



Guam Education and Outreach Campaign for the International Year of the Reef 2008

Background information

Ten years ago 1997 was declared the International Year of the Reef (IYOR). This was in response to the increasing threats and loss of coral reefs and associated ecosystems, such as mangroves and sea grasses. IYOR was a global effort to increase awareness and understanding about coral reefs, and support related conservation, research and management efforts.

IYOR 97 proved to be very successful with: over 225 organizations in 50 countries and territories participating, over 700 articles in papers and magazines generated, hundreds of scientific surveys undertaken, and gave rise to new marine protected areas as well as numerous local and global coral reef conservation dedicated organisations.

Recognizing that ten years later there continues to be an urgent need to increase awareness and understanding of coral reefs, and to further conserve and manage valuable coral reef and associated ecosystems, the International Coral Reef Initiative designated 2008 as the International Year of the Reef (IYOR 2008).

International Year of the Reef 2008 (IYOR 2008) will:

- Strengthen awareness about the ecological, economic, social and cultural value of coral reefs and associated ecosystems
- Improve understanding of the critical threats to coral reefs and generate both practical and innovative solutions to reduce these threats
- Generate urgent action at all levels to develop and implement effective management strategies for conservation and sustainable use of these ecosystems.

(<http://www.iyor.org/>)

<http://www.guamiyor08.com>

International Year of the Reef 2008 (IYOR08) – Guam

Lead Agencies: Bureau of Statistics and Plans, Guam Coastal Management Program
National Oceanic and Atmospheric Administration, National Marine Fisheries Service

This will be a year-long EEC campaign spearheaded by GCMP, PIRO, and Guam Environmental Education Partners Incorporated (GEEPI). The goals of IYOR08 are the following:

- Strengthen awareness about Guam's ecological, economic, social and cultural value of coral reefs and associated ecosystems;
- Improve understanding of the critical threats to Guam's coral reefs and generate both practical and innovative solutions to reduce these threats (focus on Local Action Strategies with a community based ecosystem management approach).
- Generate urgent action at all levels to develop and implement effective management strategies for conservation and sustainable use of these ecosystems.

Tentative Timeline for IYOR08:

Preparatory Activities:

- Launch of Guam CRI Web site and Guam IYOR08 web site.
- Guardians of the Reef/Marine Mania preparation of third grade classroom presentation
- User Generated PSA Campaign
- IYOR08 Guam logo selection
- IYOR08 Guam t-shirt design
- Mayors' Council meeting presentation
- Request Malafunkshun to dedicate one show to coral reefs in 2008 and write a song about coral reefs.
- Have GVB adopt this for 2008
- Mural in Tumon

Other Ideas:

Monthly Lecture Series on IYOR Topics with the UOGML – rotating locations?

Get a big name (Cousteau, Al Gore, Jack Johnson to come to Guam)

Proposed Monthly Events

February 2008: Celebrate Reefs! IYOR kickoff

- Press release outlining the month and year's events and IYOR Focus Press Conference
- Signing of the Executive Order declaring 2008 International Year of the Reef in Guam
- Guardians of the Reach Coral Awareness Program launches
- User Generate PSA Contest Launch
- Table at Rick's Reef Classic – Guahan Napu
- www.guamiyor08.com website launch

March 2008 – Pollution Hurts!

- Press release outlining the month's events and IYOR08 Focus
- Anti-arson highlight / wildfire awareness? – Is Forestry Interested?
- Chamorro Month festivities in the schools – stress cultural value of reefs
- Beachwalk Project – Jen Farley coordinating
- Paddling Event on East Side
- Payless to launch canvas bag campaign
- Charter Day - UOG

April 2008 – Ridge to Reef – It's all Connected!

- Press release outlining the month's events and IYOR08 Focus
- Coral Reef Symposium
- Community Watershed Workshops or other activity - Masso?
- Earth Week Event Guam EPA
- Fishbowl – HS marine trivia contest

May 2008 – Reef Friendly Recreation

- Press release outlining the month's events and IYOR08 Focus
- Tabling / Speaking at Water Sports Events
 - Surfing competition
 - Paddling competition
 - Dan's Cup Tumon Bay swim competition
 - Cocos Crossing
- Recreational Workshop

June 2008 – Lack of Awareness (we need a catchier title for this one)

- Press release outlining the month's events and IYOR08 Focus
- Eco-Camp – 4H program
- 05-June-08 – World Environment Day – should we do something?

July 2008 – Save our Coral Babies!

- Press release outlining the month's events and IYOR08 Focus
- Coral Spawning Events - Marine Lab, Underwater World?
- Reforestation Efforts Highlighted?
- Liberation Day Parade – recycling, floats?

August 2008- Preserving the Past, Protecting the Future

- Press release outlining the month's events and IYOR08 Focus
- War in the Pacific NHP – 30th Anniversary

September 2008- Clean It Up!

- Press release outlining the month's events and IYOR08 Focus
- International Coastal Clean-up Spotighting IYOR08 and coral reefs

October 2008 – Feeling Hot, Hot, Too Hot!

- Press release outlining the month's events and IYOR08 Focus
- Movie in the Park- An Inconvenient Truth? or other film
- Coral Reef Watch Training for Divers
- Disease Presentation?

November 2008 – Recognizing of Reef Stewards

- Press release outlining the month's events and IYOR08 Focus
- Highlight people and programs that have really made a difference for Guam's Reefs

December 2008 – Guam IYOR - Year in Review

- Press release outlining the month's events and IYOR08 Focus
- Recap all of the messages and events for the year – reinforcing messages and urging residents to continue to protect our reefs .
- Reef Steward Award Ceremony?