EFFECTIVE COMMUNICATION OF SCIENCE AND CLIMATE CHANGE INFORMATION TO POLICY MAKERS

REPORT OF THE
CCAA/3RD EAHSC SYMPOSIUM HELD DURING THE 3RD EAST AFRICAN HEALTH AND SCIENTIFIC CONFERENCE ON CLIMATE CHANGE, ENVIRONMENT AND HEALTH
AT
KENYATTA INTERNATIONAL CONFERENCE CENTRE (KICC), NAIROBI
27 MARCH 2009

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1. INTRODUCTION

The challenge of effectively communicating science and climate change information to policy makers has moved to the front page of sustainable development discourse. A key part of the debate focuses on the capacity of the media and journalists to better influence policy makers to take action on adaptation to climate change – one of the foremost development challenges of our time. This discourse is premised on the knowledge that decision making at all levels needs to integrate climate change adaptation into development policies, plans, strategies and budgets.

The media can play a critical role in reinforcing efforts to mainstream climate change adaptation into development planning and policy. Not only is it the major source of information to the citizenry, the media also plays an important role in shaping public policy debate and informing decision makers through newspapers, radio and television.

Unfortunately, journalists, especially those in the developing world, are not sufficiently equipped to process and effectively communicate climate change information. This holds true even though environmental reporting is fast becoming an important genre of journalism. Whereas the environment is still rarely a front page news item, environmental consciousness within newsrooms continues to rise. Such environmental issues as climate change that once sounded like apocalyptic threats may today not go unnoticed by an informed editor.

These challenges and shifts place a heavy burden on the modern-day environmental journalist. With little, if any, specialization in many a newsroom, it is increasingly difficult for journalists to stay with technical environmental stories like climate change adaptation issues and get to their root. This greatly undermines effective communication of these issues and prospects for integrating them into decision-making. For whereas the journalist may come from a politician's press conference and write several paragraphs without much ado, it is a completely different ball game when it comes to technical environmental issues such as climate change adaptation. It is against this backdrop that CCAA considers it imperative to engage journalists constructively with the two-fold objectives of: strengthening their information processing and transmission capacities; and linking them to ongoing participatory action research (PAR) projects as key sources of empirical information on climate change adaptation.

1.1. About the symposium

The symposium on *Effective Communication of Science and Climate Change Information to Policy Makers* marked an important step in defining Climate Change Adaptation in Africa's (CCAA's) engagement with the media.[1] The half-day event was organized as part of the 3rd East African Health and Scientific Conference (EAHSC) held in Nairobi on 25-27 March 2009. Its main purpose was to document capacity gaps for effective communication of science and climate change information to policy makers in the sub-region. It was also part of CCAA's effort to close the gap in the conference's design. CCAA noticed that although the 3rd EAHSC was intended to hasten the process of translating research findings into policy and practice, the role of the media seems to have been under-emphasized.

[1] The Climate Change Adaptation in Africa **(**CCAA**)** research and capacity development program aims to improve the capacity of African countries to adapt to climate change in ways that benefit the most vulnerable. Building on existing initiatives and past experience, the CCAA program works to establish a self-sustained skilled body of expertise in Africa to enhance the ability of African countries to adapt. The CCAA is a joint program of the International Development Research Centre (IDRC), Canada, and **the** Department for International Development (DFID), U.K. For more, see www.idrc.ca/ccaa.

Going by the theme *Climate Change, Environment and Health*, the Conference was most timely. It came at a time when the region's policymakers are grappling with the identification of key elements of a common African position towards COP15, to be held in Copenhagen, Denmark, in November/December 2009. Thus it provided an excellent forum for journalists to interact with researchers and policymakers as well as other health sector stakeholders from Kenya, Uganda, Tanzania, Burundi and Rwanda. Similarly, it provided an excellent platform for journalists to share experiences on challenges in communicating science, environment, and climate change information to diverse audiences, particularly policymakers. In addition, it provided an important occasion for CCAA/3RD EAHSC not only to widely share knowledge from ongoing PAR activities, but also influence policymakers and policy processes with a bearing on adaptation to climate change. The outputs from this session will form the foundation upon which a CCAA's capacity building strategy for journalists will be developed and executed in collaboration with selected media training institutions in the region. This will help to strengthen prospects for mainstreaming climate change adaptation into development planning and policy in the region.

1.2. Objectives of the symposium

The overall objective of the CCAA/3RD EAHSC Symposium was to document capacity gaps among local journalists to effectively access, process and communicate climate change adaptation messages to policymakers. Specifically, the symposium sought to, *inter alia*:

a) expand the scope of the 3rd EAHSC to include the crucial role of the media;
b) facilitate dialogue between policymakers attending this 3rd EAHSC and journalists to allow policymakers clarify their optimal expectation from the media;
c) identify the capacity needs and challenges to be addressed if the journalists are to be effective in influencing policymakers; and
d) raise the profile of the CCAA particularly its contribution to adaptation to climate change and variability in the region and as a source of policy-relevant (evidence-based) information for further processing and communication to policymakers.

1.3. Expected outputs

The following were the expected outputs of the symposium:-

a) Appreciation by journalists and policy makers of the role of the media in climate change policy in East Africa enhanced;
b) Identification of capacity needs for journalists to effectively acquire, process and communicate to policymakers information on climate change. The needs assessment will be the foundation for CCAA's capacity development strategy for journalists.
c) Identification of institutional arrangements and other mechanisms for implementing an effective journalists' capacity development strategy on communication of climate change adaptation.

1.4. Organization and conduct of the symposium

The successful organization and conduct of the symposium was a product of collaborative efforts between the author of this report (engaged as a Consultant), the organizers of the 3rd EAHSC and CCAA. The symposium was guided by a two-phased programme developed jointly by the organizers.[2] Phase I of the programme focused on the challenge of effectively communicating

[2] See Annex 1 for the Programme.

climate change information to policy makers. It was an interactive session intended to help the scientists, policy makers and journalists present[3] to identify and dialogue the key issues undermining affective packaging and delivery of scientific and climate change information for decision-making, and how to improve the situation. About 75% of the participants were journalists with some experience in environmental journalism. They were drawn from various media types as indicated in Figure 1. The journalists work experience is represented in Figure 2.

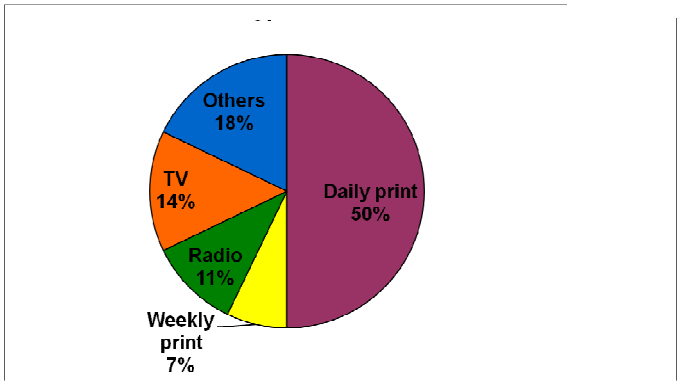

Figure 1: *Media type*

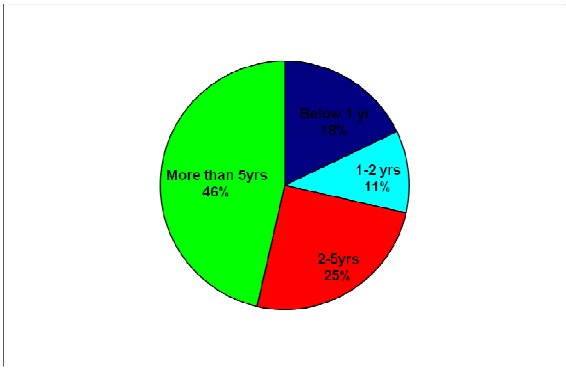

Figure 2: *Experience*

The reason for the higher number of journalists is that CCAA specifically facilitated journalists to attend the 3rd EAHSC as part of its efforts to engage and expose them to science and climate issues in preparation for the symposium. In any event, Phase II of the symposium was specifically intended for the journalists to discuss and evaluate their capacity needs in communicating science and climate change adaptation and the mechanisms necessary to meet that challenge. It involved discussions and a rapid assessment based on a protocol developed for that purpose. A questionnaire was administered to gather further data on the capacity needs of the media to effectively communicate science and climate change information to policy makers.[4] 28 journalists responded to the questionnaire. The questionnaire results were used to provide specific insights into some issues and recommendations to ensure a balanced report. The results could be instrumental in designing a media engagement and capacity building strategy for CCAA.

2. PHASE I, SESSION I: THE CHALLENGE OF COMMUNICATING CLIMATE CHANGE INFORMATION TO POLICY MAKERS

This session was facilitated by the key note address and four short presentations. The key note address was given by Kenya's Director of Medical Services, Dr. Francis Kimani, on behalf of the Permanent Secretary in the Ministry of Health, Prof. James Ole Kiyiapi. He underscored the critical role of the media in supporting development planning and policy. With specific examples of environmental problems in Kenya, he challenged the media to take their role in development seriously, and called for measures promote engagement between the media, scientists, and decision makers. Dr. Stephen Muleshe, the Secretary of the 3rd EAHSC and a senior civil servant in the Ministry of Health, underscored the need for greater interaction between scientists,

[3] See Annex 2 for the List of Participants.
[4] See Annex 3 for the questionnaire.

journalists and policy makers to promote trust and ensure timely and effective communication of the immense research products not finding their way into policy-making.

On behalf of CCAA, Dr. Evans Kituyi explained their role and interest in supporting adaptation to climate change in Africa, and the importance of the media in influencing policy. He showcased the CCAA programme and its resources, and challenged participants to engage effectively to ensure optimum use of those resources. This was followed by Dr. J.C. Nkomo's (IDRC) presentation on the environment-health-climate change nexus. He used many insightful examples to draw attention various manifestations of this nexus in Africa, and the need for integrated planning that would ensure effective adaptation to climate change.

The session's discussant, Dr. David Gikungu – Assistant Director for Biometeorology at the Kenya Meteorological Department who represented the Director, Dr. Joseph Mukabana – underscored many important issues. These included opportunities for improving engagement given better governance and greater openness in many research institutions and government agencies, greater use of ICTs, and the need to seize opportunities available by various capacity building programmes and resources supporting climate change agenda.

In particular, the following issues stood out during this session:-

2.1. Relationships between scientists, policy makers and journalists

Participants identified tense relations between scientists, journalists and policy-makers as a critical barrier to ensuring effective communication and influence on policy. The three groups perceive each other to have different world views, timeframes for action, and motivations. According to policy makers, scientists provide overly technical and inaccessible information. They also take too long to deliver their research results in a simple form that can aid decision-making. While they may interact and discuss freely with their peers, many scientists are not comfortable engaging non-peers in the policy and media arenas.

On the other hand, scientists think that policy makers pander too much to political and vote seeking imperatives at the expense of sound science and information. They lack patience and rarely take time understand scientific advice. They do not appreciate enough – sometimes even despise – the role of science and research in decision-making.

As for the journalists, they are largely regarded by policy makers and scientists as masters of sensationalism, always emphasizing irrelevant issues at the expense of important research and policy agenda. As a result, the policy maker and the scientist instinctively exclude the journalists from decision-making and research as much as possible.

These attitudes have bred so much mistrust among journalists, policy-makers and scientists, resulting in poor communication and undermining the effectiveness of development planning and policy.

Asked to list their sources of environmental information (Question 4), 22 journalists indicated state institutions, 21 research institutes, 22 NGOs, 9 specialized articles, and 9 other sources like the Internet, personal knowledge, and citizens. Figure 3 presents this information.

This shows that state agencies, research institutes and NGOs are all important sources of environmental information for journalists. Yet there persists considerable skepticism in State institutions as a source of information, as confirmed by the responses to questions (8 and 9) on whether the respondents had confidence that their information sources were releasing 100% of the available information. No journalist believed that State institutions release 100% of the available information to the media, compared to 6 who believed NGOs release 100% of their information.

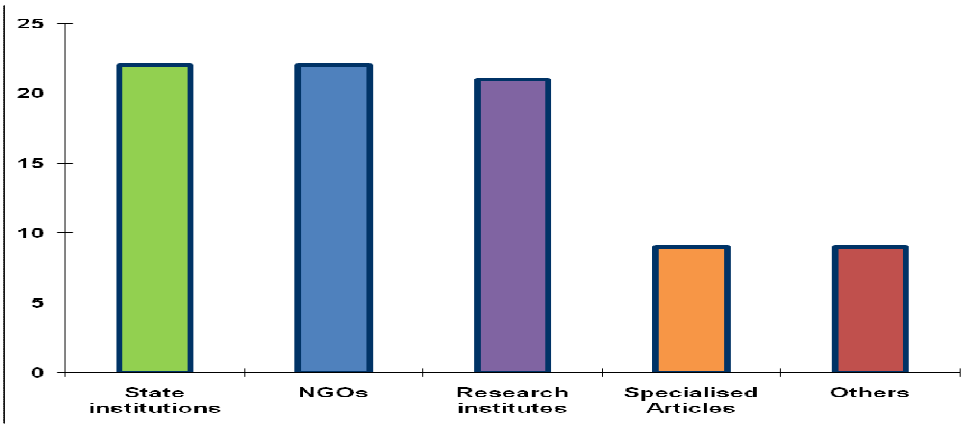

Figure 3: *Jounalists sources for enivornental information*

3 respondents indicated state institutions never give information at all, 9 that it seldom happens, and 16 that it happens occasionally. On the other hand, no respondent believed NGOs never give information in their custody, 5 indicated they seldom give such information, and 17 indicated they occasionally give all the information they have. Thus despite their general skepticism with both NGOs and State institutions as sources of environmental information, journalists have more confidence in the former than the latter.

Recommendation:- Participants underscored the need for positive interaction between researchers, policymakers, and journalists in order to improve science and climate change communication. This requires new mechanisms for interaction, such as forums for dialogue among them. The symposium was singled out as one such forum. Participants challenged IDRC/CCAA to help facilitate such forums for journalists, scientists and policy-makers to enable them interact, understand, and appreciate each other's role as a complimentary part of the development policy planning and implementation processes.

2.2. Poor communication of science and climate change information

Participants expressed concern that many scientists are generally uncomfortable when asked to operate in a communications and policy context. Not only are a majority of scientists poor at explaining their work in a simple way that even non-experts can understand, they are also very sensitive about how their policy judgments might be regarded by their scientific colleagues. Yet reporters, the public, and policy makers are usually more interested in the policy relevance of their science. In other words, "impact stories" are the best way to engage the public and promote science communication. For reporters, policy-makers and the public, it is more newsworthy to give research information about real-life implications of how people and places are affected by climate change and what needs to be done to promote adaptation as opposed to general atmospheric science of climate change.

Recommendation:- Participants encouraged researchers to seek to communicate outside the usual realm of scientific papers. They need to involve the media at all stages of the research development, and use means like policy briefs aimed at broad audiences. Researchers should not abandon their work after it is published. Instead they should become champions for it, pursuing dialogue with policymakers. This could eventually lead to researchers, journalists and policymakers working together on producing a dissemination strategy. Indeed, participants expressed the need to train scientists in communication to enable them take greater responsibility to get their stories out to the public, the media and to policy-makers.

2.3. Intellectual property rights concerns

Many scientists expressed concerns about breaches of intellectual property by journalists, particularly when they are making presentations at public forums, workshops and seminars. Some journalists take pictures and records of materials being presented, and publish them without permission or even deferring to the scientist to ascertain the correctness of the information. This may not only deny the researcher benefits that would accrue from intellectual property, it can also undermine the researchers credibility among peers.

Recommendation:- Participants underscored the need for greater consultations between journalists and scientists in the course of research and publication of materials. Journalists need to careful to ensure accuracy of their reports as well as protection of intellectual property rights.

2.4. Need for good journalism skills

Participants also emphasized the need for good grounding in journalism fundamentals to enable journalists to report effectively and responsibly on complex science issues. These include skill in research and conduct of interviews, as well as good networking to enable them reach the right contacts quickly when on deadline.

Other issues discussed in this regard were where to obtain a spectrum of responsible and authoritative science information and perspectives on seemingly controversial subjects, where political and financial stakes are frequently high. It was noted that while experienced science reporters with extensive networks of well cultivated contacts, young reporters usually have hard time securing interviews and access to important sources. In any event, it is difficult to maintain expertise in the full range of science issues. In any case, many newsrooms still mostly maintain general assignment reporters, and, even those on special assignments are never maintained on the same issue long enough to enable them horn their skills and understanding in those subjects like climate change. Compounding the challenge is the shortage of time and space available in many media outlets to cover a particular science-based issue.

Recommendation:- Participants recommended the need for journalists to be trained on basic concepts and fundamentals of climate change science adaptation issues science. In addition, journalists need to understand the science research fundamentals like the scientific method, interpretation of numbers and statistics, and the significance of peer review. Tailor-made in service courses to address these shortcomings and support for specific assignments on the relevant subjects could be crucial in this respect. In addition, scientists and policy makers could be do well to be less apprehensive, if not repulsive, about interviews with journalists. It was noted that some institutions, like the Kenya Meteorological Department, have adopted an open door and proactive policy to make the public understand their work. More and more researchers are also beginning to take a proactive role in trying to communicate their work. Journalists were encouraged to seize these opportunities.

2.5. Leveraging increased interest on the environment

Participants noted a general trend towards increased interest by the public on the environment. This has led to greater willingness by the media to cover science and environmental news. However, the there is yet to develop a strong policy within the media to promote science and environmental news coverage. Overall, there is a lot of traction for the environment, but it is not yet being related to the needs and values of the audience. Even policy makers may still be lagging behind the public on the concern for the environment.

Recommendation:- Participants underscored the need for journalists to find ways to make the big global debate on the environment local, in order to respond to growing people's concern for the for environment. For sometimes people may fail to understand the bigger global debate and easily get overwhelmed. But it makes great meaning to them when the issue relate to their daily lives. Newspapers are known to tailor headlines to different regions. It may be possible to do likewise with environmental and climate change adaptation stories. This would make the news more relevant to specific audiences.

3. PHASE II, SESSION II & III: CAPACITY NEEDS FOR SCIENCE AND CLIMATE CHANGE COMMUNICATION AND MECHANISMS FOR CAPACITY-BUILDING

The media is crucial as a communication link between government, policy makers, citizens, non-governmental organizations, businesses and other stakeholders in the challenge to promote climate change adaptation. Indeed, one of the best known ways to inform a broad section of the public quickly about development issues or government activities that may affect them is through the mass media: newspapers, magazines, television, radio, billboards and the Internet. Thus assessing the capacity needs of journalists to effectively report climate change adaptation is a natural precondition for defining the necessary support and institutional mechanisms required to deliver it.

This session focused on the capacity needs of the media to effectively communicate science and climate change information. The discussions were structured around five key issues: difficulties in accessing relevant policy and science information from policy-makers and scientists; place of science and climate change in newsrooms; availability of climate change and science information; professional interaction within the media at the national level is absent; journalism qualifications and knowledge on science and climate change and how to present them to the general public.

3.1. Accessing relevant policy and science information

Discussion on this subject was so much a carry-over from the previous session. Participants decried the general reluctance of policy makers and scientists to give interviews and information to the media. Public relations officers (PROs) in Government and research institutions are ever going in circles when asked even the simplest and most straight forward questions. But the PROs present explained there is so much bureaucracy in government institutions. In many cases, they are never aware of the issues being asked because they are rarely briefed fully about ongoing work. Many Government and research institutions scarcely ever bother about communication strategies. Neither do they fully appreciate the work of their PROs.

Furthermore, policy makers and scientists tend to be overly cautious and suspicious when dealing with journalists. Many scientists do not consider it their duty to explain themselves to non-peers, or to worry about the policy relevance of their work. Sometimes Government agencies, research institutes and NGOs prefer to give only positive aspects of their work to attract good reviews and support, but fail to appreciate it when journalists report not so rosy information about what they do. These lead to mistrust and poor relations between journalists, policy makers and the media (See Figure 3 above). The existence of restrictive legislation and policies, such as Kenya's Official Secrets Act which can be used to deny access to virtually any information in the Government's custody, only serves to worsen the situation.

Recommendation:- Journalists need to be trained on how Government agencies and research institutions work, how to relate to them, and how best to access information in their custody. In particular, journalists need to understand legislative and policy processes to be able to influence then through effective communication. Journalists working as PROs in Government agencies and research institutions need support and training to enable them make the case for and develop communication strategies.

3.2. Prioritizing science and climate change in newsrooms

Participants observed that despite the increasing environmental consciousness among the public, the environment and climate change issues are not prioritized in many a newsroom. The younger journalists may be interested in the subject, but the senior editors are still stooped in the political and human rights agendas that defined their learning and reporting years. So they rarely facilitate journalists interested in environmental matters. This explains why many qualified science writers are leaving newspapers. It also account for the minimal number of environment pullouts in newspapers. Environment only gets to the prime pages when it has serious political intrigues around it, like is the case with Kenya's Mau forests issue, or when there is a major catastrophe like devastating floods. Yet, according to participants, there are many real-life and uplifting climate change adaptation stories on how many communities are managing to cope with the hard times.

Asked how frequently their their respective forms of media cover environmental issues (Question 5), 12 answered once a week, 8 indicated less than once a week, 5 answered two to three times a week and three said on a daily basis (Figure 4). This clearly confirms the assertion that environmental issues are clearly not a media priority.

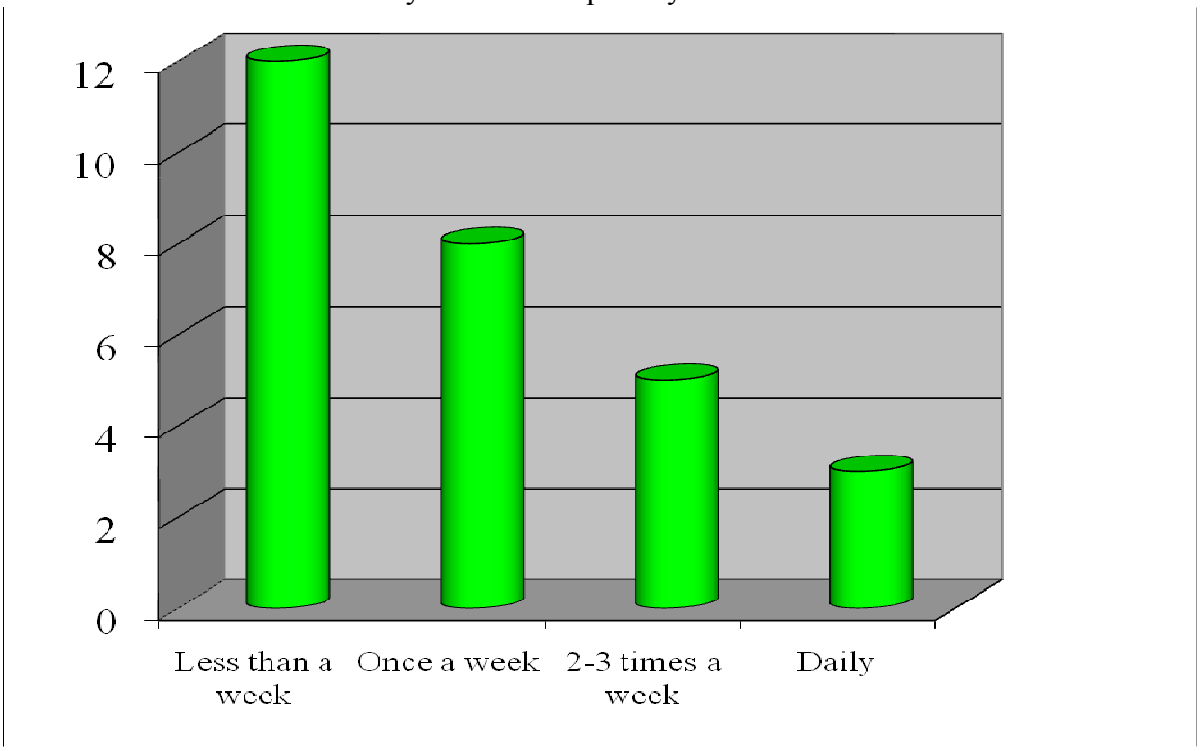

Figure 4: *Frequency of environmental coverage*

Drawing from responses to Question 6 as represented in Figure 5, the fact that most environmental stories in the media are topical (18), and more rarely, analytical (6) or

investigatory (4) may indicate an important capacity issue. Serious analyses of environmental issues or of other issues from an environmental perspective are rare. This could be a reflection of an overall trend in the media and the press (since it had most representation), in particular, towards more newsy, sensational coverage, rather than in-depth analyses or commentary. But this could also indicate a lack of knowledgeable and qualified journalists who would deal with environmental commentary.

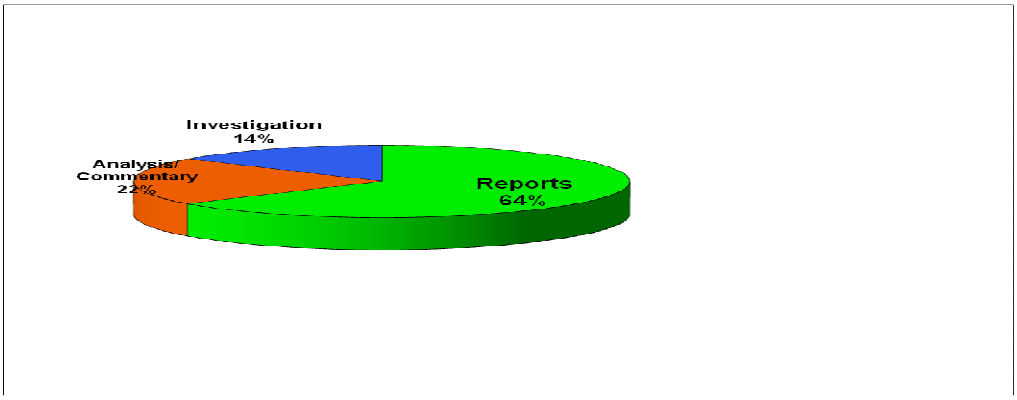

Figure 5: *Types of environmental stories*

But some participants also observed that journalists who go to the field do not package their stories well enough to convince editors to publish them. Many journalists just cut and paste science and climate change information without giving their policy and livelihood implications. According to a number of participants, a well-researched and presented feature will always be published. This requires journalists to get away from reproducing information acquired at press conferences and workshops; they need to go out and look for impact stories at among the communities.

Recommendation:- There is need to train and sensitize editors on science and climate change, and its relevance to politics and development in a country. Journalists need to be facilitated to conduct good research and write science and climate change features that can be published. Such facilitation would be an important step toward ensuring better communication of climate change adaptation.

3.3. Availability of climate change adaptation and science information

Participants discussed at length the whether there is adequate up-to date information on climate change adaptation. While many thought there is considerable research work going on in research and government institutions, many more wondered whether the ongoing research is "impact-oriented" and relevant. Concerns were also expressed that much of the result information ends up gathering dust in the shelves. It may not be reaching the public or policy maker. This is because there is rarely a deliberate move by these institutions to inform the public about their work, and to ensure that their work influences policy. Yet these are not ordinary issues which any journalist can take up as important news items.

It is not surprising, therefore, that climate change issues rarely feature in news. In response to the question on the type nature of environmental stories covered by their respective media houses, 11 journalists indicated pollution, 8 waste, 6 impact of business, only 2 climate change, and 1 others. This is represented in Figure 6. It is hard to draw definitive conclusions from this information. But it could be a fairly credible indication that journalists are still steeped in the

"traditional environmental concerns" of yesteryear at a time when the global environmental agenda has moved to climate change and its impacts on livelihoods. Another explanation could be lack of information and knowledge on the subject.

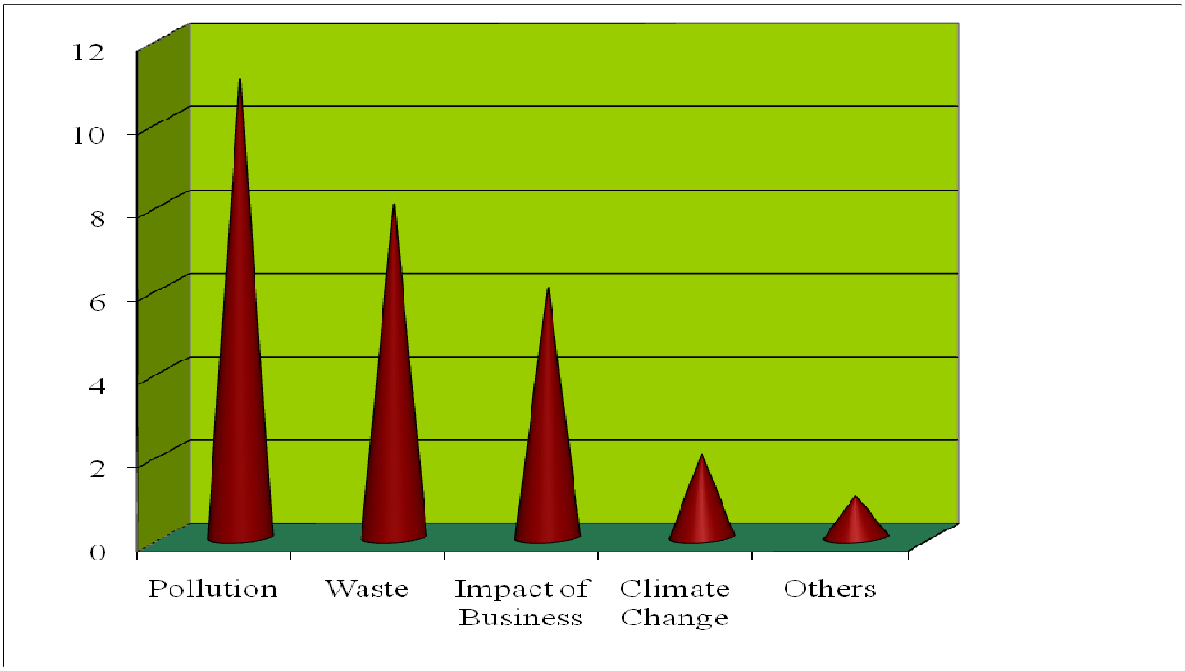

Figure 6: *Most covered environmental issues*

Participants noted that CCAA has done a lot of research on climate change adaptation, which could form an important starting point as a source of relevant information. In addition, CCAA has a formidable network of climate change researchers who could assist with information verification and data on the issue. Similarly, Kenya Meteorological Department (KMD) can provide a formidable source of relevant climate change science and adaptation information.

Recommendation:- Participants underscored the need for journalists to link with CCAA, KMD, and other research institutions and researchers for up-to-date climate change adaptation and relevant scientific information.

3.4. Networking among science and climate change media professionals

Participants were at pains to determine whether one can legitimately say there are "environmental journalists" in East Africa. What enables a person to legitimately lay claim to such a title? How many environmental stories or features? But participants generally agreed that there are individuals whose interest in the subject is known going by the work they do and their involvement in related matters.

It emerged during the discussions that there is no fully-fledged and recognized national or sub-regional platform on climate change journalism. This not only undermines networking among interested journalists, it also weakens the potential for quick and accurate information gathering and sharing. However, there are a number of initiatives that provide some platform for journalists interact on science and environmental issues. Two examples stood out. The first is the Kenya Environment and Science Journalists Association (KENSJA). It is a young association with membership drawn from print and electronic media across the country. The other is the

Kenya Correspondents Association (KCA). It also has a national reach and comprises mainly correspondents from both print and electronic media. Both seek to promote professionalism and welfare issues for their membership.

But these institutions are grossly hampered by resource constraints. The Institute for Law and Environmental Governance (ILEG), with support from the Danish Embassy (Danida), is helping to mentor both to develop environmental and climate change work portfolio, as well as websites and other networking tools.

In response to question 14, the respondents unanimously supported the idea of journalistic cooperation in climate change and environmental issues through the establishment of an information exchange network, joint projects and extension of personal contacts. But they offered no new ideas on how such cooperation could be organized or strengthened. This could indicate a sense of being ready to accept what is offered, as opposed to the journalists themselves defining what would work best for them. It could be result of lack of serious and sustained engagement on the subject, which has undermined prospects for the journalists to define their own work programmes and agendas on climate change and environmental issues.

Recommendation:- Participants expressed the need to strengthen these initiatives on the basis of their comparative strengths to further science and climate change journalism. They also saw the need for a sub-regional platform for climate change adaptation, given the transboundary nature of the challenge and the ongoing move towards regionalism. But participants also expressed concern that such initiatives sometimes tend to be territorial. So they cautioned against any possible tensions or bureaucracies emerging from efforts to create a strong national or sub-regional platform for climate change adaptation communication.

3.5. Improving journalism knowledge on science and climate change communication

Participants noted that there are no causes tailor-made for journalists to report science, climate change or environment in East Africa's institutions for higher leaning. There are only general causes. However, some faculties, like the schools of journalism at Maseno University and the University of Nairobi have recently introduced development communication, which integrates environmental sustainability to some extent. Others provide short-term causes on specific topical issues, such as HIV/AIDs, health, and environment communication as and when they get funding from donors.

Participants also noted that some journalists have been trained on these issues by number of institutions and organizations. The Institute for Law and Environmental Governance (ILEG), for example, is partnering with University of Nairobi's School of Journalism to train journalists on environment and climate change reporting.

Recommendations:- Participants underscored the need to train journalists on science and climate change communications. They also noted the importance of intensifying existing training efforts since more and more journalists are getting interested in science and environmental communication. It was noted that it takes considerable time for a young journalist to grasp good knowledge of key issues in such technical areas and present them well enough in a way that they can pass through the editor.

Furthermore, participants observed the need to engage, sensitize and train sub-editors and editors to make them appreciate the importance of climate change to policy, development and politics of a country. They also emphasized the need for mentorship programmes where young

journalists and institutions interested in these issues can get support from their more experienced counterparts.

Responses to the question on the kind of preferred training (Question 15) were evenly distributed across the available options – workshops and seminars, short certificate courses, and formal degree/diploma courses. In formulating the preferred training types, respondents gave compelling reasons for their choices. Workshops and seminars are seen as attractive because they are more interactive and easy to factor into the journalists' work plans. Short courses are seen as focused and easy to model to suit specific needs of the journalists at any given time. Formal degree and diploma courses are seen as comprehensive and likely to provide strong grounding for journalists to emerge as dedicated experts on the subject. It is thus fair to conclude that a good training programme on environmental and climate change journalism should integrate all these forms, where resources permit.

4. WAY FORWARD

In concluding the symposium, participants and organizers reiterated a number of issues to define the way ahead. Speaking on behalf of CCAA, Dr. Evans Kituyi expressed satisfaction with the event as an important beginning of a process of engaging the media to ensure effective communication of climate change adaptation to influence policy. He also underscored CCAA's commitment to sustain the momentum to ensure that there is continuous learning and sharing of best practices more broadly among journalists, policy makers and scientists into a set of actionable strategies and practices. In addition, journalists were encouraged to start using the resources and networks available at CCAA to support communication of climate change adaptation. CCAA would synthesize the discussions and, in consultation with participants, define modes and strategies for structuring the engagement to promote effective communication of climate change adaptation. The symposium's report would be shared with participants as well as a broad range of stakeholders.

5. ANNEXES

ANNEX 1: SYMPOSIUM PROGRAMME

Friday, 27 March 2009			
Time	**Agenda Item**	**Responsible Person**	**Notes**
0830-0900	Registration	CCAA/ /3RD EAHSC	Registration of participants
Session I: ***Introductions and Agenda Setting*** *Chairperson: Benson Owuor Ochieng* *ILEG*			
0930-0915	Welcoming remarks and Agenda Setting	Dr. Evans Kituyi *CCAA* Dr. Stephen Muleshe *Ministry, Medical Services*	Welcoming remarks, introductions, & Agenda Setting
0915-0930	The Challenge of Effective Communication of Climate Change to Policy Makers	Prof. Ole Kiyiapi *PS, Ministry of Health*	Key Note Address
0930-0945	Health and Climate Change	Dr. J.C. Nkomo *CCAA*	Health-Climate Change Nexus
0945-1000	Discussant	Dr. Joseph Mukabana *Director, KMD*	
1000-1030	Discussion	Plenary Discussion	Interactive Session
1030-1045	**Tea/Coffee Break**		
Session II: ***Capacity Needs for Science and Climate Change Communication East Africa*** *Chairperson: Benson Owuor Ochieng* *ILEG*			
1045-1200	SWOT Analysis: Status and Trends	Working Groups and Plenary	Facilitated Discussion
Session III: ***Mechanisms for Capacity-Building in Science and Climate Change Communication East Africa*** *Chairperson: Benson Owuor Ochieng* *ILEG*			
1200-0130	Capacity-Building Tools and Methodologies	Working Groups and Plenary	Facilitated Discussion
	Closing	CCAA/EAHSC	
LUNCH			

ANNEX 2: LIST OF PARTICIPANTS

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ANNEX 3: QUESTIONNAIRE

Climate Change Capacity Needs Assessment of environmental media in Kenya

RESEARCH QUESTIONNAIRE

Please note that you may give more than one answer to questions 4, 13 and 14 only!

Province …… District…….

1. What form of media do you work in?
A/ daily print media
B/ weekly print media
C/ radio
D/ TV
E/ other, please indicate

2. How long have you been working as an environmental journalist?
A/ less than a year
B/ one to two years
C/ two to five years
D/ more than five years

3. Do you cover primarily environmental issues?
A/ yes
B/ no (please, specify your main area of work)

4. What are your sources? (you may give more than one answer)
A/ state institutions
B/ research institutes
C/ NGOs
D/ specialised articles
E/ others (please, specify)

5. How frequently are environmental issues covered by your form of media (in your judgment)?
A/ on a daily basis
B/ two to three times a week
C/ once a week
D/ less than once in a week

6. What type of environmental story is covered most frequently?
A/ reports
B/ analysis, commentary
C/ investigation

7. Which environmental issue is covered most often?
A/ pollution
B/ waste
C/ climate change
D/ activities of civic organizations
E/ achievements in environment protection
F/ impact on the environment caused by businesses/private industry
G/ others (please, specify)

8. Do you think that state institutions give you the all the information available to them?
A/ yes, always
B/ yes, occasionally
C/ yes, seldom
D/ never (please indicate the reasons)

Comment:

9. Do you think that NGOs and researchers give you all the information available to them?
A/ yes, always
B/ yes, occasionally
C/ yes, seldom
D/ never (please indicate the reasons)

Comment:

10. Is there an organization of environmental journalists in your country?
A/ yes, its name is ….
B/ no

11. Does the Kenyan media cover climate change environmental situations in your district and province?
A/ yes, often
B/ yes, occasionally
C/ no

12. If yes, what sources of such information can you name?

13. Do you cooperate with environmental journalists in Kenya (you may give more than one answer)
A/ yes, regularly, on a professional basis
B/ yes, regularly, on a personal basis
C/ yes, periodically, on a professional basis
D/ yes, periodically, on a personal basis
E/ no

14. How can a national journalistic cooperation in climate change environmental areas be improved (you may give more than one answer)
A/ through the establishment of an information exchange network
B/ through joint projects
C/ through extension of personal contacts
D/ by other means (please, specify)

15. What kind of climate change environmental journalism training would be most effective?
(workshops and seminars, short certificate courses, formal university degree/diploma courses)
Please, formulate the training type you would prefer.

16. Are there any questions on climate change environmental journalism (answers) that you think are important, but have been omitted from the questionnaire? You can list up to three.
A/ question
B/ answer

17. Would you be interested in taking part in a climate change environmental journalism training programme?
A/ no
B/ yes
If yes, what issue of climate change would you desire to focus on most? Please, describe:

Please, feel free to add any comments or suggestions for supporting climate change environmental journalism.