



## Overview

The value of individual stewardship and the strength of partnerships empowering people to take concrete actions daily to protect our rich coastal resources is the target of the 2014 Coastweeks celebration in the month of September. The 2014 Coastweeks launches the PALS (People, Air, Land, and Sea) a Government-Wide celebration in October and November.

## Targeted Outcomes

1. To increase awareness of our individual responsibility to our Island Coastal Zone (from the mountains to the oceans) to include the impacts of climate change as our survival depends on our limited coastal resources to meet our increasing demand for energy, goods and services.
2. Increase the number of participants and partners in the Coastweeks planning and execution to highlight and celebrate successes in coastal resource management.
3. Inform and educate individuals and organizations of the programs and services available through the Government and Private sector that support smart growth in the Territory.
4. Secure sustainability of the Coastweeks initiatives and celebrations through Public-Private Partnership.

## Theme

ASCMP TAG: "CONSERVATION BUILDS GENERATIONS"

2014 Coast Weeks Theme Suggestions:

**"A Healthy Coast is a Wealthy Coast"**

## 2014 COASTWEEKS PROGRAM

### Draft Plan and Targeted Audience

|                                    |                         |                                  |  |  |                                      |
|------------------------------------|-------------------------|----------------------------------|--|--|--------------------------------------|
| <b><u>1.Coastweeks Kickoff</u></b> | <b><u>2.GIS Day</u></b> | <b><u>3.Seafood Festival</u></b> | <b><u>4.Island-wide Coastal Clean Up</u></b> | <b><u>6.Restoration Project</u></b>    | <b><u>7.Family Fun Beach Day</u></b> |
| 9/15                               | 9/23-24                 | 9/27                             | 9/19   | 9/18                                   | 9/27                                 |
| All Individuals and Families       | High School Students    | Interested Participants          | Gov't, Private Sector, FBOs & Villages       | Gov't, Private Sector, FBOs & Villages | All Individuals and Families         |

|   |  |  |   |  |
|---|--|--|---|--|
| <b><u>8.Fautasi Ocean Challenge</u></b> | <b><u>9.Media Campaign</u></b>                 | <b><u>10.Coastal Stewardship</u></b>   | <b><u>11.Launch Student Comp.</u></b>     | <b><u>12.Educational Tours &amp; Workshops</u></b> |
| 9/12-3/31                               | 9/1-11/30                                      | 9/2-11/30                              | 9/15-27                                   | 9/15-9/26  |
| Fautasi Villages                        | All Individuals and Families in American Samoa | Gov't, Private Sector, FBOs & Villages | Elementary, High School and ASCC Students | Gov't, Private Sector, FBOs & Villages             |

## Plan Details

### 1. Coastweeks Kickoff

**Date:** Monday, September 15, 2013

**Target Group:** Interested departments, agencies, & private businesses.

Highlighting our unique coastal bay area; it is proposed that the Coastweeks Kickoff will include a brief opening ceremony followed by canoe and kayak races between Public and Private Groups

**Time:**

3:00-3:30pm: Opening Ceremony

3:30-6:30pm: Canoe & Kayak Races

### 2. GIS Outreach

**Date:** Wednesday, September 23-24, 2014

**Target Group:** High School Students

ASCMP GIS staff will conduct GIS participatory mapping workshops with High school students to share how to use the tools developed for mapping and to support land use and coastal zone management. Students will have hands on experience using GIS and LiDar data.

**Time:** 8am to 2pm

### 3. Activity: Island-wide Coastal Cleanup

**Date:** Friday, September 19, 2014

**Target Group:** ASG, Private Sector, Faith-Based Organizations, etc.

We face many complex challenges when it comes to a clean and healthy ocean, but one problem is simple to understand: Trash. Over the last 25 years, Ocean Conservancy has been bringing together passionate ocean lovers and helping them contribute to a vision for trash free seas. We mobilize the International Coastal Cleanup—the world's largest volunteer effort to clean up waterways and the ocean. We prevent trash from entering the waters by working with everyone from individuals to businesses to change the behaviors that cause ocean trash.

**Plan:** ASG Departments/Agencies, Village Groups, Private Groups and businesses participate in the Island-Wide Coastal Clean Up to be conducted on Friday, September 19, 2014 as part of the International Coastal Clean Up Day. Data cards to be able to document the type of trash being collected will be filled out by participants to assist with the assessment of the amount and type of trash collected from various

locations.

Time: 12noon to 4pm (or Any time throughout the day)

4. Activity: Seafood Festival

Date: Friday, September 27, 2014

Target Group: All interested participants

Spotlighting benefits of a healthy coastal zone restaurants and interested participants will be invited to display their signature seafood dish. Judges will decide the winners and restaurants may also sell their dish to the public at the 3<sup>rd</sup> Friday Market night or we may consider the first Friday. (note: the 3<sup>rd</sup> Friday is within the coastweeks dates.

Time: 5pm to 7pm

5. Activity: Mangrove Restoration Project

Date: Tuesday, September 18, 2014

Target Group: Wetlander's and 360 clubs and interested organizations

Giving back to the environment by planting mangrove seedlings and plants. These is an invitation for members of public, private and community leadership groups to set the example through this restoration effort and learn about how and plant a tree or mangrove seedlings that protect and are significant to our environment.

Time: 8am

6. Activity: Family Beach Day

Date: Saturday, September 27, 2014

Time: 12noon to 4pm (so businesses can participate)

Come one, come ALL. Bring your friends, school, youth groups and families. Enjoy this fun, exciting and full day filled with innovative activities at Utulei Beach and educational booths that highlight our rich natural resources from our ridges to our reefs.

Boy scouts will hold their boat regatta during this event.

7. Activity: Fautasi Ocean Challenge

Date: November 22, 2014

Target Group: Fautasi Villages

The third annual Fautasi Ocean Challenge is planned to commence September 12<sup>th</sup> during the Kickoff securing commitment from at least 8 fautasi communities to participate in the coastweeks initiatives and to take the challenge. Village resource management projects will be accepted and awarding of projects will be determined during the fautasi race to be held in November. Projects will them be carried out through March of 2015.

Dates of various activities as part of the challenge TBA

**8. MEDIA CAMPAIGN**

**Dates: September through November**

ASCMP proposes to conduct a media blitz to reach all individuals and families in American Samoa to increase awareness of the planned activities and the benefits of the services provided through the ASCMP program. Daily spots on the radio to promote awareness on the morning talk shows on both KHJ and KSBS.

**9. Educational workshops and Tours**

**Dates: September 15<sup>th</sup> to 26<sup>th</sup>**

Target: All interested participants

**10. Activity: Coastal Stewardship**

**Date: Ongoing**

Public, Private and Community groups will share in the opportunity to contribute to a healthy coast by adopting a new or continuing the current identified coastal, stream and/or wetland area. All will participate in the ICC event and will continue regular clean up schedules that will be part of a monthly competition. Discussion with phone carriers to organize a monthly winner decided by the number of text selections and judges may be an incentive with monthly publicity of winners.

**11. Activity: Student Competition Kick Off**

**Date: 9/27/2014**

Objective: Students are to present a traditional way of developing ocean/coastal resources. Each student may come up with a documentary, poem, song, or a climate coastal story and participate in the Art competition for the 2015 Art & Tide competition.

**SEPTEMBER 2014**

| MEDIACAMPAIGN | MONDAY   | TUESDAY  | WEDNESDAY  | THURSDAY  | FRIDAY  | SATURDAY  |
|---------------|--|--|--|---|---|---|
|               | 1<br><b>LABOR DAY</b><br><b>Pago Youth Rally</b>   | 2<br><u><a href="#">Launch Student Comp.</a></u>   | 3  | 4   | 5   | 6   |
|               | 8  | 9<br><b>Meeting for all canoe race teams for the kick off</b>  | 10   | 11  |   | 13  |
|               | 15<br><u><a href="#">*CW Kickoff Coastal Fun Challenge!</a></u><br><br><u><a href="#">*KHJ Tour 9am for 30 Min</a></u> | 16<br><u><a href="#">*NPS Tours</a></u><br><u><a href="#">*GHC Recycle Compound Tour</a></u><br><br><u><a href="#">*KHJ Tour 9am for 30 Min</a></u><br><br><u><a href="#">*ASCC Land Grant</a></u> | 17<br><u><a href="#">*NPS Tours</a></u><br><br><u><a href="#">*ASCC Land Grant Tour</a></u><br><br><u><a href="#">*GHC Recycle Compound Tour</a></u>             | 18<br><u><a href="#">*Mangrove Restoration Project</a></u><br><br><u><a href="#">*DOA Tour</a></u>  | 19<br><u><a href="#">*Museum Tour</a></u><br><br><u><a href="#">*Island-wide Coastal Clean Up</a></u>   | 20  |
|               | 22<br><u><a href="#">*7AM ASCMP Workshop for CBT</a></u><br><br><u><a href="#">*KHJ Tour 9am for 30 Min</a></u>        | 23<br><u><a href="#">*ASWC DAY Event</a></u><br><u><a href="#">*GIS W/S@LHS 8:30am</a></u><br><u><a href="#">*GIS W/S@THS 11am</a></u><br><u><a href="#">**GIS W/S @NPTH 1:30pm</a></u>            | 24<br><u><a href="#">*NMSAS Tours 9am &amp; 10:30am</a></u><br><br><u><a href="#">*GIS W/S@SHS 11:00am</a></u><br><br><u><a href="#">*GIS W/S@FHS 1:30pm</a></u> | 25<br><u><a href="#">*Leone Wetlands Tour</a></u><br><br><u><a href="#">*NMSAS Tours 9am &amp; 10:30am</a></u><br><br><u><a href="#">*1pm: GIS Users Group Workshop</a></u> | 26<br><u><a href="#">ASEPA Tour 9am</a></u><br><br><u><a href="#">10am GIS USERS GROUP WORKSHOP</a></u> | 27<br><u><a href="#">*Family Fun Beach Day</a></u><br><u><a href="#">**Seafood Festival and finals for Canoe Races @ Utulei Beach</a></u> |
|               | 29   | 30   | <b>ON Sunday 9/28/14 Leone Village Lantern Lighting Memorial Service for family members to died in the 2009 Tsunami</b>  |   |   |   |

**\*\*\*SUNDAY, SEPTEMBER 28, 2014 - CHURCH SERVICE OPENING OF PALS\*\*\***

**OCTOBER 2014**

| MEDIACAMPAIGN | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---------------|--------|---------|-----------|----------|--------|----------|
|               |        |         | 1         | 2        | 3      | 4        |
|               | 6      | 7       | 8         | 9        | 10     | 11       |
|               | 14     | 15      | 16        | 17       | 18     |          |

|   |    |    |    |    |  |    |
|---|----|----|----|----|--|----|
| M<br>E<br>D<br>I<br>A<br>C<br>A<br>M<br>P<br>A<br>I<br>G<br>N | 20 | 21 | 22 | 23 | 24   | 25 |
|   | 27 | 28 | 29 | 30 | 31<br>Agencies<br>BOYC Text<br>tally for Oct |    |

**NOVEMBER 2014**

|   |   |   |  |   |   |                 |
|---|---|---|--|---|---|-----------------|
| M<br>E<br>D<br>I<br>A<br>C<br>A<br>M<br>P<br>A<br>I<br>G<br>N | <u>MONDAY</u>                                     | <u>TUESDAY</u>  | <u>WEDNESDAY</u>   | <u>THURSDAY</u>                                       | <u>FRIDAY</u>                               | <u>SATURDAY</u> |
|   |   |   |  |   |   | 1               |
|   | 3   | 4   | 5  | 6   | 7   | 8               |
|   | 10  | 11<br>VETERANS DAY<br><a href="#">FOC Qualifying Race</a>               | 12   | 13  | 14  | 15              |
|   | 17 <b>DMWR</b><br><i>Crown of Thorns/Red Tide</i> | 18 <b>DMWR</b><br><i>Myna Birds /Visiting CMFP sites/Turtle Nesting</i> | 19 <b>DMWR</b><br><i>Root of Steel/ No take MPA signing with Amalau</i>        | 20 <b>DMWR</b><br><i>Climate Change/ Coconut Crab</i> | 21 <b>DMWR</b><br><i>Fishing Tournament</i> | 22              |
|   | ARBOUR WEEK                                       |   |  |   |   |                 |
|   | 24  | 25  | 26<br><a href="#">FOC Final Race</a><br><br>Annual Territorial Farm Fair (DOA) | 27  | 28<br>Businesses<br>BOC Text tally for Nov  | 29              |



**DECEMBER 22-29, 2014 SAMOA BOWL**