

BUILDING COORDINATED & CONSISTENT MESSAGING

Coordinated Working Group Meeting



DISCUSSION OF FOCUS AREA 1: COMMUNICATING COASTAL HAZARDS

This month we will be starting a conversation about coordinated and consistent messaging. As noted by Marine and Coastal Zone Advisory Council members, community education is a key component to building resiliency. With many of our partners working on various aspects of coastal hazards, it is important that our efforts are coordinated, collaborative and clear. Our November panel will bring together representatives from some of these partner agencies to take a holistic look at our current strategies for outreach and communication of coastal hazards.

The goal of this discussion is to build a shared understanding of each agency's role, where those roles overlap and differ, and where there are gaps. We also hope to identify areas where CZM funding can support statewide communication efforts.

While this specific conversation will look at messaging through the lens of coastal hazards, **the importance of 'coordinated and consistent messaging' is applicable to all three of the ORMP Focus Areas.** It also aligns with several Management Priorities (*Training, Education & Awareness* and *Collaboration & Conflict Resolution*), which support the ORMP's emphasis on collaboration among agencies to achieve shared goals.

PANELISTS

Shellie Habel, Office of Conservation and Coastal Lands

Ka`āina Hull, Kaua`i County Planning Dept

Katia Chikasuye, HI-EMA

Mario Siu-Li, City & County of Honolulu, Dept of Planning and Permitting

UPCOMING MEETINGS

Council on Ocean Resources Jan 6, 2022

Coordinated Working Group Feb 3, 2022

Coastal Hazards ACT TBD

QUESTIONS?



Contact Sarah Chang
sarah.m.chang@hawaii.gov
587-2877