



PACIFIC YEAR OF THE DUGONG 2011

CAMPAIGN PLAN



Developed by the Secretariat of the Pacific Regional Environment Programme (SPREP) in collaboration with CMS Abu Dhabi Office and the Pacific Year of the Dugong 2011 Campaign Coordinating Committee



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1. BACKGROUND

1.1 Regional Dugong Action Plan

The SPREP Regional Marine Species Programme 2008-2012 focuses on three groups of marine animals of conservation concern, namely: Dugongs, Marine Turtles and Cetaceans (Whales and Dolphins). Each group has a 5-year regional action plan. The current regional action plans are for the period 2008-2012 and were developed by members and partners and endorsed by SPREP member countries and territories during its annual meeting in 2007.

The SPREP Dugong Action Plan 2008-2012 centers on following nine themes with corresponding objectives:

Theme	Objective
• Education and Awareness	- Raise awareness about the importance of dugongs and their habitats
• Habitat Protection	- Enhance protection of dugong foraging and breeding habitats
• Management	- Improve protection mechanisms for dugongs and their habitats
• Traditional Knowledge, Customary Marine Tenure and Traditional Resource Management	- Recognize the value of preserving and protecting the integrity of traditional knowledge, traditional resource management, and customary marine tenure, and incorporate these into management practices.
• Capacity Building	- Build in-country capacity to enhance dugong management
• Threats — Key Dugong Conservation Issues	- Reduce direct and indirect causes of dugong injury and mortality.
• Research and Monitoring — • Information and Databases	- Improve the current understanding of dugong population status through research and monitoring
• National, Regional, and International Collaboration	- Enhance national, regional and international cooperation
• Human and Financial Resources	- Ensure ongoing and efficient facilitation of implementation, - management and coordination of the Dugong Action Plan

Under the Theme of Education and Awareness, one of the actions recommended is to “declare 2010 as the Pacific Year of the Dugong and support the planning, development and implementation of in-country and regional range state conservation campaigns”. However due to problems with funding and other commitment in 2010, e.g. Year of Biodiversity, it was not possible to celebrate this in 2010. The year 2011 presents a better opportunity for the dugong campaign in terms of resources:

- with funding assistance from UNEP/CMS, SPREP has engaged a consultant to develop a proposal for dugong work in the region including celebrating the Pacific year of the dugong;
- SPREP has also improved collaboration with partners, in particular UNEP/CMS that has a dugong MoU covering the whole dugong range.

The campaign is considered necessary due to several factors:

- Dugongs is one of the three groups of marine animals which the SPREP regional marine species programme focuses on;
- Dugongs are considered vulnerable to extinction on a global scale and all dugong populations are listed on Appendix 1 of CITES. Palau’s dugong population is considered to be the most isolated in the world and unlikely to be supplemented by recruitment from any other area. It is generally believed that throughout much of its range, the dugong is represented by relict populations separated by large areas where its numbers have been greatly reduced or already extirpated.
- Not much information is available on dugong populations in the SPREP region and much work is needed to improve information, awareness and ultimately improve management and protection of dugong populations in the region.

The proposal to declare 2011 as the Pacific Year of the Dugong received strong support and was endorsed by SPREP member countries and territories at the recent 21st SPREP meeting, Madang, Papua New Guinea, 6th-10th September 2010.

1.2 Regional context

The Pacific Islands region that is served by SPREP is home to a diverse range of large marine animals including dugongs, turtles, and cetaceans. It supports the world's largest remaining populations of dugongs. Six of the SPREP members are dugong range states (Australia, New Caledonia, Palau, Papua New Guinea, Solomon Islands and Vanuatu).

Dugongs play a significant ecological role in the functioning of coastal habitats. It is the only member of the family Dugongidae, the only strictly marine herbivorous mammal. They are sea grass specialists and their selection for the sea grass species that are highly digestible (*Halophila*) and have high nutrients (*Halodule*) for food means that they maximize the intake of nutrients rather than bulk (Aragones, 1996). The Dugongidae shares the Order Sirenia with just three species of manatee. Hence, the dugong's genes are more unique than those of most species, which, more typically, have genera and Family-level relatives.

Dugongs are also of high cultural value in many parts of their range, a valued source of food, medicine and artefacts and a flagship species for coastal peoples. In some societies in the Pacific, the dugong is considered to be an important totem (because of its large size and strength), and features prominently in stories and legends. The activities associated with hunting dugongs and the preparation of the meat also have great significance and are an expression of long cultural traditions. Specific parts of the dugong are used in customary events (e.g. weddings, funerals and traditional feasts) as well as for making traditional items, including drums, spoons, scrapers, hooks, laces and necklaces. Although dugong meat is a traditional and sometimes highly prized meat in some societies, some cultures place traditional taboos against killing them.

The continuing health of dugong populations is essential to maintaining a healthy Pacific Ocean. While subsistence hunting of dugongs may have been sustainable in the past, the combination of increasing human populations and the introduction of new harvesting technologies (e.g. outboard motors and gill nets) and the impacts of development have severely impacted several species including dugongs. In recent years, there has been a growing awareness of the increasingly threatened status of many of these iconic species and of the need for a concerted and coordinated approach among Pacific Island nations to seize and reverse declining population trends.

The concern on the status of marine mammals in the region started a marine mammal conservation programme at SPREP. The marine mammal programme initially had a combined cetacean and dugong strategy. However, starting in 2003, separate 5-year regional action plans were developed for cetaceans and dugongs. The first specific SPREP regional Dugong Action 2003-2007 was reviewed in 2006 and a revised 5-year action plan, for 2008-2012, was finalized and endorsed by the SPREP meeting in 2007. While limited work has been done, due mainly to funding constraints and national priorities, a Pacific Islands dugong network has been established and several activities initiated through funding assistance from the UNEP/CMS Abu Dhabi Office of the Secretariat of the Convention on the Conservation of Migratory Species of Wild Animals (CMS). These activities include a questionnaire-based survey to document occurrence of dugongs and interaction with fisheries as well the preparation of a funding proposal to implement the regional dugong action plan 2008-2012.

By October, 2010, all SPREP members that are dugong range states have signed onto the UNEP/CMS Memorandum of Understanding on the Conservation and Management of Dugongs and their Habitats throughout their Range.

1.3 Dugong Conservation Issues

The dugong is one of a suite of large, long-lived marine vertebrates, including turtles and inshore cetaceans, which are under pressure from human activities (Preen, 1998). The 2008 IUCN Red List classifies dugong as vulnerable to extinction on a global scale, and it is therefore considered to be facing a high risk of extinction in the wild. All dugong populations are also listed on Appendix 1 of CITES, which prohibits commercial international trade of the species. Dugongs are additionally listed on Appendix II of the Convention on the Conservation of Migratory Species of Wild Animals

(CMS), which means they are considered to have an unfavourable conservation status and require international agreements for their conservation and management.

In the Pacific Islands region the status of dugong populations is generally unknown (with the exception of the Torres Strait) but of concern, particularly in Palau where the population is likely to be facing extinction. Analyzing by region using IUCN parameters, Marsh (2010) estimated that the dugong population in Palau can be classified as critically endangered while dugong populations in other Pacific Islands are in the data deficient category.

Threats to dugongs have been broadly categorized into two areas: those that cause direct mortality to dugongs, and those that result in loss or degradation to their habitat.

- Threats that cause direct dugong mortality include:
 - Harvesting for food, medicine and artifacts: Given the low numbers or unknown status of dugong populations in some areas, this is perhaps the greatest threat in the Pacific Islands region. For most countries, it is unknown whether the level of harvest is sustainable, and there is concern over the use of modern equipment to hunt them.
 - Incidental by-catch, destructive fishing methods and vessel strikes: The incidental drowning of dugongs caught in fisheries gear, such as gill-nets, is considered to have contributed to the decline of dugongs in some areas of the Pacific range states. The increase in vessel traffic also increases the likelihood of dugongs being killed by vessel strikes.
- Threats to dugong habitat include:
 - Coastal development including human settlement: These activities increase sedimentation and turbidity in coastal waters where sea-grasses are found. Sedimentation and turbidity not only smother sea-grasses, but also reduce the amount of light reaching them, resulting in the degradation of sea-grasses and a reduction in their density and productivity.
 - Agricultural pollution: Herbicide runoff from agricultural activities also presents a potential risk to sea-grass habitats.
 - Nutrient runoff from land: This causes nutrient enrichment, which leads to increases in epiphytic growth in the water column, which in turn results in reduced light levels for sea-grasses. Nutrient enrichment may also change the community structure of sea-grass habitats.

Overarching problems and challenges surrounding conservation efforts in the Pacific Islands region as listed in the SPREP regional Marine Species Programme Action Plans 2008-2012 include:

- Lack of data and information, including basic population parameters and long-term data sets;
- Absence and lack of ongoing and long-term research, survey and monitoring programmes;
- Limited public awareness and education programmes;
- Limited in-country skills / capacity to provide leadership in marine species conservation management;
- Limited national management mechanisms to protect marine animals and their habitats;
- Lack of resources, including accessing sustained funding; and
- Limited information exchange, linkages and collaboration.

During the UNEP/CMS-SPREP Dugong Workshop for the Pacific Islands Dugong Range States, Brisbane, Australia, 11-12 April, 2010, the following priority actions were identified for dugong work in the region:

- Reduce dugong mortality due to human activities;
- Improve understanding on dugong population and habitats, dugong research, data collection and analysis through research and monitoring;
- Produce dugong habitat mapping to protect, conserve and manage habitats for dugong, and
- Promote capacity building to enhance national, regional and international cooperation on capacity building.

2. PACIFIC YEAR OF THE DUGONG 2011 CAMPAIGN PLAN

2.1 Goal

The campaign goal is the regional Dugong Action Plan 2008-2012 goal:

“To maintain and improve the status of dugong populations and their habitats, in keeping with the traditions of the people of the Pacific Islands dugong range states”.

2.2 Campaign Goals

It is envisaged that the following goals will be achieved or significantly advanced towards achievement, at the completion of the campaign period:

- Informed communities, Government and the public of the value and importance of sea-grass ecosystems on which dugongs and other marine animals depend;
- Communities, Government and the public are aware of the threats facing dugong populations, sea-grass ecosystems;
- Government and partners committed to improve our knowledge on existing dugong populations and their habitats in each Range State through adequately funded research;
- National legislation and policies for dugong protection reviewed for effectiveness, and where absent and necessary, initiated or developed;
- All SPREP members that are dugong range states are actively implementing the regional dugong action plan and participating in the UNEP/CMS Dugong MoU;
- Each SPREP member that is a dugong range state has in place a national dugong action/recovery plan.

2.3 Objectives

The main objectives of the 2011 PYoD campaign are based on broad areas to improve awareness, information and conservation of dugongs on the community and national levels and the creation of long-term partnership in support of conservation effort in the region. The campaign goals will be achieved through the following key objectives:

- Promote awareness and conservation of dugongs at site-level targeting key stewards and the fishing industry;
- Reduce dugong mortality from human activities;
- Improve status information and promote sustainable management of dugong populations and protection of their habitats at the national level through effective and practical national legislation and policies;
- Advance partnerships and secure resources for long-term support for dugong conservation in the region.

2.4 Campaign Emphasis

The 2011 PYoD campaign centres around the themes: (i) improving awareness concerning dugongs, (ii) improving our knowledge on dugongs (iii) improving the protection of dugongs and their habitats and (iv) fostering partnerships for dugong and their habitat conservation.

Campaign Slogan: Dugongs - Respect and Protect

Campaign Logo: The campaign logo and slogan highlight the dugong as a unique part of the Pacific natural and cultural heritage which deserves to be respected and protected by Pacific islanders. While the main target audiences are the Pacific dugong range states, the depiction in the

logo of dugong habitats, (i.e. sea-grasses, will serve to raise interest of non-dugong range states and encourage their participation in sea-grass ecosystem management and protection.

Overall Key messages: The campaign will aim to communicate the following key messages which will target different audiences:

- Dugongs: the **only living** member of the family Dugongidae;
- Dugongs are a unique part of our Pacific Islands heritage;
- Sea-grass habitats are vital to dugongs and other marine life;
- Maintenance of sea-grass habitats needs the support of communities, Government and developers;
- Better land management will help protect sea-grass habitats;
- Government action for dugong conservation is essential - Laws, Policies, Enforcement and Research;
- Human activities (gillnetting, boating and excessive hunting) are the main direct threats to dugongs;
- Effective dugong management: conserve the quality of critical habitats and minimize mortality;
- Actions that are effective for dugong conservation also benefit other marine wildlife.

2.5 Target audience

The target audiences for the campaign are directly linked to the campaign objectives/goals as reflected in the key messages and actions for effective implementation, and identified as follows:

- Government leaders/politicians;
- Legislators and policy makers;
- Community leaders/decision-makers;
- Community/subsistence fishers;
- Commercial fishers/gillnet users and marine tour operators;
- Schools (teachers and students);
- Media (print/radio/TV journalists, photographers, editors, broadcast companies).

2.5.1 Government leaders

Government is a vital partner of this campaign as she is responsible to lead programmes on all aspects including research to improve information, management to ensure sustainability of resources and maintaining the integrity of the environment to sustain life and livelihood, and generating awareness amongst all sectors. In addition, to have a lasting value, inclusion of dugong and dugong conservation issues in school curriculum is necessary.

2.5.2 Legislators and policy makers

An integral part of the effort for the sustainable management of the utilization of dugongs as well as activities that impact on both dugongs and sea-grasses is having effective and practical national legislation and policies. Thus, legislators and policy makers are also an important target audience for the campaign.

2.5.3 Community leaders/decision-makers

Dugongs feed in shallow waters often within areas that fall under traditional ownership or fishing grounds. In addition, community traditional ceremonies/feasts targeting the taking of dugongs exist in some communities in the Pacific. Thus, communities, in particular community leaders and decision makers play an important role in the effort to conserve dugongs.

2.5.4 Community subsistence fishers

Current information confirms that dugong feeding/foraging areas often overlap with community fishing grounds. Thus this sector is important in the conservation effort especially in the use of fishing gear, e.g. gillnets, that impact of dugongs.

2.5.5 Commercial fishers and marine tour operators

The commercial fisheries sector, particularly fishermen that use gillnets, is an important player in the effort to conserve dugongs in the Pacific Islands region. Dugong mortalities from by-catches in gillnets, boat strikes and pollution from commercial operations are significant.

2.5.6 Schools (teachers and students)

Teachers and students are effective communicators of conservation efforts.

2.5.7 Media (print/radio/TV journalists, photographers, editors, broadcast companies)

For any campaign, the media plays a vital role in creating awareness and delivering messages etc.

2.6 Campaign Period and Launches and Regional Dugong Action Plan

The regional campaign launch will be on 1 March 2011 and the campaign will run until the end of December 2011. It was originally planned that the regional Campaign Launch be held in Palau because of the unique situation of the dugong population there and the extent of existing threats to that dugong population. However, due to high costs involved, the regional campaign launch is now planned to be in Papua New Guinea or New Caledonia. It is envisaged that two representatives from each SPREP dugong range state will participate at the regional launch to be followed immediately by a meeting to update the implementation of the regional dugong action plan 2008-2012 as well as progressing effort towards the review of the regional dugong action plan for the next five years.

Apart from the regional campaign launch, it is also envisaged that national campaign launches will be undertaken in the other SPREP range states, after the regional launch. It is fortunate that all SPREP members that are dugong range states are on the same side of the international dateline. Thus national campaign launches can be on the same date.

2.7 Key partners

Key partners are expected to play a major role in the implementation of the campaign either through their normal programme activities or additional new initiatives. Given that all SPREP members that are dugong range states have signed onto the UNEP/CMS Dugong MoU, UNEP/CMS will be a major partner. The other targeted partners are those that have existing programmes involving dugongs in the Pacific region or those of relevance to the region. These include national governments and administrations, local communities, the fishing industry, fisheries and tourism authorities, donors and NGOs, institutes and organizations, some of which are listed in Annex 1.

2.8 Linkage to CMS Dugong MoU

The PYoD campaign will be linked to all relevant activities organized under the UNEP/CMS Memorandum of Understanding on the Conservation and Management of Dugongs and their Habitats through-out their Range. All activities undertaken during the campaign will be part of the Pacific Islands implementation of the UNEP/CMS Dugong MoU.

2.9 Funding

It is envisaged that the campaign activities can be built into existing programmes of collaborating partners, particularly those activities that are of relevance. SPREP will play the role of facilitation of information exchange/dissemination, coordination, and securing some resources for specific campaign activities, particularly in the areas of awareness, capacity building, regional launch, meeting to update implementation and review the regional dugong action plan and possibly a coordinator. SPREP, in collaboration with the UNEP/CMS Abu Dhabi Office, is developing a proposal to seek funding for the campaign as well as for assisting SPREP range states implement the regional dugong action plan.

The campaign will badge activities as well as existing relevant material produced by partners to be included as campaign material, to be packaged and disseminated together with new material.

SPREP and partners will endeavor to seek funding before and during the campaign period for the implementation of specific campaign activities during and beyond the campaign period. It is also envisaged that the Campaign Framework (Section 2.15) will provide guidance for partners on priority activities in efforts to seek funding for activities in a concerted manner.

2.10 Human Resource Development

Improving the capacity of Pacific Island countries and territories in communications and environmental education is critical to improving the ability to actively promote sustainable use of their marine resources and the protection of dugongs. As such, SPREP plans to involve the current coordinator of the Year of Biodiversity (YoB) as the Pacific Year of the Dugong (PYoD) intern/coordinator and seek additional funding to extend his contract to January 2012 for the dugong campaign. However, if the CMS Pacific position at SPREP will be on board by the campaign period, he/she will be given the responsibility as the Campaign Coordinator. If the current YoB coordinator will become the PYoD coordinator, then he will be trained and also assist in the regional facilitation of the campaign. The area of training envisaged includes campaign framework development (nationally and regionally), preparation and distribution of campaign material, coordination and organization of events and activities, liaison with countries and key partners within the Pacific and within the international context. Additional training may be provided if appropriate. Working with communication and environment professionals will help build confidence and experience in a regional setting, and add to the cadre of specialists in the region. It is envisaged that the intern, a Pacific Islander, would be recruited for a period of 9 months.

2.11 Coordination mechanism

2.11.1 PYoD Coordinating Committee and National Campaign Committees

The Coordinating Committee is tasked to develop the campaign plan, timelines and funding requirements for the PYoD campaign. The Organizing Committee comprises of representatives from main organizations and dugong range states in the Pacific Islands Region. Members of the coordinating committee are listed in Annex 2.

It is envisaged that members of the coordinating committee will also facilitate the establishment of national dugong campaign committees for national activities, “coordinate” their respective organization inputs into the regional campaign, coordinate national campaign activities as well as the reporting aspects.

2.11.2 SPREP PYoD Team

The PYoD Team from SPREP will comprise of:

- Education and Social Communications Adviser,
- Media and Publication Officer,
- Information Resource Centre Manager,
- Solid Waste Officer,
- Pollution Prevention and Waste Management Adviser,
- Coordinator, Pacific Invasives Learning Network,
- Associate Turtle Database Officer,
- Intern: International Year of Biodiversity Pacific Campaign Coordinator
- Marine Species Officer.

SPREP will help coordinate the 2011 Pacific Year of the Dugong, in collaboration with the Coordinating Committee, partners, and providing necessary resources and support to in-country activities and by undertaking a number of regional initiatives in support of the campaign. The

Intern/Coordinator will assist with the campaign coordination work, working closely along the SPREP PYoD Team. He will work closely with national contacts to develop their community projects, preparation and distribution of campaign material, coordination and organization of events and activities, liaison with countries and key partners within the Range States and within the international context.

2.12 Reporting, monitoring and evaluation

SPREP will be responsible in maintaining a log of material to be distributed. The Coordinating Committee, participating partners and dugong network will update SPREP with their activities relating to the PYoD campaign. SPREP will compile and distribute reports of activities. In addition, SPREP, in collaboration with the Coordinating Committee and partners, will conduct a long-term evaluation of activities initiated during the PYoD 2011 campaign.

2.13 Communication Tools and Resource Material

Strategic and integrated communications is a key component of the Pacific Year of the Dugong. The following framework aims to provide a regional guide for the Pacific Year of the Dugong communication activities.

- **Branding**

Logo development: A key component of the campaign is a Pacific Year of Dugong branding. This will be developed and distributed to partners to display on promotional material developed in 2011.

- **UNEP/CMS Dugong MoU Communications Material**

Any material developed by the UNEP/CMS Dugong MoU that could include Pacific issues will be included.

- **Material Produced by Partners**

There are relevant materials already produced by partners that can be part of the package of material to be distributed. New Caledonia, Palau and Vanuatu have developed material that can be adapted for use in the regional campaign.

- **New Campaign materials**

A range of campaign materials will be produced for distribution throughout the region. These products will include:

- Poster
- Information/campaign booklet
- Fact sheets
- Stickers
- T-shirts
- Postcards
- Video/DVD/Song
- Brochure

A brochure detailing national dugong occurrences, threats and other information for each of the 6 Pacific dugong range states will be produced. For a dvd/song, Wan SmolBag in Vanuatu will be approached.

- **Web-page**

A PYoD web page will be developed on the SPREP web site and be the key web point of contact for the campaign. This page could be linked to partner organizations, organizations of the Steering Committee members, as well as other key stakeholders.

- **Schools Education Programme**

A key component of the PYoD campaign will be a schools programme. This will include a section on the SPREP web site for schools that will include an information pack and other material. This information will be downloadable from the site, and CD-ROMs, and hard-copy material will be available for distribution to schools with no access to the internet.

- **Dugong stories reader series**

It is envisaged that dugong stories can be made available as part of the campaign from range states and partners. Depending on budget, these can be translated and produced for schools throughout the Pacific.

- **World Environment Day activities**

World Environment Day, a global initiative to encourage participation in environmental issues, will be on 5 June 2011. Unfortunately this will be a Sunday. However, wherever/whenever this will be celebrated in 2011 the activities will focus on the dugong and development of a programme of activities to promote dugong conservation in range states. This could include a poster competition, community workshops on dugong conservation, a regional pledge to dugong conservation etc.

- **Industry supported activities**

Working with the tourism and fishing sectors for awareness raising but also to reduce impacts including the development of boating guidelines etc.

- **Media**

The Pacific Year of the Dugong will be promoted throughout a range of media outlets including press, radio, TV and airline magazines. The media component is attached as Annex 3.

- **Monthly dugong e-updates: Dugong Alert**

In addition to the on-going operation of the Pacific Islands dugong network through lyrics, monthly updates of any major activities or topics of interest will be circulated via the network to national focal points for local distribution.

- **Quarterly newsletter 'Dugong Talk'**

A newsletter will be created on a quarterly basis that will be printed and distributed to communities. The issues will be released in March, June, September and January (2012) to correlate with key events:

March	Regional Launch
June	World Environment Day celebrations and activities
September	SPREP Annual Meeting (side-event)
Jan (2012)	PYoD wrap-up and evaluation

- **Code of practice for responsible watercraft operation, stranding protocols and conservation**

The SPREP regional Dugong Action Plan 2008-2012 lists the following three actions in relation to education and awareness as well as research and monitoring which can be developed for the campaign:

- “Develop a code of practice for responsible watercraft operation to avoid adverse effects on dugongs”. A search will be made for any code in existence that can be adapted for the Pacific. In case none exists, efforts will be made to develop one.
- “Develop appropriate rescue / stranding protocols for dugong range states”. Similar to the code of practice, an appropriate existing standing protocol will be adapted for the Pacific.
- “Distribute the book, *Sirenian Conservation: Issues and Strategies in Developing Countries* (edited by Hines *et al.*)”.

2.14 Timeline

Key events and Activities relevant to the campaign are presented in the following table. This table will be updated as relevant events and activities become available during the PYoD.

Date	Activity	Comments
October 2010	<ul style="list-style-type: none"> • Circulation of Campaign Plan to Steering Committee for comments. • Develop list of existing relevant material for Awareness Package. • Intern assistance 	
December 2010	<ul style="list-style-type: none"> • Finalization of Campaign Plan • Finalization of development/design/ preparation of campaign resource material (posters, brochure etc) • Source existing relevant material for awareness Package • Compilation of existing relevant material • Badge existing/planned tagging programme under PYoD 	
January, 2010	<ul style="list-style-type: none"> • Printing of resource material 	
February 2011	<ul style="list-style-type: none"> • Campaign Awareness Package distributed 	
March 2011	<ul style="list-style-type: none"> • 1 March 2011 - Campaign Regional Launch • Update of dugong action plan implementation • Review of dugong action plan for the next 5-year period • 1st issue of the “Dugong Talk” newsletter 	
April 2011		
May 2011		
June 2011	<ul style="list-style-type: none"> • World Environment Day (5 June) • 2nd issue for the “Dugong Talk” newsletter 	
July 2011	<ul style="list-style-type: none"> • Organizing Committee meeting to review and update campaign progress 	
August 2011		
September 2011	<ul style="list-style-type: none"> • SPREP meeting side-event, Samoa • 3rd issue of the “Dugong Talk” newsletter 	
October 2011		
November 2011		
December 2011		
January 2012	<ul style="list-style-type: none"> • Evaluation of campaign • 4th issue of the “Dugong Talk” newsletter 	

2.15 Campaign Framework

The following table provides key activities targeted for the campaign and beyond, in line with the campaign objectives below:

- Promote awareness and conservation of dugongs at site-level targeting key stewards and the fishing industry
- Reduce dugong mortality from human activities
- Improve status information and promote sustainable management of dugong populations and protection of their habitats at the national level through effective and practical national legislation and policies
- Advance partnerships and secure resources for long-term support for dugong conservation in the region

PYoD 2011 Campaign framework

Objective 1: Promote awareness and conservation of dugongs at site-level targeting key stewards and the fishing industry				
Key areas	Regional Actions	National Actions	Indicator	Potential partners
1.1 Raise awareness about the importance of dugongs and their habitats	<ul style="list-style-type: none"> • Develop poster, brochure, information/fact sheets. • Regional campaign launch involving all PI dugong range states. 	<ul style="list-style-type: none"> • National campaign launch. • Increase community awareness on the status of dugong globally and nationally and threats to both dugongs and their habitats - through workshops and media etc. • Encourage and support the incorporation of dugong life history information and conservation issues into school curricula and awareness programmes. 	<ul style="list-style-type: none"> - Regional and national campaign launches completed. - Information sheets, poster, brochure produced in English (and local language). - Awareness workshops conducted and media releases. - Dugong incorporated in school curricula. 	<ul style="list-style-type: none"> • SPREP • UNEP/CMS Abu Dhabi Office • All PI Dugong Range States • National partners

Objective 2: Reduce dugong mortality from human activities				
Key areas	Regional Actions	National Actions	Indicator	Potential partners
2.1 Enhance protection of dugong	<ul style="list-style-type: none"> • Strategy to support national effort. 	<ul style="list-style-type: none"> • Identify, assess and evaluate threats and potential threats to dugong population (national surveys). • Develop national dugong action/recovery plans. 	<ul style="list-style-type: none"> • Threats identified and assessed. • National dugong action/recovery plans produced. 	<ul style="list-style-type: none"> • Range States • SPREP • UNEP/CMS Abu Dhabi Office
2.2 Reduce direct and indirect causes of dugong injury and mortality	<ul style="list-style-type: none"> • Develop a code of practice for responsible watercraft operation to avoid adverse effects on dugongs 	<p>Reduce incidental injury and mortality of dugongs</p> <ul style="list-style-type: none"> • Work with watercraft users and gill-net fishermen to raise awareness on the importance of dugongs and their habitats to encourage responsible boating behavior/fishing; • Reduce illegal taking of dugong; • Ensure subsistence and customary use of dugongs is sustainable in areas where it is permitted; • Improve legislation enforcement. 	<ul style="list-style-type: none"> • Collaboration with water craft users/fishermen active and code of practice developed/adopted. • Illegal taking of dugongs reduced. • System in place to control subsistence/customary use of dugongs. • Enforcement system in place. 	<ul style="list-style-type: none"> • Range States • SPREP • UNEP/CMS Abu Dhabi Office • Other Partners

Objective 3: Improve status information and promote sustainable management of dugong populations and protection of their habitats at the national level through effective and practical national legislation and policies				
Key areas	Regional Actions	National Actions	Indicator	Potential partners
3.1 Improve understanding of dugong population status through research and monitoring	<ul style="list-style-type: none"> • 7.4 Distribute the book, <i>Sirenian Conservation: Issues and Strategies in Developing Countries</i> (edited by Hines et al.). • 7.5 Develop appropriate rescue / stranding protocols for dugong range states. • Strategy to support national dugong research and surveys. 	<ul style="list-style-type: none"> • 7.1 Determine the distribution, abundance and trends of dugong populations in order to provide a base for conservation efforts and actions using traditional knowledge and / or scientific methodologies. • 7.2 Collect genetic samples through non-lethal means (including from strandings) in accordance with procedures (e.g. the Great Barrier Reef Marine Parks Authority necropsy manual) and undertake genetic analyses to determine the distinctness / connectivity of Pacific Island dugong populations. 	<ul style="list-style-type: none"> - Distribution survey results refined. - Project initiated to collect tissue for genetic analysis. - <i>Sirenian Conservation: Issues and Strategies in Developing Countries</i> distributed to all dugong range states. - Dugong rescue/stranding protocol developed. 	<ul style="list-style-type: none"> • Range States • SPREP • UNEP/CMS Abu Dhabi Office • Other Partners
3.2 Identify dugong habitat	<ul style="list-style-type: none"> • Strategy to support national effort. 	<ul style="list-style-type: none"> • Identify and map areas of dugong habitat, particularly sea-grass beds, taking note of their condition. 	<ul style="list-style-type: none"> • National map highlighting key dugong foraging sites and breeding areas developed 	<ul style="list-style-type: none"> • Range States • SPREP • UNEP/CMS Abu Dhabi Office • Other Partners
3.3 Improve protection mechanism for dugongs and their habitats	<ul style="list-style-type: none"> • Review of dugong legislation • Strategy to support development of national conservation protocols. 	<ul style="list-style-type: none"> • 3.1 Establishment of legislation that protects dugongs and their habitats, while recognising and promoting existing traditional management systems. • 3.2 Review and strengthen, where necessary, domestic policies and laws that improve dugong conservation (e.g. environmental impact assessment [EIA] processes for coastal development). • 3.3 Seek opportunities to strengthen protection mechanisms for dugongs and their habitats (e.g. marine protected area [MPA] development, traditional closures, boat speed restrictions). • 3.4 Strengthen enforcement and engage local communities in monitoring, and surveillance and reporting of illegal activities. 	<ul style="list-style-type: none"> - Review of dugong legislation completed in all range states. - Effective legislation/policies on dugong conservation in place in all range states. - Dugongs and their habitats considered in national MPA development, EIA processes, traditional closures and other protocols/codes. 	<ul style="list-style-type: none"> • Range States • SPREP • UNEP/CMS Abu Dhabi Office • Other Partners

Objective 4: Advance partnerships and secure resources for long-term support for dugong conservation in the region				
Key areas	Regional Actions	National Actions	Indicator	Potential partners
4.1 Enhance national, regional and international cooperation	<ul style="list-style-type: none"> Develop a collaborative strategy for the ongoing and long-term monitoring and evaluation of dugong populations and the success of the PYoD campaign. 	<ul style="list-style-type: none"> 8.1 Collaborate with range states to combat illegal trade, and to cooperate in enforcement activities relating to dugong products. 8.4 Encourage and strengthen partnerships among governments and all other existing and new stakeholders in research, conservation and management efforts. 	<ul style="list-style-type: none"> Strategy developed for long-term monitoring of dugong populations. Collaboration established between relevant range states and within state to combat the problem with illegal trade of dugongs. Partnership established amongst government and stakeholders for research and management of dugongs. 	<ul style="list-style-type: none"> Range States SPREP UNEP/CMS Abu Dhabi Office Other Partners
4.2 To ensure ongoing and efficient facilitation of implementation, management and coordination of the Dugong Action Plan	<ul style="list-style-type: none"> 9.3 Encourage range state members to develop and prepare funding proposals that specifically address dugong issues. 	<ul style="list-style-type: none"> 9.1 Encourage Member range states to incorporate dugong actions for implementation as part of other national projects and / or programmes (such as national biodiversity strategies and action plans). 9.4 Encourage “developed” range states to collaborate with other range states in dugong work (e.g. Australia / PNG partnership, New Caledonia / Vanuatu). 	<ul style="list-style-type: none"> Dugong actions incorporated in national projects and programmes. Project developed by national government agencies responsible for dugong conservation. Bi-lateral collaboration and partnership with developed dugong range states established in dugong work. 	<ul style="list-style-type: none"> Range States SPREP UNEP/CMS Abu Dhabi Office Other Partners
4.3 Promote regional and international arrangement for conservation of dugongs.	<ul style="list-style-type: none"> Encourage and facilitate accession by members to CMS. 	<ul style="list-style-type: none"> Develop submission for approval to accede CMS. 	<ul style="list-style-type: none"> Increased number of Pacific Islands countries becoming members to CMS 	<ul style="list-style-type: none"> Range States SPREP UNEP/CMS Abu Dhabi Office
4.4 Update implementation of the current regional Dugong Action Plan 2008-2012 and review it in relation to the CMS Dugong MoU Management Plan for the next 5-year period	<ul style="list-style-type: none"> Conduct regional update and review as part of the regional launch of the Pacific Year of the Dugong. 	<ul style="list-style-type: none"> Ensure the right relevant officials participate at the update/review meeting. 	<ul style="list-style-type: none"> Update of the implementation documented; Review meeting conducted and draft regional action plan produced for the next 5 yearsd. 	<ul style="list-style-type: none"> SPREP/CMS/Range States

ANNEXES

Annex 1: Key Government, Organization, NGO, and institute partners for the Pacific Year of the Dugong 2011 Campaign

- Pacific Islands Dugong Range States:
 - Australia
 - New Caledonia
 - Palau
 - Papua New Guinea
 - Solomon Islands
 - Vanuatu
- UNEP/CMS Abu Dhabi Office;
- Conservation International;
- James Cook University;
- Wan Smolbag (WSB);
- SPREP.

Annex 2: Pacific Year of the Dugong 2010 Campaign Coordinating Committee

- Australia (Lesley Gidding and Jillian Grayson).
- New Caledonia (Thea Jacob and Laurence Bachet) (copy Dr Yves LAFOY).
- Palau (Joshua Eberdong, Scherryl Lalou Solang, Mandy Etpison).
- Papua New Guinea (Vagi Rei and Bernard Suruman) (copy Yvonne Tio).
- Solomon Islands (Tia Masolo and Josef Hurutarau) (copy Joe Horokou).
- Vanuatu (Vatu Molisa and Jayven Ham) (copy Albert Williams and Francis Hickey).
- James Cook University (Prof Helene Marsh).
- UNEP/CMS Abu Dhabi Office (Donna Kwan).
- SPREP (Seema Deo, Nanette Woonton, Peter Murgatroyd, Esther Richards, Catherine Siota, Posa Skelton, David Haynes, Clive Hawigen and Lui Bell).