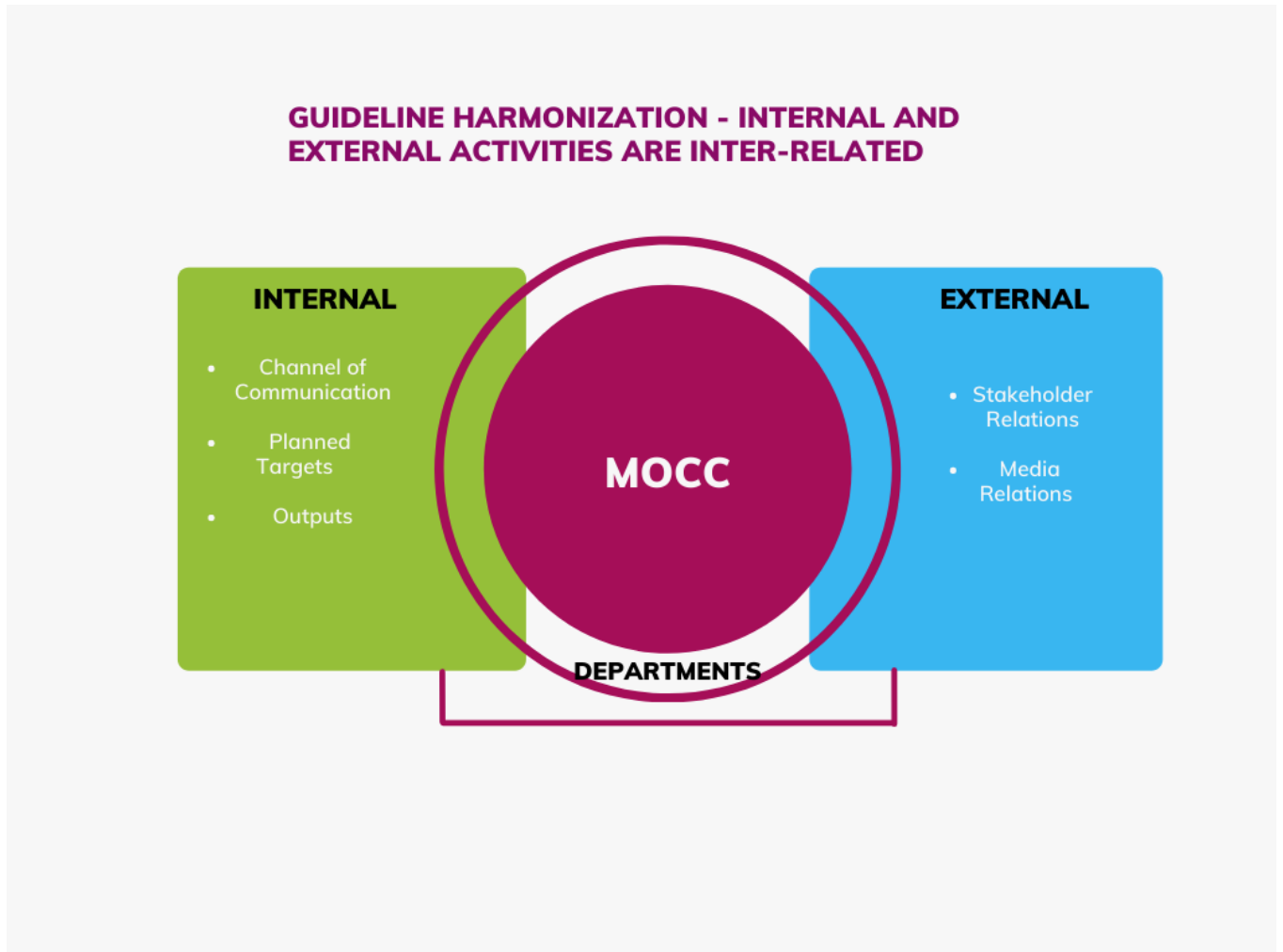
Any application under the Right to Information Act can be done through the Right To Information Officer. (See Annex 5)

7. Tips On Interacting With Media

Tips on dealing with media:

1. Prepare before an interview
2. Provide printed written materials to the interviewer to back your interview, if available
3. Never give false information
4. If an incorrect information has been issued; correct or update it immediately
5. Speak clearly and repeat important points when speaking on radio or TV
6. Take materials with you to assist in live interviews, but don't read too much from it
7. Give correct spellings of names for newspapers or online usage
8. When speaking "off the record", say so before saying what you want to say then indicate when you are back "on record". Off the record means you don't want what you say to be made public in media. This applies to newspaper and pre-recorded interviews but it does NOT work with live interviews.
9. If unsure of the information you are asked, get their phone number and say you will call back later
10. If still unsure, consult with the PRO

8. Working Together to Achieve Objectives



9. Review

9.1 This guideline must be reviewed once a year

9.2 Such review can be raised by any staff via the PRO before consultation with the rest of the staff takes place

9.3 After consultation, the PRO or an officer endorsed by the DG can insert the proposed changes before the review is endorsed by the Executive of the Ministry.

References

1. Vanuatu 2030 - Communications & Engagement Strategy & Action Plan
2. Right To Information Act.
3. MoCCA Corporate Plan 2019-2021
4. MoCCA Annual Report 2019
5. National Disaster Management Office Strategic Plan (2016-2020)
6. Vanuatu Communication Plan – Pacific Adaptation to Climate Change
7. Communication Strategy for Vanuatu Reducing Emissions from Deforestations and forests Degradation (REDD+) Programme
8. DoCC Strategic Plan (2021-2023)

Annex 1. Media Release Template

GOVERNMENT OF THE
REPUBLIC OF VANUATU MINISTRY
OF CLIMATE CHANGE
ADAPTATION, METEOROLOGY,
GEO-HAZARDS, ENVIRONMENT &
ENERGY & NDMO
PMB 9074, PORT VILA
VANUATU



GOUVERNEMENT DE LA
RÉPUBLIQUE DE VANUATU
MINISTÈRE DE L'ADAPTATION AU
CHANGEMENT CLIMATIQUE, LA
MÉTÉOROLOGIE, LES RISQUES
GÉOLOGIQUES, ENVIRONNEMENT &
ENERGIE & NDMO
SPR 9074, PORT-VILA, VANUATU

TEL : (678) 22068

Website: www.mocca.gov.vu

Date (e.g - November 18, 2022)

Media Release - (Upper Case, bold, underlined)

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Article Text here (Font - Arial – Size 11 or 12 and normal, no bold)

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Photo 2: Paste copy here and also attach photo in email when sending out

Photo 1: Caption

Photo 2: Caption

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For More Information, Contact the Ministry of Climate Change Adaptation on 22068 or visit www.mocca.gov.vu

Annex 2. Ministry of Climate Change Adaptation Letterhead

GOVERNMENT OF THE
REPUBLIC OF VANUATU
MINISTRY OF CLIMATE CHANGE
ADAPTATION, METEOROLOGY,
GEO-HAZARDS, ENVIRONMENT &
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CHANGEMENT CLIMATIQUE, LA
MÉTÉOROLOGIE, LES RISQUES
GÉOLOGIQUES, ENVIRONNEMENT &
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SPR 9074, PORT-VILA, VANUATU

Tel: (678) 22068

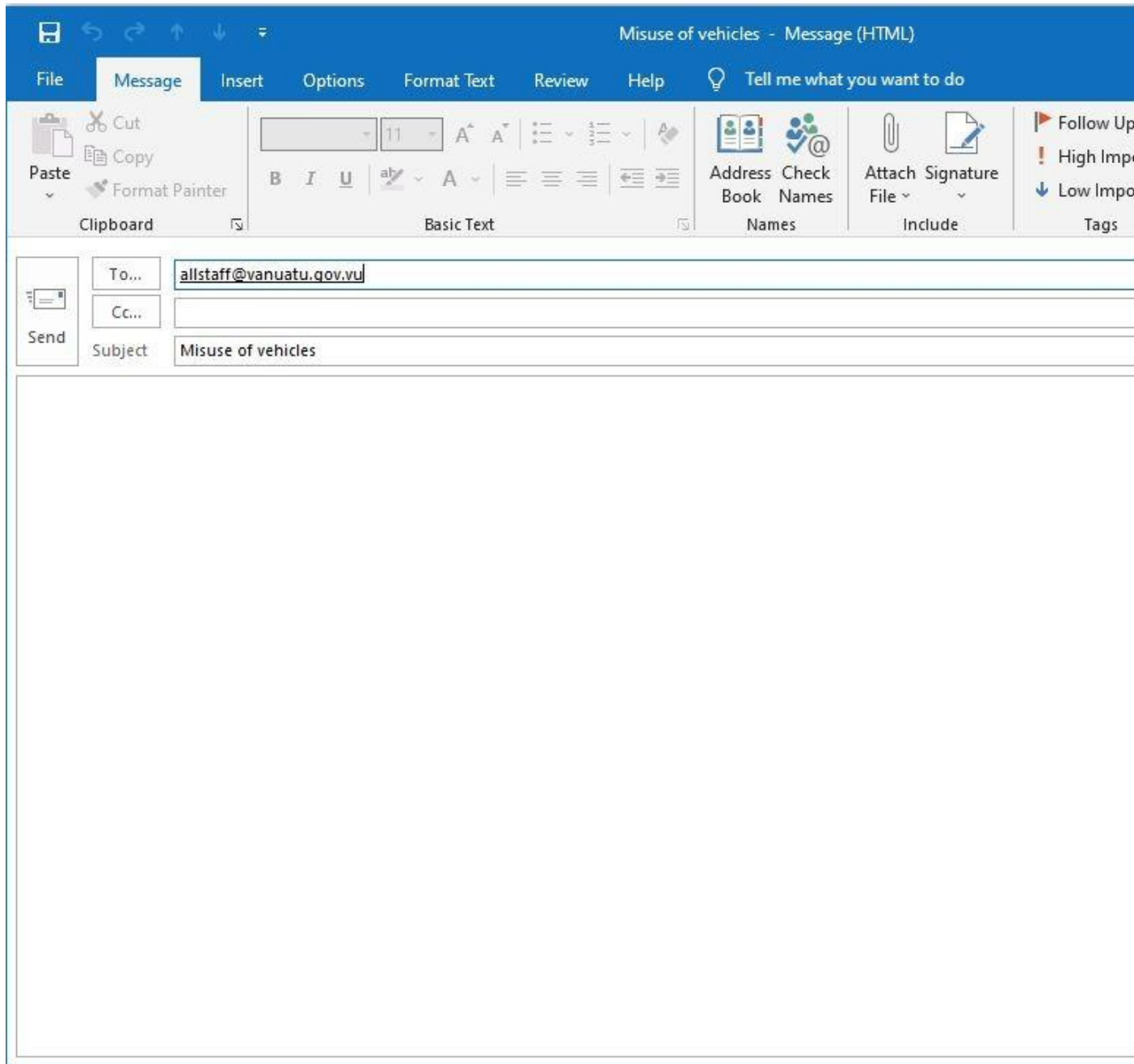
Website: www.mocca.gov.vu

Annex 3. Information gathering template (When PRO or Comms officer are absent)

Documentation of an event

TOOLS NEEDED	ACTION/TASK	CONTENT USE
Camera .	Take photographs at different angles or videos of event taking place, making use of tripod	Download images and videos to a computer for safe-keeping
Recorder	Record speeches or presentations or do one-on-one interviews	Download recordings to a computer for safe-keeping
Mobile phone photos/video	Take photos and videos preferably at 1080 pixels by 30 frames per second for videos	Download images and videos
Pen and notebook	Take notes in case recorder fails	Keep notes with recordings
Personal computer or laptop	To store images and recordings	Label files clearly
Content captured	Use computer or laptop to compile.	Prepare final copy for dissemination

Annex 4. Email example for subject



Annex 5. Right To Information



REPUBLIC OF VANUATU

RIGHT TO INFORMATION ACT NO. 13 OF 2016

Division 3 – Right to Information Officers

10 Appointment of Right to Information Officer for each Government agency

The Public Service Commission must, within 6 months of being specified by an Order of the Minister under paragraphs 2(4)(a) and (b), appoint a person in writing to be a Right to Information Officer for each Government agency.

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13 Application for access to information

- (1) A person who wishes to obtain information from a Government agency, relevant private entity or private entity is to apply to the relevant Right to Information Officer for access to information held by that Government agency, relevant private entity or private entity.
- (2) An application made under subsection (1) may be made in writing, orally or through any electronic means, in any official language, and to the relevant Government agency, relevant private entity or private entity, specifying the information required.