



**USAID | GHANA**  
FROM THE AMERICAN PEOPLE

# SUSTAINABLE FISHERIES MANAGEMENT PROJECT (SFMP)

## Monitoring on Communication Campaigns Report



FEBRUARY, 2017

THE  
UNIVERSITY  
OF RHODE ISLAND  
GRADUATE SCHOOL  
OF OCEANOGRAPHY



Development  
Action Association

This publication is available electronically in the following locations:

*The Coastal Resources Center*

[http://www.crc.uri.edu/projects\\_page/ghanasfmp/](http://www.crc.uri.edu/projects_page/ghanasfmp/)

*Ghanalinks.org*

<https://ghanalinks.org/elibrary> search term: SFMP

*USAID Development Clearing House*

<https://dec.usaid.gov/dec/content/search.aspx> search term: Ghana SFMP

**For more information** on the Ghana Sustainable Fisheries Management Project, contact:

USAID/Ghana Sustainable Fisheries Management Project

Coastal Resources Center

Graduate School of Oceanography

University of Rhode Island

220 South Ferry Rd.

Narragansett, RI 02882 USA

Tel: 401-874-6224 Fax: 401-874-6920 Email: [info@crc.uri.edu](mailto:info@crc.uri.edu)

**Citation:** Development Action Association. (2017). Monitoring on Communication Campaigns Report. The USAID/Ghana Sustainable Fisheries Management Project (SFMP). Narragansett, RI: Coastal Resources Center, Graduate School of Oceanography, University of Rhode Island and Development Action Association. GH2014\_COM053\_DAA. 31 pp.

**Authority/Disclaimer:**

Prepared for USAID/Ghana under Cooperative Agreement (AID-641-A-15-00001), awarded on October 22, 2014 to the University of Rhode Island, and entitled the USAID/Ghana Sustainable Fisheries Management Project (SFMP).

This document is made possible by the support of the American People through the United States Agency for International Development (USAID). The views expressed and opinions contained in this report are those of the SFMP team and are not intended as statements of policy of either USAID or the cooperating organizations. As such, the contents of this report are the sole responsibility of the SFMP team and do not necessarily reflect the views of USAID or the United States Government.

**Cover photo:** Some staff of DAA engaging in a radio discussion on Post-harvest and Child Labor and Trafficking (CLaT). (**Credit:** Development Action Association)

## Detailed Partner Contact Information:

**USAID/Ghana Sustainable Fisheries Management Project (SFMP)**  
10 Obodai St., Mempeasem, East Legon, Accra, Ghana

**Telephone: +233 0302 542497 Fax: +233 0302 542498**

Raymond Babanawo	Chief of Party	Email: <a href="mailto:raybabs.sfmp@rcuri.org">raybabs.sfmp@rcuri.org</a>
Enoch Appiah	Deputy Chief of Party	Email: <a href="mailto:eappiah.sfmp@rcuri.org">eappiah.sfmp@rcuri.org</a>
Kofi Agbogah	Senior Fisheries Advisor	Email: <a href="mailto:kagbogah@henmpoano.org">kagbogah@henmpoano.org</a>
Perfectual Labik	Communications Officer	Email: <a href="mailto:perfectual.sfmp@rcuri.org">perfectual.sfmp@rcuri.org</a>
Mary Asare	M&E Officer	Email: <a href="mailto:mary.sfmp@rcuri.org">mary.sfmp@rcuri.org</a>
Brian Crawford	Project Manager, CRC	Email: <a href="mailto:bcrawford@uri.edu">bcrawford@uri.edu</a>
Ellis Ekekpi	USAID AOR	Email: <a href="mailto:eekekpi@usaid.gov">eekekpi@usaid.gov</a>

Hen Mpoano  
38 J. Cross Cole St. Windy Ridge  
Takoradi, Ghana  
+233 312 020 701  
Kofi.Agbogah  
[kagbogah@henmpoano.org](mailto:kagbogah@henmpoano.org)  
Stephen Kankam  
[skankam@henmpoano.org](mailto:skankam@henmpoano.org)

Resonance Global  
(Formerly SSG Advisors)  
182 Main Street  
Burlington, VT 05401  
+1 (802) 735-1162  
Thomas Buck  
[tom@ssg-advisors.com](mailto:tom@ssg-advisors.com)

SNV Netherlands Development  
Organisation  
#161, 10 Maseru Road,  
E. Legon, Accra, Ghana  
+233 30 701 2440  
Andre de Jager  
[adejager@snvworld.org](mailto:adejager@snvworld.org)

CEWEFIA  
B342 Bronyibima Estate  
Elmina, Ghana  
+233 024 427 8377  
Victoria C. Koomson  
[cewefia@gmail.com](mailto:cewefia@gmail.com)

Friends of the Nation  
Parks and Gardens  
Adiembra-Sekondi, Ghana  
+233 312 046 180  
Donkris Mevuta  
Kyei Yamoah  
[info@fonghana.org](mailto:info@fonghana.org)

Development Action Association (DAA)  
Darkuman Junction, Kaneshie Odokor  
Highway  
Accra, Ghana  
+233 302 315894  
Lydia Sasu  
[daawomen@daawomen.org](mailto:daawomen@daawomen.org)

### For additional information on partner activities:

CRC/URI: <http://www.crc.uri.edu>  
CEWEFIA: <http://cewefia.weebly.com/>  
DAA: <http://womenthrive.org/development-action-association-daa>  
Friends of the Nation: <http://www.fonghana.org>  
Hen Mpoano: <http://www.henmpoano.org>  
Resonance Global: <https://resonanceglobal.com/>  
SNV: <http://www.snvworld.org/en/countries/ghana>

## **ACRONYMS**

DAA	Development Action Association
SFMP	Sustainable Fisheries Management Project
USAID	United States Agency for International Development

# TABLE OF CONTENTS

ACRONYMS.....	iii
TABLE OF CONTENTS.....	iv
LIST OF FIGURES .....	v
1. INTRODUCTION .....	1
1.1 Objective.....	1
2. SUMMARY OF ACTIVITIES.....	2
2.1 Community Outreach with Child Labor and Trafficking Champions and Advocates - Anti CLaT Community Advocates.....	2
2.2 Meetings with Traditional Authorities and Queen Mothers on Anti-CLaT .....	3
2.3 Anti-CLaT Meetings With Parents and School Children in Apam and Winneba	4
2.4 Community Radio Programs on Child Labor and Trafficking In Apam And Winneba .....	6
3. WORLD DAY AGAINST CHILD LABOR CELEBRATION .....	8
3.1 Commemoration of World Day Against Child Labor .....	8
3.2 Anti CLaT Placard Walk in Apam.....	8
3.3 Radio Program “Efari Mputuo Mmere” - Radio Peace, Winneba 88.9fm .....	9
3.3.1 Host.....	9
3.3.2 Panelists’ .....	9
3.3.3 Questions for Discussions.....	9
3.4 Photo/Field Report Environmental Review of Site for The Construction of Raised Platform.....	10
3.4.1 Objective.....	10
3.4.2 Name of Environmental Officer (Assessor) .....	10
3.4.3 Visit Team.....	10
4. STRATEGIC COMMUNICATIONS CAMPAIGNS IN SUPPORT OF POLICY INITIATIVES FOR THE SMALL PELAGIC FISHERIES .....	12
4.1 Provision of Street Lights at Processing Sites for Fish Processors in Apam.....	12
4.2 Central and Western Region Fishing Community Livelihood Development Value Chain and Post-Harvest Improvements .....	12
4.2.1 “Ahotor” Oven, An Improved Fish Smoking Stove Launched in Winneba. (IFFS).....	12
4.2.2 Hygienic Fish Handling Campaigns .....	12
4.2.3 Peer to Peer Knowledge Strengthening .....	12
4.2.4 Fish processors Group Mobilization in Apam and Winneba.....	13
4.2.5 Meetings with Traditional Authorities and Queen Mothers on Anti-CLaT	13

4.2.6 Anti-CLaT Meetings With Parents and Schools Children in Apam and Winneba .....	14
4.3 World Rural Women’s Day celebration .....	15
4.4 Farmers Day Celebrations at the District Level. Advocacy by Giving Awards to Women Showing Exemplary Practices in Advocating Responsible Fishing and Post Handling Practices. ....	17
4.5 DAA to Conduct Regional and District Policy Dialogues In The Central Region And SFMP Target Areas on Topics That Follow Key Actions Arising Out of the National Policy Dialogues. ....	19
4.6 Annual Meeting With the Minister of Fisheries .....	21
4.7 Special Campaign and Promotion of Improved Stoves .....	21
5. CONCLUSION.....	24

## LIST OF FIGURES

Figure 1. A group picture of the 14 Trained Anti CLaT Advocates in Winneba in February 2016.....	2
Figure 2. Anti-CLaT advocates during a training session as they formulate an action plan for their activities.....	2
Figure 3. Some Advocates receiving their certificates after a Two – Day Training on CLaT.....	3
Figure 4. Peter Imprim (in school uniform - saved CLaT victim) in a pose with some Anti CLaT Advocates.....	3
Figure 5. Traditional and Opinion leaders present during the forum on Anti CLaT in Apam and Winneba .....	4
Figure 6. Top A cross-section of participants at the Anti CLaT forum. Bottom: Anti CLaT Advocates addressing the participants .....	5
Figure 7. Left & middle: A cross-section of students asking questions and.....	6
Figure 8. Mr Tedel of GES making inputs during Anti CLaT PTA forum in Apam. ...	6
Figure 9. DAA staff and some trained Anti CLaT Advocates during a radio discussion on Radio Peace in Winneba.....	7
Figure 10. Dignitaries at the Biriwa WDAFL celebration, while DAA & CEWEFIA staff pose with Mr. Adjetey Annan an Anti CLaT ambassador for SFMP ..	8
Figure 11. Anti CLaT advocates and school children displays some behavioral change messages during a placard walk. ....	8
Figure 12. Participants at the “mini durbar” looks on to a video show on Anti CLaT in Apam .....	9
Figure 13. The environmental Compliance visitation team led by Adiza Owusu (Hen Mpoano), Abraham Asare – DAA, Vida Akoto – DAA, Nii Adamafio – DAA and Ofori Reynolds –DAA at the proposed sites for the drying racks construction .....	10
Figure 14. The environmental Compliance visitation team led by Adiza Owusu from Yen Mpoano visits some of the existing drying areas for the salted/fermented fish. ....	11
Figure 15. The environmental Compliance visitation team led by Adiza Owusu from Hen Mpoano visits the landing site in Apam as part of the environmental review tour.....	11
Figure 16. Traditional and Opinion leaders present during the forum on Anti CLaT in Apam and Winneba .....	13

Figure 17. Top Left: A cross-section of participants at the Anti CLaT forum. Top Right/Bottom left: Anti CLaT Advocates addressing the participants.....	14
Figure 18. A cross-section of students asking questions .....	15
Figure 19. Mr Tedel of GES making inputs during Anti CLaT PTA forum in Apam	15
Figure 20. Participants and some invited guest during the celebration WRWD in Winneba.....	16
Figure 21. Women addressing policy makers on the advocacy issues raised during the celebration .....	16
Figure 22. Some dedicated members of DAA receiving the award for recognition of service. Award presentation by Hon Aquinas Quansah .....	16
Figure 23. Hon. Aquinas Quansah (former central regional minister) as a special guest of honor and visiting the exhibition booth .....	17
Figure 24. Women fish processors collaborate with Gomoa West District assembly to clean up processing site in Apam .....	17
Figure 25. DAA exhibition booth in Apam & Winneba during 2015 celebration of farmers Day .....	18
Figure 26. Some Award winners during the 2015 farmer's celebration in Apam.....	18
Figure 27. Some Award winners during the 2015 farmer's celebration in Winneba ..	19
Figure 28. Madam Judith Aryithey (left) and Madam Nancy Ayesua (right) speaking at the events in Winneba and Apam respectively.....	19
Figure 29. Mr. Kofi Agbogah and Mr. Thomas Inaidoo during their presentations at the dialogue with fish processors in Apam and Winneba. ....	20
Figure 30. A section of fish processor expressing their support during the dialogue on the fisheries management plan in Apam and Winneba. ....	20
Figure 31. A section of invited guests .....	20
Figure 32. Pictures showing a newly built AHOTOR Oven .....	21
Figure 33. Fish processors in Winneba during the placard/street walk to launch the Ahotor Oven in Winneba .....	21
Figure 34. Mr. Emmanuel Kwarteng, from SNV demonstrating how the fat collector in the improved AHOTOR works .....	22
Figure 35. Dignitaries and women processors during the launch of the AHOTOR oven .....	22
Figure 36. Some fish processors from Winneba in a sketch to demonstrate the advantages of the AHOTOR oven.....	23

## **1. INTRODUCTION**

On October 21, 2014, USAID/Ghana awarded the Coastal Resources Center (CRC) at the University of Rhode Island (URI) a cooperative agreement (AID-641-A-15-00001) to implement the USAID/Ghana Sustainable Fisheries Management Project (SFMP). The estimated cost of the award over its five-year life is US\$ 23,987,826 from USAID with match commitments from URI and partners of US\$ 4,797,565.

URI leads a team of core implementing partners including two intimately involved in the previous URI-led USAID/Ghana ICFG Initiative: Friends of the Nation and Hen Mpoano, as well as a new partner, SNV Ghana (Netherlands Development Organization). Supporting partners include the Central & Western Fish Mongers Improvement Association in Ghana/CEWEFIA and Daasgift Quality Foundation, who focus on diversified livelihood development in targeted fishing communities in the Western and Central Regions, respectively, and a national women's advocacy organization, Development Action Association (DAA).

DAA as one of these local women's organizations targeted its women groups for capacity building and organizational development.

This report is a gallery of DAA's communication interventions with its beneficiary groups in the Greater Accra and Central Regions.

### **1.1 Objective**

The objective of this report is to summarize and capture in photos the various communication campaigns engaged in by Development Action Association – DAA during the Year 3 implementation of SFMP by DAA.

These communications activities cut across various task areas such as those undertaken in CLaT, post-harvest improvements, Morison oven promotions. Also captured are the various public advocacy campaigns such as World Rural Women's Day celebrations, the Ghana Farmer's Day Celebration, and monitoring for progress of all DAA activities.



## 2. SUMMARY OF ACTIVITIES

### 2.1 Community Outreach with Child Labor and Trafficking Champions and Advocates - Anti CLaT Community Advocates

DAA's intervention zones Apam and Winneba like most coastal communities have high incidence of CLaT. Through its trained Anti-CLaT advocates, potential cases of child labor have been prevented. 14 people consisting of 9 females and 5 males have been trained as Anti Child Labor and Trafficking (Anti CLaT) Advocates.



Figure 1. A group picture of the 14 Trained Anti CLaT Advocates in Winneba in February 2016

These advocates have been equipped with the needed tools to:

1. Understand and identify issues involving child labor and trafficking.
2. Build capacities of the beneficiaries to know dynamics of their communities.
3. Effectively communicate and sensitize the communities on Anti child labor and trafficking.

A post training review by DAA showed these advocates understand and can identify and distinguish between what constitutes child labor and child work, and are able to foresee children who may be at risk of trafficking.



Figure 2. Anti-CLaT advocates during a training session as they formulate an action plan for their activities



**Figure 3. Some Advocates receiving their certificates after a Two – Day Training on CLaT**



**Figure 4. Peter Imprim (in school uniform - saved CLaT victim) in a pose with some Anti CLaT Advocates**

From left to right: Grace Bondzie, Emmanuel Quansah, Esther Siripi and Sarah Bayribon (DSW).

These Anti CLaT advocates have embarked on several sensitization campaigns to groups (churches) and schools on child labor and trafficking in their respective communities. Three (3) church visits have so far been initiated by advocates in Apam and attended by 370 people, while some advocates in Winneba embarked on a school durbar with the Peace Child School in Esuakyir, a suburb in Winneba on the 27<sup>th</sup> September 2016. Some of the groups that were sensitized on CLaT included Salvation Army Church – 50 people in attendance, Apostolic Church - 120 people in attendance, Methodist church – 150 people in attendance and Mosama Disco Kristo church – 50 people in attendance in Apam.

## **2.2 Meetings with Traditional Authorities and Queen Mothers on Anti-CLaT**

As part of DAA engagement with her stakeholders, a one-day forum on child labor and trafficking was organized by DAA for traditional and opinion leaders in Apam and Winneba 29<sup>th</sup> March and 13<sup>th</sup> April 2016 respectively. Sixty-Five (65) Males and Fifty-One (51) Female were in attendance.



**Figure 5. Traditional and Opinion leaders present during the forum on Anti CLaT in Apam and Winneba**

The objective of the forum was to seek the opinion and build consensus with the traditional leaders, family heads and other opinion leaders in the Gomoa West District to understand the factors that influence child labor and trafficking, the role that family heads, opinion leaders can play in preventing such occurrences;

They were admonished to use the knowledge gained at the forum to help DAA/SFMP strategize for its Child Labor and Trafficking prevention activities.

The “pre forum” survey during this forum showed their clear lack understanding of what constitutes child labor and trafficking in Ghana. However, the traditional and opinion leaders were resolute in solving this social canker.

Participants at the forum agreed that, video documentary and other educational materials on Anti CLaT should be shown at vantage places in Apam and Winneba to highlight the problem of Child Labor and Trafficking in these communities.

Follow-up meetings were held with members of the District Assembly in Apam and Winneba were held to devise strategies for screening the video shows on Anti CLaT. During the meeting with the assembly & Unit committee members, the following were agreed upon:

- At least one video & audio on CLaT should be shown in 10 different locations in Apam before end of September 2016.
- The assembly member(s) of the location will lend support to the Anti CLaT Advocates who will be leading the video shows.
- Pictorial handbills should be distributed to sensitize the general public in Apam of this societal menace.

However, due to logistical difficulties, these have not been realized. DAA intends to roll out Anti CLaT video shows as part of the focal community action activity for the trained Anti CLaT advocates in year 3 of SFMP.

### **2.3 Anti-CLaT Meetings With Parents and School Children in Apam and Winneba**

Parents, teachers and school children in the Gomoa West District and Efutu municipal have been sensitized on child labor and trafficking. Students and teachers of the Salvation Army school and Peace Child academy in Apam and Winneba respectively did not understand issues on child labor and trafficking.

During a sensitization forum held in April and July 2016 on the school’s premises. 180 participants, (73 males & 107 females), many of the school children and some parents asked questions that showed lack of understanding of what constitute child labor and trafficking.

The video on Child labor and trafficking produced by SFMP (led by SNV) was very good material to train Anti CLaT advocates in Apam. A social welfare representative also explained to the students and parents what really constitute child labor and trafficking in fisheries.

A post forum evaluation of the forum showed the participants now had a clearer understanding of child labor and trafficking issues. Fifty (50) different contributions and questions were received from the students and some parents.



**Figure 6. Top A cross-section of participants at the Anti CLaT forum. Bottom: Anti CLaT Advocates addressing the participants**

The forum further strengthened the cordial relationship between DAA and Gomoa West District Assembly as two representatives from the District Education office of the Ghana Education Service contributed to the program.

DAA anticipates further increase in similar activities in the year 3 of SFMP as more schools and parents would be reached through targeted group sensitization by the Anti CLaT advocates.



**Figure 7. Left & middle: A cross-section of students asking questions and,**



**Figure 8. Mr Tedel of GES making inputs during Anti CLaT PTA forum in Apam.**

Development Action Association (DAA) has signed an MOU with Peace Child School in Esuakyir, Winneba to partner in the sensitization and educational programme on Child Labour and Trafficking (CLaT) under the Sustainable Fisheries Management Project (SFMP).

The Founder of Peace Child School, Rev. Samuel Bonney, who is also an Anti CLaT advocate for DAA in Winneba, commenting on the said MOU, said that the school was formed to provide education for children who found themselves engaged in fishing and those who had experienced child trafficking before. "Gradually, we have managed to put in place the basic needs and next year some of them will be writing the basic education certificate examination. He said.

Rev. Bonney said that the school is currently providing sponsorship 30 children in the school.

#### **2.4 Community Radio Programs on Child Labor and Trafficking In Apam And Winneba**

Recognizing the need for continues sensitization and reaching a wider audience, DAA embarked on series of radio and community information center broadcasting in both Apam and Winneba. A total of seven (7) of such sensitization and educational programme were held primarily on Radio Peace (89.9FM), a community based radio in Winneba. Discussions varied from issues bothering on post-harvest improvements and child labor & Trafficking prevention. Anti CLaT advocates have been instrumental in this regard. There were many positive feedbacks as many people called in during the "phone in" section of the programme.

DAA successfully negotiated with the radio station for a subsidized airtime price. The radio programme was named "Efari Mputuo Mmere" (Rebuilding Marine Stock Time).



**Figure 9. DAA staff and some trained Anti CLaT Advocates during a radio discussion on Radio Peace in Winneba**

### 3. WORLD DAY AGAINST CHILD LABOR CELEBRATION

#### 3.1 Commemoration of World Day Against Child Labor

The celebration of World Day Against Child Labor provided DAA with the opportunity to gain further support and sanitize individuals in the community, local authorities, as well as the general public in the campaign to prevent child labor and trafficking in Apam and Winneba. DAA joined other SFMP partners (SNV, CEWEFIA and FON) to organize and celebrate “all partners” WDACL in Biriwa in the Central region of Ghana on the 14<sup>th</sup> June 2016 which was preceded by a “mini durbar” celebration of WDACL in Apam on 10<sup>th</sup> June 2016.



**Figure 10. Dignitaries at the Biriwa WDACL celebration, while DAA & CEWEFIA staff pose with Mr. Adjetey Annan an Anti CLaT ambassador for SFMP**

Led by Anti CLaT advocates, the celebration in Apam started with a street placard walk through some principal streets in Apam to draw attention to the celebration theme “End Child Labor in Fisheries Supply Chain – Its Everyone’s Business”.

#### 3.2 Anti CLaT Placard Walk in Apam

Over 100 people participated in the placard walk including fish processors from Apam & Winneba, school children from the Salvation Army School in Apam, Assembly & Unit committee members. Well over 500 leaflets of the factsheets on child labor and trafficking were distributed during the street placard walk.



**Figure 11. Anti CLaT advocates and school children displays some behavioral change messages during a placard walk.**

The “mini durbar” that was held after the placard was very interactive. With more than 150 people mainly students and parents in the audience, they asked important questions bothering on what constitutes child labor and trafficking and how one can identify if a child is a potential victim.



**Figure 12. Participants at the “mini durbar” looks on to a video show on Anti CLaT in Apam**

DAA envisions a wider coverage in year 3 as it embarks on similar behavioral communication on child labor and trafficking with the Anti CLaT advocates in Apam and Winneba communities.

### **3.3 Radio Program “Efari Mputuo Mmere” - Radio Peace, Winneba 88.9fm**

#### **3.3.1 Host**

Esther

#### **3.3.2 Panelists’**

Stella Quartey – Boafo Yena Fish Processor Association – Worabeba, Winneba. Also an Anti-Child Labour and Trafficking Advocate for the SFMP

Anthony Appiah – Zone Fisheries Officer, Efutu Municipal and its environs. Also an Anti-Child Labour and Trafficking Advocate for the SFMP

Lydia Sasu – Executive Director of Development Action Association –DAA

Abraham Asare – Programs Officer/M&E Officer

#### **3.3.3 Questions for Discussions**

- Brief Overview of SFMP and Greetings – Lydia Sasu.
- What are post-harvest fish losses?
- What are the effects of post-harvest fish loss?
- What are some of the causes of Post-harvest loss?
- What are the types of Fish Losses?
  - Physical loss.
  - Quality loss.
  - Market forces loss.
- What are some of the methods of preventing quality loss (reducing microbial damages)?
  - Cooling.
  - Freezing.
  - Drying.
  - Smoking.
  - Salting.
  - Heat Treatment.
- What is the way forward?



- Outline upcoming training programs on Business skills development, hygienic fish handling training, etc. (starting 17<sup>th</sup> May -3<sup>rd</sup> June – 100 fish processors and input dealers will have the chance to be part of a 4-day training programme. Also, all fish processors groups in Apam and Winneba will receive hygienic fish handling training, about 250 women).

### **3.4 Photo/Field Report Environmental Review of Site for The Construction of Raised Platform**

#### **3.4.1 Objective**

To access the suitability of the site selected for the construction of raised drying Rack for the drying of salted/fermented fish for environmental compliance under the SFMP.

#### **3.4.2 Name of Environmental Officer (Assessor)**

Adiza Owusu (Hen Mpoano).

#### **3.4.3 Visit Team**

Adiza Owusu (Hen Mpoano), Abraham Asare – DAA, Vida Akoto – DAA, Nii Adamafio – DAA and Ofori Reynolds –DAA.



**Figure 13. The environmental Compliance visitation team led by Adiza Owusu (Hen Mpoano), Abraham Asare – DAA, Vida Akoto – DAA, Nii Adamafio – DAA and Ofori Reynolds –DAA at the proposed sites for the drying racks construction**

The initial environmental review carried out with Adiza Owusu of the site for the construction of the raised racks concluded that, no further environmental assessment was needed; however, there should be a conscious effort to obtain materials for construction such as sand, stones from sustainable sources. Some of the measure taken include but not limited to the following:

- All the timber (wood) purchased was from an accredited dealer who has a registered business.
- No sand from the landing beach was used.

- Carpenters and masons working on the platform were constantly reminded not to disturb unaffected areas of construction by not unnecessary tampering with other areas of the ground.



**Figure 14. The environmental Compliance visitation team led by Adiza Owusu from Yen Mpoano visits some of the existing drying areas for the salted/fermented fish.**



**Figure 15. The environmental Compliance visitation team led by Adiza Owusu from Hen Mpoano visits the landing site in Apam as part of the environmental review tour**

## **4. STRATEGIC COMMUNICATIONS CAMPAIGNS IN SUPPORT OF POLICY INITIATIVES FOR THE SMALL PELAGIC FISHERIES**

### **4.1 Provision of Street Lights at Processing Sites for Fish Processors in Apam**

Street lights have been provided for fish processing areas in Apam in the Gomoa West District Assembly. This was after the call by women fish processors in Apam during a dialogue with the District Assembly led by Honorable Theophilus Mensah. As a follow up to the celebration of 2016 World Rural Women's Day in Winneba, fish processors (mainly the salted/fermented fish processors) pleaded with Honorable DCE for the provision of street light at their fish processing site to ward off thieves who steal their processed fish at night.

### **4.2 Central and Western Region Fishing Community Livelihood Development Value Chain and Post-Harvest Improvements**

#### **4.2.1 "Ahotor" Oven, An Improved Fish Smoking Stove Launched in Winneba. (IFFS)**

DAA working closely with SNV launched the first of the series of promotional activities to campaign for the newly improved fish smoking stove called "AHOTOR" Oven. The one-day Durbar begun with a street/placard walk in the morning, was attended by representatives from the Fisheries Commission, Ghana Police, Ghana Education Service, Assembly member, Traditional Authorities and Fish processors. Many expressed their gratitude for the efforts of the SFMP in the production of healthy fish for consumers. The new improved oven was welcome by the participants.

#### **4.2.2 Hygienic Fish Handling Campaigns**

102 MSMEs Received training in Business Services Development & Hygienic Fish Handling  
102 persons from Apam and Winneba representing micro, small and medium enterprises (102 MSMEs) received business development services training primarily in areas of basic book & record keeping, customer relations and cost categorization. These businesses have been equipped with the needed tools to expand and increase production, as well as profit margins.

20 MSMEs benefits from Construction of Raised Drying Racks for Hygienic Fish Drying.  
More than 20 MSMEs (all women owned) have benefited from the construction and adaptation of raised drying racks for fish processors in Apam. Working closely with the "Onyame Ntsedee Odananyi fish processors group". All beneficiaries contributed in kind in support of the construction. It is envisaged that, other MSMEs will adopt and construct these platforms on their own in the upcoming years of the project.

#### **4.2.3 Peer to Peer Knowledge Strengthening**

Fisher folks in Apam, Winneba, Ankobra and Elmina broadened their knowledge Base through Peer to peer Exchange Visits

Peer-to-peer learning has proven to be an effective mechanism for knowledge exchange among community members especially engaged in fish processing. DAA therefore organized a study tours to Winneba and Apam on 20th July. This was aimed at presenting a platform for processors to interact, learn and share ideas on appropriate smoking methods as well as build skills and knowledge on strategies to reduce post-harvest loss reduction. These two destinations were chosen in consultation with other two partners (CEWEFIA and Daasgift) who alluded that indeed processors in these communities had adopted best practices on a wide scale. As originally planned, DAA had engaged 141 fish processors of which 4 were men 137 were women. Experience worth noting was the environmental conditions under

which fish were processed in Mumford. This presented an opportunity for the participants to adequately learn about the need to incorporate hygienic fish handling into fish processing.

#### **4.2.4 Fish processors Group Mobilization in Apam and Winneba**

DAA has successfully mobilized and is currently working with seven (7) different women fish processors groups in Apam and Winneba. DAA under the SFMP continues to strengthen the leadership of this community-based fish processor groups. Seven (7) community liaison personnel have been successfully recruited and oriented to support groups leadership and to help mobilize participation at group meeting and other DAA community based activities in their area. DAA envisages an increase in the roles of these group liaison officers therefore a day's training will be provided in year three to build their capacity. It is expected that, the number of women fisheries-based community groups will increase from seven (7) in year two (2) to ten (10) under year three (3).

#### **4.2.5 Meetings with Traditional Authorities and Queen Mothers on Anti-CLaT**

As part of DAA stakeholder engagement to understand knowledge gaps and also sensitize community leaders, a one-day forum on child labor and trafficking was organized by DAA under the SFMP for traditional and opinion leaders in Apam and Winneba 29<sup>th</sup> March and 13<sup>th</sup> April 2016 respectively. Sixty-Five (65) Males and Fifty-One (51) Female were in attendance.



**Figure 16. Traditional and Opinion leaders present during the forum on Anti CLaT in Apam and Winneba**

The forum realized its stated objectives of : seeking the opinion and build consensus with traditional leaders, family heads and other opinion leaders in the Gomoa West District to understand the underlying factors influencing the activities of child labor and trafficking, and the role family heads, opinion leaders can play in preventing such occurrences; Using the knowledge gain during this forum to help DAA/SFMP to strategize for its Child Labor and Trafficking prevention activities; Sensitizing participants on Child Labor and Trafficking issues.

The “pre forum” survey during this forum showed a clear lack understanding of what constitute child labor and trafficking in Ghana. However, the traditional and opinion leaders were resolute in solving this social canker. A clear outcome after the forum was that, , video sensitization and other educational materials on Anti CLaT should be shown at vantage places in Apam and Winneba to highlight the problem of Child Labor and Trafficking in these communities. Follow-up meetings with all assembly members in Apam and Winneba were held to operationalize the video shows on Anti CLaT. During the meeting with the assembly & Unit committee members, the following were agreed upon:

- At least one video & audio on CLaT should be shown in 10 different locations in Apam before end of September 2016.

- The assembly member(s) of the location will lend support to the Anti CLaT Advocates who will be leading the video shows.
- Pictorial handbills should be distributed to sensitize the general populace in Apam of this societal menace.

However, due to logistical difficulties, this was not realized. DAA intends to roll out Anti CLaT video shows as part of the focal community action activity for the trained Anti CLaT advocates in year 3 of SFMP.

#### **4.2.6 Anti-CLaT Meetings With Parents and Schools Children in Apam and Winneba**

Behavioral Change Communication (BCC) is strategy adopted for sensitizing parents, teachers and school children in the Gomoa West District and Efutu municipal on child labor and trafficking. The engagement of students and teachers of the Salvation Army school and Peace Child academy in Apam and Winneba respectively revealed a lack of understanding when it comes to issues concerning child labor and trafficking. During a sensitization forum held in April and July 2016 on the school premises (180 participants, 73 males & 107 females), many of the school children and some parents asked questions that showed lack of understanding of what constitute child labor and trafficking. The video on Child labor and trafficking produced by SFMP (led by SNV) was very instrumental as a guide to trained Anti CLaT advocates in Apam and a social welfare representative in explaining to the students and parents what really constitute child labor and trafficking in fisheries.



**Figure 17. Top Left: A cross-section of participants at the Anti CLaT forum. Top Right/Bottom left: Anti CLaT Advocates addressing the participants**

Feedback from the forum showed a clearer understanding of child labor and trafficking issues after the forum as many as Fifty (50) different contributions and questions were received from the students and some parents. The forum further strengthened the cordial relationship between DAA and Gomoa West District Assembly as two representatives from the district Education office of the Ghana Education Service contributed to the program. DAA anticipates further increase in similar activities in the year 3 of SFMP as more schools and parents would reach through target group sensitization by Anti CLaT advocates.



**Figure 18. A cross-section of students asking questions**



**Figure 19. Mr Tedel of GES making inputs during Anti CLaT PTA forum in Apam**

The Founder of Peace Child School, Rev. Samuel Bonney, who is also an Anti CLaT advocate for DAA in Winneba commenting on the said MOU, said “the school was formed to provide education for under age children who found themselves engaged in fishing and those who had experienced child trafficking before. Gradually, we have managed to put in place the basic needs and next year some of them will be writing the basic education certificate examination while providing sponsorship for 30 of the pupils.”

#### **4.3 World Rural Women’s Day celebration**

Development Action Association observed and organized the World Rural Women’s Day on October 2016, in Winneba. This event is an opportunity to recognize the multiple roles that rural women play in the production of food and ensuring food security across many developing nations in the world.

Over 500 (Females = 440, Males = 100) people mostly women participated in the event on theme, “Land, Our Livelihood, Our Heritage.”



**Figure 20. Participants and some invited guest during the celebration WRWD in Winneba**

In line with the theme, three main advocacy issues regarding access to land by women fisher folks were raised.

- Some livelihood activities are at risk due to eroding shorelines caused by sand winning and exacerbated by sea level rise.
- Increased flooding resulting from climate change is causing some coastal lands used by fishing communities to become unsafe places for fisher folk to live and work.
- Coastal communities where fishing has been a traditional livelihood are now being converted to beach resorts, residential homes, and oil and gas developments among other uses. These are gradually displacing fishery-based livelihoods, making it increasingly difficult for fishing communities to maintain the land areas needed to sustain their fishing livelihood.



**Figure 21. Women addressing policy makers on the advocacy issues raised during the celebration**

During the celebration, some members of DAA were recognised for their dedicated and long standing service to DAA and also their imense support to (SFMP).



**Figure 22. Some dedicated members of DAA receiving the award for regconignon of service. Award presentaion by Hon Aquinas Quansah**



**Figure 23. Hon. Aquinas Quansah (former central regional minister) as a special guest of honor and visiting the exhibition booth**

A post WRWD follow up meeting with policy makers in Apam and Winneba have yielded positive results. In Apam, the District Chief Executive, Honorable Thephelus Mensah has provided street lights to the processing sites of some fish processors. This has minimised theft cases at the site.

Again, through the collaborative efforts of DAA and the Gomoa West District assembly, a clean up exercise was organised at a processing site as part of the hygienic fish campaign embarked on by DAA. The assembly mobilised the district NADMO and ZOOMLION teams to support this exercise.



**Figure 24. Women fish processors collaborate with Gomoa West District assembly to clean up processing site in Apam**

Following the WRWD, DAA with the support of the Local Authority in Winneba, instituted an annual forum. The first edition of this forum was held on the 15<sup>th</sup> of March 2016 in Winneba and was attended by 99 persons (91 female, 8 males) including the newly appointed Municipal Chief Executive Hon. Francis Tagoe.

The forum ended with a firm resolve from the Chief executive to fully implement the municipal assembly plans to construct a befitting fish market in Winneba, near the main landing site despite the challenges of land ownership.. DAA together with fish processors will continue to appeal to the municipal assembly with every opportunity presented until the “fish market dream” in Winneba is realized.

#### **4.4 Farmers Day Celebrations at the District Level. Advocacy by Giving Awards to Women Showing Exemplary Practices in Advocating Responsible Fishing and Post Handling Practices.**

Development Action Association collaborated with the Efutu Municipal Assembly and Gomoa West District Assembly to celebrate the 31<sup>st</sup> National Farmers Day Celebration in Apam and Winneba on 4<sup>th</sup> December 2015. DAA/SFMP sponsored an award to a rural fish processor who has shown exemplary practices in advocating responsible fishing and post handling practices. Almost one hundred and one (101) people visited the exhibition stands in



both Apam and Winneba (Apam – Females = 17, Males = 40, Winneba – Females = 24, Males = 20).

DAA team used the opportunity to advocate for responsible fishing practices and sensitize the participants on child labor and trafficking.



**Figure 25. DAA exhibition booth in Apam & Winneba during 2015 celebration of farmers Day**

DAA participated in the farmer’s day celebration in Apam and Winneba. This afforded the association the opportunity to sensitize key stakeholders such as Deputy Coordinating Director of Efutu Municipal assembly – Mr. Yaw Kanjo, the Municipal Director of Education, the Municipal Planning Officer, Municipal Police Commander of Efutu and many others with SFMP key messaging and clearly explain SFMP goals.



**Figure 26. Some Award winners during the 2015 farmer’s celebration in Apam**

From left to right: Madam Grace Dadzie receiving the Gomoa West District’s Assembly best fish processor award and Madam Akua Amissah a recipient of SFMP model processor award in Apam.



**Figure 27. Some Award winners during the 2015 farmer's celebration in Winneba**

From left to right: Madam Adwoa Abo receiving the Efutu Municipal Assembly best fish processor award and Madam Mercy Frimpong also a recipient of SFMP model processor award in Winneba.

DAA had the opportunity to explain the goals of SFMP to the audience and also advocate for responsible fishing practices both in Apam and Winneba. In Addition to this, the SFMP model processors award winners were given the opportunity to present a 3-5 minutes speech encouraging other women processors to support the project in advocating for responsible fishing practices. The organizers of the events were so impressed with the presence of the DAA that they openly welcome us to next year's celebration.



**Figure 28. Madam Judith Aryithey (left) and Madam Nancy Ayesua (right) speaking at the events in Winneba and Apam respectively.**

#### **4.5 DAA to Conduct Regional and District Policy Dialogues In The Central Region And SFMP Target Areas on Topics That Follow Key Actions Arising Out of the National Policy Dialogues.**

DAA conducted a district Policy Dialogue on the Fisheries Management Plan in Apam and Winneba. 173 fish processors in Apam and Winneba embraced the Fisheries Management Plan by the Fisheries Commission of Ghana at a forum held on 26 July and August 2, 2016 in Apam & Winneba respectively. The Women welcomed the fisheries management plan which seeks to rebuild fish stock to enhance the socio-economic conditions of fishing communities as well as create employment, improve food security and contribute towards improved livelihood.

Mr. Thomas Insaideo (FC – Head of Projects) and Mr. Kofi Agbogah (Hen Mpoano) were the main resource persons. The fish processors re- affirmed their willingness and readiness to fully support and implement the portions of the management plan that affects them. Some pledged their support to be advocates so they can sensitize other fisher folks especially their husbands to also support the implementation of the management plan.



**Figure 29. Mr. Kofi Agbogah and Mr. Thomas Insaidoo during their presentations at the dialogue with fish processors in Apam and Winneba.**

The development of a fisheries management plan by the Fisheries Commission has become necessary due to excessive fishing efforts, inadequate information on fisheries biology and stock as well as regulations and weak enforcement of existing regulations, low levels of protection of marine biodiversity and inadequate procedures in certifying fish for export.



**Figure 30. A section of fish processor expressing their support during the dialogue on the fisheries management plan in Apam and Winneba.**

Due to enthusiasm and support shown by the fish processors during the dialogue, the fish processors present requested DAA to embark on a focused group training and monitoring of other women fish processors on the fisheries management plan in the year three project implementation of SFMP. This follow up training will assist fish processors in Apam and Winneba to become advocates for the implementation of the fisheries management plan.



**Figure 31. A section of invited guests**

Guests included: Hon Theophilus Mensah – DCE Gomoa West, the Paramount Chief of Apama Traditional Council Nana Edu Effrim X, Konko Hema of Apam – Nana Afua Kwestiwaa and Chief Inoector Victor Darkeh of Effutu Ghana Police Service.

The one-day forum could not afford the opportunity for the women fish processors to ask all the needed questions during the forum and crucially understand the whole management plan.

Monitoring visits to participants after the forum revealed much anticipation by fish processors to fully understand the management plan in order to support its implementation in the coming years, therefore there is the need to train women fish processors on the key issues in the management plan. DAA anticipates carrying out these activities in the year three of the project to further build support for the fisheries management plan at the grass root.

#### 4.6 Annual Meeting With the Minister of Fisheries

On 3<sup>rd</sup> May 2016, DAA led some fish processors from Apam, Winneba, and Elmina, Ankobra to meet with the Minister of Fisheries and Aquaculture, Madam Sherry Ayittey at the Fisheries Commission conference room. The meeting provided a platform for the Women fish processors to get first-hand information on policies affecting their work and also expressed their expectation regarding the support for their work from the ministry.

Highlight of the meeting was the promise by the Minister of a Fish Test Kit for the women fish processors. She assured the 35 females participants that soon the women would be trained on the usage of the test kit to enable them ascertain the quality of fish they buy.

The Minister touched on the institution of closed season as pertained in the fisheries management plan, IUU fishing and Navy Police patrol of the high seas.

#### 4.7 Special Campaign and Promotion of Improved Stoves

An improved fish smoking stove named “AHOTOR” developed to assist women fish processors to produce healthy and hygienic smoked fish has been launched by DAA with the support of SNV under (SFMP) in Winneba in Efutu Municipal Assembly in the Central Region of Ghana on the 1<sup>st</sup> September 2016.



Figure 32. Pictures showing a newly built AHOTOR Oven

The launch which was led by SFMP local partner in Winneba, DAA was organized in two (2) parts with a street/placard walk in the morning and a durbar afterwards. One Hundred (100) fish processors from Winneba participated in the street/placard walk along the main landing sites in Winneba to draw awareness of the general public to the “AHOTOR” oven.



Figure 33. Fish processors in Winneba during the placard/street walk to launch the Ahotor Oven in Winneba

The fish processors bore placards with messages such as;

- For quality fish, smoke with Ahotor Oven.
- To maximize fish processor profit, use Ahotor Oven.
- Our mangroves, Our future, use Ahotor Oven.
- Use Ahotor oven! Save a life!
- Save our forests! Use Ahotor Oven.
- For healthy fish! Use Ahotor Oven.

Mr. Emmanuel Kwarteng, a technical energy advisor for the SNV says the technology is an improvement on the existing Chorkor smoker, being used by women fish processors and solves health and energy efficiency problems.

“It comes with fat collector which is an intervention to separate the fat, the oil, blood from dropping back into the fire and then burning and settling on the fish increasing the PaH content as well as so much smoke that is seen in the Chorkor smoker.



**Figure 34. Mr. Emmanuel Kwarteng, from SNV demonstrating how the fat collector in the improved AHOTOR works**

The “Ahotor” oven has a combustion chamber that ensures efficient combustion or efficient burning of wood. The technology also has the compartment that raises the firewood for enough oxygen and ensures that all the charcoal deposit burns well. It comes in single and double unit, depending on the smoking capacity of the fish processor. Large fish processors may go in for the double unit while single unit is for medium fish processors



**Figure 35. Dignitaries and women processors during the launch of the AHOTOR oven**

The SFMP is offering a 30 percent (30%) price subsidy to the first 150 early adopters of the Ahotor oven. To ease payment for this improved technology, SNV has partnered with GN Bank to provide loan facility for the women to access the loan and those who cannot pay outright rely on the loan and pay back in installment with considerable at an interest rate and terms of payment.

A short sketch was performed by the women to show the health benefits of the Ahotor oven compared with the widely used chorkor.



**Figure 36. Some fish processors from Winneba in a sketch to demonstrate the advantages of the AHOTOR oven**

The launch was very successful, however feedback from women fish processors during monitoring visits revealed some reservation regarding the cooking time and the heat distribution during smoking. Some complained of uneven smoking of fish due to the presence of the “oil collector” plate. Though some expressed concerns about the cost of the oven, they were assured that, the financing strategy put in place will ensure that, any processor who wishes to have the oven can go through the financing arrangement with GN bank.

DAA can happily report that, the stove builders and SNV technical team are on the ground to rectify these anomalies. The TV media campaign during the launch was successful as many reports reach DAA after airing on TV 3 network enquiring about the oven and how it can be acquired.

One success story was a fish farmer in Konongo in the Ashanti Region of Ghana, after seeing the news item on TV requested for one to be constructed for him. As of now, a team of stove builders have been sent to him by SNV for construction to begin.

## **5. CONCLUSION**

The various communication campaigns provided DAA the opportunity to engage, educate and sensitize the SFMP focal community through the year under review. The several public events did not only broaden the communities' understanding of SFMP activities but also helped DAA to build a closer relationship with various authorities such as the District and Municipal Assemblies, the Traditional Authorities, Chief Fishermen, Konko Hema, fish processors associations and other stakeholders in the fisheries value chain.