

**OUTREACH AND DISSEMINATION PLAN
AQUACULTURE & FISHERIES CRSP
RFP WEBSITE**

1) In your Outreach and Dissemination Plan for *each* investigation, please describe activities, methods, timeline and deliverables that adhere to and advance the overall CRSP Dissemination Strategy presented below.

AQUACULTURE & FISHERIES CRSP DISSEMINATION STRATEGY

Aquaculture & Fisheries CRSP research investments require well coordinated and managed dissemination strategies. Capacity building is critical to an effective dissemination strategy. The CRSP will target four general audiences for its dissemination strategy, each requiring different levels of investment and approaches for effective communication.

1. End-users – Informal training sessions, typically through workshops, are the most common approach for information dissemination to end-users (e.g., farmers and fishers). The CRSP will provide a broad range of workshops over the course of the program to target end-users and widely disseminate results and new technologies. Farmer and fisher cooperatives will be engaged to increase participation in these workshops. Broad representation of sector participants will ensure maximum adoption of technologies. Like the present Aquaculture CRSP, the Aquaculture & Fisheries CRSP will develop appropriate training materials, including manuals in the predominant native language of participants and other learning guides (e.g., comic books, etc.) for less literate end-users. All training publications will undergo rigorous external peer-review to ensure the material is both technically credible and presented in a manner that is appropriate for training applications. Feedback loops will be constructed to assess and improve adoption and success.

Technology transfer is frequently more efficient if end-users can see firsthand the results of novel technologies and management strategies. CRSP researchers will be encouraged to develop programs that incorporate on-farm trials wherever possible to expedite the adoption of results and technologies. On- and off-farm trials will ensure the appropriate use of the technology and information retention by doing.

2. Host Country decision makers, researchers, educators and extension agents – Host Country decision makers will be engaged throughout the program so that aquaculture and fisheries policies incorporate relevant research findings. These individuals will be invited to participate in local stakeholder meetings, CRSP Regional Centers of Excellence, and end-user workshops to provide input on research directions while also accessing up-to-date information on research and outreach activities.

CRSP will continue to sponsor conference sessions, pre-conference professional awards, and symposia proceedings development in conjunction with various aquaculture and aquatic resource management meetings to widely disseminate research findings to the global scientific and policy community. Finally, effective dissemination must consider extension needs from the outset of a project. CRSP projects will be encouraged to engage extension specialists in the US and Host Countries within their research work plans. In addition, successful proposals will provide project-

level *Outreach and Dissemination Plans* that illustrate considerable understanding of education and outreach needs as an integral part of their projects. This two-pronged strategy to extension integration is already common practice for the Aquaculture CRSP and ensures increased return on investment through tailor-made extension approaches.

3. USAID Missions, Bureaus, and other offices – USAID personnel in CRSP Host Countries will be given the option to receive CRSP publications, including *Aquanews*, Annual Administrative and Technical Reports, manuals, fact sheets, etc. to keep Missions, Bureaus, and other offices properly informed of CRSP activities. The Aquaculture CRSP initiated a novel Ambassador program in three Host Countries (Kenya, Mexico, and Thailand), in which highly respected host country counterparts serve as a resource for USAID Missions in their respective countries. This successful program will be expanded in the Aquaculture & Fisheries CRSP to include additional countries. CRSP Ambassadors will host field days to communicate the state-of-knowledge and ongoing research activities to inform policy makers. In addition, USAID personnel will be invited to participate in thematic and regional CRSP stakeholder meetings and Regional Centers of Excellence to fully engage in CRSP activities and to remain completely informed of progress and constraints facing the program.

4. Other Stakeholders – Aquaculture is but one use among the typically many uses where stakeholders demand sufficient quantities and quality of water. In many cases, aquaculture represents the newest user group for this precious finite resource. For these reasons, aquaculture sectors must engage other water users in effective watershed and integrated coastal zone management plans. Future users of ecosystem services are presently enrolled in primary schools. Aquaculture and fisheries curricula in the classroom can reach the next generation and inform them of constraints that they may eventually face. Many primary schools in the US recognize the benefits associated with curricula in the classroom by reaching out to students and engaging them using real life situations. CRSP projects may participate in school fairs, classroom education, and formulating classroom curricula focused on water, aquaculture, or fisheries.

<p>2. Each proposal must describe at least one specific deliverable that will help CRSP meet its benchmarks, described below.</p>
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Information Dissemination Target: Disseminate CRSP research results to foster broad application of results among local stakeholders within governmental and non-governmental organizations, as well as among end-users.

Impact Indicators: Regionally:

- (1) Successful diffusion of CRSP research results and technologies between countries within a region having comparable social and environmental conditions;
- (2) Increased awareness of local stakeholder constraints and opportunities related to responsible aquaculture and fisheries management;
- (3) Applicable extension activities associated with each research project conducted to ensure wide dissemination of research results;
- (4) CRSP results and technologies for farm operations adopted and policies for responsible aquatic resource management created;

(5) Applicable technologies developed and adopted by the US and other countries' aquaculture and fisheries sectors.

Benchmarks:

Year 1:

- (a) Dissemination efforts have continued through *CRSP newsletters* and a new searchable online publication database (ME is primarily responsible but PIs can write newsletter articles);
- (b) The importance of extension evident through integration of at least one outreach activity within each funded project; and
- (c) Immediate research adoption encouraged by prioritizing the use of on- and off-farm trials to conduct research.

Years 2-5:

- (i) Intra- and inter-regional diffusion of CRSP results and technologies accomplished;
- (ii) Training manuals with local and regional scopes published following completion of CRSP research projects; and
- (iii) At least 30 workshops convened over the course of the 5-year CRSP.

Outreach and Dissemination Plan Format

General: Each of your investigations must have an Outreach and Dissemination Plan that clearly relates to that investigation. There is a one-page limit per investigation; there is a limit of 10 investigations per proposal. Some investigations will be less likely than others to reach diverse audiences. Keep in mind that your proposal will be reviewed as an entire unit so that reviewers will have the opportunity to evaluate the overall quality of all of your outreach plans together. This will compensate for the inevitable unevenness in outreach planning among various investigations.

Organization:

Investigation Plan - for reaching diverse audiences with quality information and assistance. Identify your audience from among the four groups described above (end-users, host country, USAID, other stakeholders).

1. For each investigation: Briefly describe: (a) activities, methods, and timeline; (b) deliverable(s) reaching each group you identify as part of that single investigation's outreach plan.
2. Only if applicable for an investigation: Describe (a) activity and approach, (b) deliverable(s) and schedule for helping the overall CRSP meet one or more parts of its Information Dissemination benchmarks. Not every investigation will be able to provide information against the specified indicators, or contribute to the benchmarks. *Remember that your proposal must have at least one investigation plan that addresses the overall program's indicators and benchmarks.*