

**Extension and Media Development for  
Locally Based Coastal Resource Management in Pathew District  
(LBCRM-PD), Chumporn Province**

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**ABSTRACT**

Two main objectives of implementing extension program in coastal resource management are to contribute local people to commonly understand framework of the LBCRM-PD project implementation and to encourage local people participate in the project. Information dissemination of the project is presented through many types of media arrangement such poster for mangrove reforestation and the project implementation, notebook for students, and leaflets. The project staff evaluates how all types of media are useful to help disseminating the project information after the media distributed to local people at the project. The result of evaluation came from conducted random survey of interviewing with questionnaire. Numbers of respondents are 100 respondents from 6 villages of Pakklong sub-district. Result of the survey notifies that all types of media should be directly handed to target people to most effective information distribution. Words or phrases are used in media should be simple and easy that people can understand easily. Most of local people are interesting in poster type much more than other type of media. This is because local people clearly understand activities presented in picture than wording or phrases. Training course is a contributive activity to develop, improve skill and knowledge of local people and transfer an innovative activity to community.

**Keywords:** Extension program, information dissemination, local people' s participation, media arrangement, coastal resource management

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## **I. Introduction**

Extension and media development is a tool of Activity V (Develop extension methodologies and strengthening the extension system) of the LBCRM-PD. This tool facilitates the project information dissemination to scatter an understanding of the LBCRM-PD project to local people at the project site. The project information is presented through many types of media such poster, leaflet, etc.

## **II. Main Objectives**

- 1) Promote common understanding on the concept and implementation of LBCRM-PD to local people
- 2) Promote local people's participation in coastal resource conservation for sustainable use of resource utilization

## **III. Project's Media Development for Extension program and information dissemination**

Project's media development is crucial tool to strengthen extension program and information dissemination. The objective is to scatter concept and information of the LBCRM-PD project to easily understand. This results to an increase of local people's participation in the project implementation.

### **1. Poster**

Two series of poster are produced which are on topics of mangrove reforestation and conservation and framework of the LBCRM-PD project implementation. Concept of these two poster series basically used scenery of Tambol Pakklong as background of the poster and attached project activities pasted the printing posters. This is expected to remind local people to pay their attention on resources and environment. Mangrove reforestation and conservation poster has target groups are primary school students of Tambol Pakklong to strengthen their awareness of mangrove reforestation and conservation. Framework of the LBCRM-PP poster has main target groups are fishers and other stakeholders. This information is useful to fishers and stakeholders to decide what activities of the project they should join and/or participate.

### **2. Notebook**

Notebook is a tool to disseminate information concerned the implementation of the LBCRM-PD. The project implementation illustrated tangible through Activity V (media activity). The project contributed Thungmaha primary school to arrange mangrove reforestation activity for students. The project picked up hinted pictures of the activity to be a cover of notebook. Therefore, the cover is a tool to remind students to be aware of an importance to mangrove forest.

### **3. Video Tape**

The project produced anchovy processing VDO tape to support Activity III (local business development). The anchovy processing was demonstrated by successful anchovy processing group in Rayong Province. The VDO was distributed to women's group in Tambol Pakklong. Members of the women's group in Tambol Pakklong applied processing technique and information from watching VDO to develop the group's product.

### **4. Brochure**

The project produced LBCRM-PD brochure into 2 versions (Thai and English). The introduction, objectives and activities of LBCRM-PD project are contents of the brochure that printed out and

distributed to local people and household in Tambol Pakklong. These medias are expected to increase numbers of local people to understand project's implementation.

#### 5. Newsletter

The project produced newsletter and distributed to local people and target group after project's activities implemented. They knew progress of the project implementation. The newsletter's contents consisted of socio-economic survey, oceanographic and environment survey, training activity, project media and release fish fingerlings to project site.

#### IV. Evaluation of Post-Project's Media Distribution

The project staff conducted an evaluation of post-project's media distribution after the media was distributed to local in Tambol Pakklong, Pathew District, Chumporn province. The project staff randomized to get respondents to answer questionnaire of the evaluation. Objectives of the questionnaire placed an emphasis on how far the local people gained knowledge and understood the project information. Therefore, the questionnaire also emphasized on design of media, and wording whether it is attractive and easy to understand. Numbers of random respondents were 100 persons of 7 villages in Tambol Pakklong. Types of media evaluation were mangrove conservation poster, LBCRM-PD poster and the project newsletter.

#### V. The results of the random evaluation:

Respondents gave answer a question whether respondent saw each type of the media. 90%, 77% and 56% of total respondents said they have seen mangrove conservation poster, LBCRM-PD poster and newsletter, respectively. This result probably means that local people prefer to get information through picture presented on posters with a few wording rather than many of wording pasted on newsletters.

**Table 1 Places attached media and notified by Respondents**

Place	Self-receiving (at home)	Grocery store	Neighbor hood	Fisher trader place	Others
Mangrove forest conservation poster	37	38	16	7	6
LBCRM-PD poster	52	17	11	6	1
Newsletter	42	2	5	4	1

*Note: 1 respondent might (notify) the media more than 1 place*

Respondents gave information on how they notified the media. 38% of total respondents notified the mangrove conservation poster at grocery store. 37% of total respondents got the poster by themselves. 16% of total respondents got information from neighborhood. Percentage of respondents that got LBCRM-PD poster is 52% of total respondents notified from self-receiving, 17% of total respondents saw at grocery store and 11% of total respondents saw from neighborhood. 42%, 5% and 4% of total respondents received newsletter at their home, from neighbor and fish trader, respectively. This means that the effective way is to distribute media should pass directly to target group.

**Table 2** illustrates that respondents acknowledge information of mangrove forest conservation from poster are 36% of total respondents at high-level, 24% of total respondents at average level. LBCRM-PD poster is informative media that respondents answer that they gain knowledge from this media which



**Table 2 Number of Respondents who gain knowledge from media distribution**

Media	Highest	High	Average	Less	Never
Mangrove forest conservation poster	10	36	24	12	1
LBCRM-PD poster	6	25	19	12	5
Newsletter	3	19	15	7	4

*Note: Some of respondent does not answer*

are 25% of total respondents at high-level and 19% of total respondents at average level. Newsletter is preferable media that is effective to distribute information to target group. 19% and 15% of total respondents notify that they gain knowledge from the newsletter at high-level and average level, respectively. This result can clarify that most of respondents prefer to get information from poster, which composes of picture rather than words typed in newsletter.

**Table 3 Comprehension of the LBCRM-PD project implementation**

Media	Excellent	Best	Good	Poor	Poorer
Mangrove forest conservation poster	9	29	34	10	8
LBCRM-PD poster	6	20	31	10	7
Newsletter	3	14	20	8	6

*Note: Some of respondent does not answer*

**Table 3** shows five levels of the project comprehension that respondents answer. All types of distributed media are useful to respondents to comprehend the project implementation are at average level. The result is 34%, 31% and 20 of total respondents gain their comprehension from mangrove forest conservation poster, LBCRM-PD poster and newsletter, respectively. Therefore, the table also illustrates that there is some respondents do not understand the project implementation. These percentage are 8%, 7% and 6% of total respondents which categorized to mangrove forest conservation poster, LBCRM-PD poster and newsletter, respectively. The respondents' comprehension is at average level that this may cause from the project has long project title which is difficult to remember. Therefore, there are many government agencies and organizations implement their project at the same stie, so this may cause respondent cannot identify the project implementation. This means that project staff have to make plan of the project information distributing continually.

**Table 4 Media design and its attraction**

Media	Excellent	Best	Good	Poor	Poorer
Mangrove forest conservation poster	22	57	12	1	-
LBCRM-PD poster	17	52	14	1	-
Newsletter	11	48	12	4	-

*Note: Some of respondent does not answer*

**Table 4** explains level of media design and its attraction, which how good it is. Each type of media is given an evaluation at good-level. 57%, 52% and 48% of total respondents express that the two posters and a newsletter reach good-level of media design and its attraction. There are only 1%, 1% and 4% of total respondents do not satisfy with the poster and newsletter design. Pictures of posters and newsletter are scenery of community's location, local people and local activities, so these may make attraction to respondents.

**Table 5 Media's phrase and clearnace**

Media	Excellent	Best	Good	Poor	Poorer
Mangrove forest conservation poster	16	56	13	4	-
LBCRM-PD poster	11	42	16	4	-
Newsletter	8	32	8	3	-

*Note: Some of respondent does not answer*

**Table 5** is to evaluate level of media's phrase and clearance. 56%, 42% and 32% of total respondents satisfy with media's phrase and clearance of all distributed media types. This may mean that using phrase and printed clearance are supportive factors to explain information, which is transferred to target group to easily understand.

## VI. Conclusion

The result of evaluated media distribution to local people shows that the effective way is all media should be passed to target group directly or pasted at grocery or store. The media should compose of simple and easy phrase to facilitate target group to easily understand. The picture of community's location, scenery, activities are attractive material which should be pasted in poster, newsletter and other type of media. Local residents live in Tambol Pakklong are confusing which activities are implemented by the LBCRM-PD project. This is pin-pointed reason that information dissemination through media distribution should continually implement to expand number of residents comprehend the project implementation.