



CONSERVATION LEADERSHIP PROGRAMME INTERNSHIP REPORT

TERMINAL REPORT
FEBRUARY 2023

HOST COUNTRY: Antigua and Barbuda

SITE LOCATION: Environmental Awareness Group (EAG) Long Street St John's, Antigua

DATE: 03/22/2022-31/12/2022

SPONSORING INSTITUTIONS: Fauna and Flora International, Fondation Segrè,

AIM: To support the EAG's team by clearly communicating scientific information generated by their three (3) core programmes, Offshore Island Conservation Programme (OICP), Redonda Ecosystem Reserve (RER), and Antigua Marine Conservation Programme (AMCP) through assisting team members in executing programme related activities.

NAME OF INTERN: Sherrel Charles

NAME OF SUPERVISOR/S: Primary Supervisor: Johnella Bradshaw (Redonda Ecosystem Reserve Coordinator), Secondary Supervisor: Shanna Challenger (Offshore Islands Conservation Programme Coordinator)

ADDRESS OF INTERN: Potter's Village

EMAIL ADDRESS: sherrel.eag@gmail.com, sherrel.charles15@gmail.com

Executive Summary (max 200 words)

This report seeks to give an account of the Conservation Leadership Programme Internship completed by Ms. Sherrel Charles. The main aim of the internship was to support the Environmental Awareness Group (EAG) by communicating scientific information generated by their programmes, projects, and activities. The long-term impact seeks to inform the public of the critical work being done by the EAG in Antigua, Barbuda, and Redonda for the benefit of people and wildlife. The intern worked alongside staff and volunteers who monitor and manage the offshore islands and the endangered endemic species that live on those islands and was, therefore, Ms. Charles' responsibilities included the following:

- Creating social media content for programme related activities.
- Developing strong communications material for these activities
- Finding new and innovative ways to increase EAG's followers on social media.
- Developing the major components of a new programme, the Wildlife Warriors Programme.
- Assisting with preparing for "EAG Talks", a weekly article published in the newspaper.

Some activities were not completed within the workplan as scheduled, due to circumstances beyond the organization's control, consequently they were rescheduled to be completed outside the internship period.

Introduction (max 250 words)

This internship's focus was to increase and maintain EAG's engagement with target audiences through social and traditional media. The EAG focuses on demonstrating that conservation work is for the benefit of people and wildlife and thus, maintaining this engagement is vital for the sustainability of the organisation and environmental action in our tri-island state.

During the internship, the intern was engaged in the following main areas:

The delivery of appealing social media content for all EAG social media platforms, (Instagram Facebook, and Twitter).

The intern assisted with the development of conservation-specific social media content for all EAG social media accounts, facilitated the development of communications material for dissemination to EAG's target audiences, and provided the organisation with fresh and innovative ways to increase their followers on social media.

The delivery of an outline for a programme of work for the establishment of the EAG's Wildlife Warriors.

The intern assisted the EAG with developing the major components of the Wildlife Warriors Programme, a programme patterned after the Boys Scouts and Girls Guide that will engage youths through a system of training and capacity-building that will increase their ability to provide ongoing monitoring and data collection support. In particular, she completed Phase 1 of the workplan to produce a record of all potential activities that could be done in Year 1 of implementation of the programme. The key project partners were Scouts Association and Pentecostal Crusaders of the West Indies as they provided vital information on the administration, leadership, and management of a service organization.

Supporting the EAG in the execution of its programmes and projects.

The intern aided officers and Programme Coordinators who monitor and manage the offshore islands and the endangered endemic wildlife that live on those islands.

Aim and Objectives (max 100 words)

The main aim of this internship was to support the EAG's team to clearly communicate scientific information generated by their programmes and aid the team members in the execution of any projects and activities. Thus, the underlying objectives included:

- Facilitating the development of weekly conservation-specific social media content for the EAG accounts inclusive of Instagram, Facebook, and Twitter.
- Facilitating the development of communications material for dissemination to EAG's target audiences.
- Identifying methods for increasing EAG's followers on social media.
- Supporting the EAG with data collection and reporting for wildlife monitoring protocols.
- Assisting the EAG with developing the Wildlife Warriors Programme

Activities and Methodology

The activities and steps taken to complete the internship's objectives are as follows:

- **Facilitate the development of weekly conservation-specific social media content for the EAG accounts.**

August 2022 to December 2022

- Assisted with the creation of [Wildlife Wednesday material](#) twice monthly.
- Created graphics and posts for relevant environmental and appreciation days.

23rd August 2022

- Assisted Redonda Ecosystem Reserve (RER) Coordinator, Johnella Bradshaw with the second screening of the documentary, Redonda: The Road to Recovery by filming and editing a [reel](#) to promote the [screening](#) on social media accounts.

14th September 2022

- Assisted Wildlife Officer, Joshel Wilson, with the creation of [Trash Challenge Antigua graphic](#). Post uploaded to Facebook and Instagram with further promotion from September 27th to 29th 2022.

8th October 2022

- Created a reel for EAG's standard Friday post; [#FieldworkFriday](#).
 - Executive Director's (Arica Hill) fieldwork focused on a Proposal Writing Workshop with GEF Small Grants and Barbudan NGO, BarbudanGo.

18th November 2022

- Developed an Invasive Species Monitoring [impact infographic](#) for the RER using Canva. The graphic informed on the status of RER for the September 2022 Invasive Species Monitoring trip.

29th November 2022

- Created a reel for [Giving Tuesday 2022](#), which sought to raise donations that would go towards locally led conservation action.

8th December 2022

- Assisted RER Coordinator with the [third local screening](#) of the Redonda documentary by capturing pictures and videos on the night of screening for EAG's Instagram and Facebook stories.

- **Facilitate the development of communications material for dissemination to EAG's target audiences.**

21st September 2022

- Reviewed EAG Talk Article for Invasive Species Officer, Nathan Wilson, for [Zero Emissions Day](#).

8th December 2022

- Created and published EAG Talk newspaper [article](#) on the importance of leaving native species in their natural habitats.

- **Identify methods for increasing EAG's followers on social media.**

13th October 2022

- Created fun [clothing reel](#), showcasing what a typical week looks like at the EAG.

1st December 2022

- Created an official [social media content calendar](#) for the EAG team to aid in delegating posting responsibilities and planning when and how often the EAG should be posting on its social media accounts.

2nd December 2022

- Developed promotion strategy for unrestricted funding for RER by conducting a photoshoot for EAG's first ever programme merch, [The Redonda Collection](#). Graphics were created using Canva detailing products and prices.

- **Support the EAG with data collection and reporting for wildlife monitoring protocols.**

August to November 2022

- Supported the Antigua Marine Conservation Programme (AMCP) through sea turtle patrols (wildlife monitoring).

9th October 2022

- Assisted Invasive Species Officer, Nathan Wilson, with biosecurity checks on Green Island by collecting data in Kobo Forms.

- **Support the EAG in the execution of its programmes and projects.**

August to December 2022

- Worked with Programme Coordinators, develop programme-appropriate social media content.

- Assisted team with projects or activities held, including guided tours to offshore islands, wildlife monitoring volunteer training sessions, school presentations and proposal writing workshops.
- **Assist the EAG with developing the Wildlife Warriors Programme**
15th August 2022
 - Wildlife warriors workplan:
 - Drafted potential workplan to aid in the development of EAG's Wildlife Warriors.
 - Read through relevant EAG documents to assist with writing process.
 - Conducted online research of different service/scout organizations
- 15th September 2022
 - Held meeting with Mr. Vinema Jarvis (Chairman of Scouts Association, Antigua, and Barbuda) to discuss service/scout organizations (their purpose, functions, finances, rewards, and policies).
 - Advice was given on what can be done for EAG's Wildlife Warriors.
 - Commencement of Phase 1 for the development of the programme.
- 25th October 2022
 - Similar meeting held with Ms. Cicely James (Unit Commander of Pentecostal Crusaders of the West Indies, Antigua, and Barbuda).
- 31st October 2022
 - Created document and presented plan for Year 1 Activities for EAG's Wildlife Warriors.

Outputs and Results (max 250 words)

The results of facilitating the development of weekly conservation-specific social media content, such as Wildlife Wednesdays, were increased knowledge in graphic designing and target/audience-specific writing skills, and an increase in the number of persons becoming aware of the conservation work being done by the EAG. From August to December 2022, the intern assisted Wildlife Officer, Joshel Wilson with the creation of nine (9) Wildlife Wednesday posts. The total accounts reached through these posts were 4,687 and 5,852 on Facebook and Instagram respectively. Fourteen (14) other programme-appropriate social media posts were developed throughout the internship, reaching a total 59,303 accounts on Facebook and Instagram collectively.

The result of the three methods for increasing EAG's followers on social media was a more consistent posting schedule for the EAG team, further increasing the activity and reach of the account (total accounts reached were >13,000 by December 2022).

The results of supporting the EAG with data collection and reporting for wildlife monitoring protocols were the addition of vital data to EAG's database and the encounter of a Hawksbill Sea turtle hatchling and 5 critically endangered Antiguan Racers (two of which were new individuals). The data was also used to create impact summaries under the Antigua Marine Conservation Programme (AMCP) and RER.

The result of commencing the development the Wildlife Warriors Programme was the development of a Workplan for the programme, coordination of critical meetings with stakeholders, and a presentation on the Potential Activities for Year 1 to the EAG team.

Achievements and Impacts (max 500 words)

The constant promotion of activities encouraged persons to volunteer, and this increased the manpower for data collection and monitoring. As an organization that depends heavily on volunteerism, this was greatly appreciated. The Redonda documentary reached over 500 persons across all screenings and resulted in the EAG receiving 25 new volunteers across the programmes.

Data collection and reporting for wildlife monitoring ensured the continued protection of the species on the offshore islands and Redonda. There has been no report of Invasive Alien Species throughout the internship, but tagged and new Antiguan Racer Snakes were found during checks. This implies that the eradication and continuous monitoring of the islands are successful in keeping the islands IAS-free and this critically endangered endemic species population stable. Participation in sea turtle monitoring contributed to 11 newly tagged nesting turtles, 1,073 hatchlings safely released into the ocean, and 370 patrols.

The completion of Phase 1 of the Wildlife Warriors Programme resulted in a better understanding of the program and gave insight into what the next phases should entail. Successfully developing this program will ensure that the EAG has a team of locally trained wildlife and invasive species monitors who can assist with carrying out much needed surveys and continue to lead conservation action in Antigua and Barbuda.

In addition, participation in CLP gave me the opportunity to improve my proposal writing skills and learn how to combine my photography/digital creating with my ecological background to have a just as strong impact as traditional conservation jobs.

External influences and changes to internship (max 200 words)

Due to circumstances beyond the EAG's control, one specific deliverable was not completed before the end of the internship. The RER Programme will be showcasing the remarkable recovery of Redonda and its designation as a protected area under local legislation through a series of public awareness and engagement activities. Thus, the deliverable was to provide logistical support for the upcoming Redonda Street Fair. However, this was not possible because of a delay in the designation of Redonda as a protected area.

Conclusion (max 250 words)

The intern successfully created engaging content for the EAG's social media accounts and effectively increased the organization's engagement with target audiences by reaching a total of 69,842 accounts on Facebook and Instagram collectively from August to December 2022.

All Phase 1 documents of the Wildlife Warriors programme will be kept in the EAG's google drive and the development of the other major components of the programme will be completed after the internship period. Also, it is expected that the strategy developed to increase followers on EAG's social media platforms, i.e., the social media content calendar, will continue to be in use after the internship period, so that the state of the organization's social media accounts remains active.

The intern provided the organisation with fresh and innovative ways to convey their conservation work, developed the necessary communication skills relevant to a conservation-based NGO. This is critical for the future of the intern, as learning how to effectively share environmental concerns with others is the basis of her future career goals. Acquiring these skills has, therefore, put her in a position to officially become the Science Communications Officer at the EAG. Overtaking communications will allow the other components of EAG's work to be strengthened.

Acknowledgements

Firstly, thanks are extended to the Conservation Leadership Programme (CLP) and Segré Fondation for granting the intern this position and their financial supporting. Thank you is extended to Ms. Arica Hill, Executive Director, for selecting the intern for this programme, and for her willingness to answer all questions that arose throughout the internship. Thirdly, acknowledgements and thanks are extended to the intern's primary supervisor, Ms. Johnella Bradshaw for her excellent guidance and support in every aspect of the internship. Also, thank you to Ms. Shanna Challenger for her guidance in graphic designing for the EAG and providing all guidelines when creating outreach documents. Lastly, special a thank you goes out to the other EAG team members: Kariana Kelsick, Alexandra Fireman, Nathan Wilson, and Joshel Wilson for their support and willingness to assist in anyway.

Appendices



Figure 1: Intern holding newly tagged critically endangered Antigua Racer snake on Green Island.



Figure 2: Sale of Redonda Merch at third screening of Redonda documentary.



Figure 3: Giving Tuesday Reel.





Figure 4: The Redonda Collection promotional graphic.

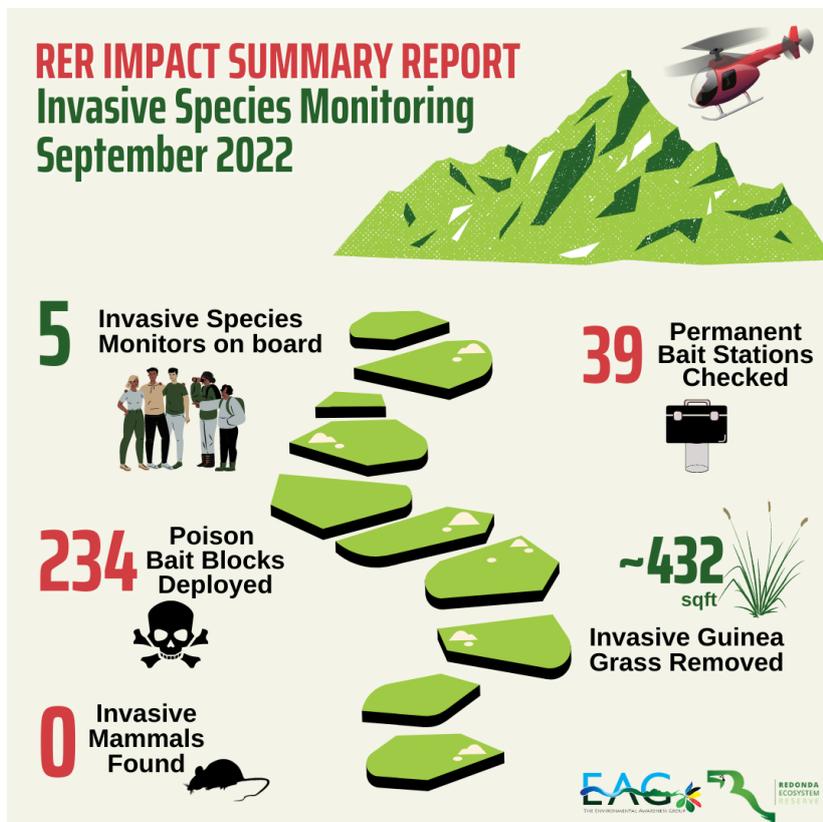


Figure 5: Redonda Ecosystem Reserve Impact Summary for September 2022.



Figure 6: Intern conducting wildlife monitoring (sea turtle patrol).

Thursday, December 08, 2022 Page 17

THE DAILY OBSERVER

EAG TALK

THE ENVIRONMENTAL AWARENESS GROUP

Respecting the habitat spaces of native species

By Sherrel Charles, EAG

A habitat is defined as the natural home of a plant, animal or other organism. This special place caters to all the needs of the organism to ensure survival. For an animal, this includes the right conditions for food, reproduction, and protection from threats and predators. Predators understand the boundaries of their prey's habitat. In other words, they no longer pursue the animal once it has arrived in its haven. Unfortunately, this behaviour seems only limited to wildlife, as there is a greater threat that knows no bounds: humans.

Human impacts have strong effects on native biodiversity. They negatively affect native species by introducing invasive alien species, indiscriminately removing native vegetation for development, and the worst of them all, by physically removing these native animals from their homes. Almost every year, many wild animals are left stressed, injured, or killed either by untrained persons, who try to save them, or by those who displace them out of fear and dislike.

Incidents of animal removal are common in Antigua and Barbuda, with one event happening as recent as



LEAVE WILD ANIMALS ALONE (please)

Aurelia aurita (Photo by Alexander Vesemir, courtesy of Sherrel Charles)

October 2022 at Hawksbill beach. The shore was littered with dozens of moon jellyfish, *Aurelia aurita*. After inquiries were made, it was found that they were removed from the water due to discomfort. A local did not feel "comfortable" swimming with the jellyfish, so the best solution was to throw them onto the sand.

Moon jellyfish are a common species found near coastal areas, where they can find a vast amount of food, but are often naturally displaced on shore by storm surges and tides. These creatures are known for the four translucent bodies, and their delicate tentacles. Although, their tentacles have the ability to sting you, it only causes a slight burning sensation when stung. This burning sensation may vary depending on how sensitive your skin is. In fact, choosing to handle these animals to remove them from the water, rather than just leaving them to stay in their natural habitat, may increase the chances of you getting stung. And, most importantly, these jellyfish are vital to Leatherback

sea turtles, *Dermochelys coriacea*, as they are their main source of food.

Taking animals from the wild disrupts the normal functioning of an ecosystem, prevents animals from learning about their natural predators, and reduces their chances of learning survival skills. Additionally, removing animals from the wild does not solely place the animal in danger. Untrained persons who interact with these animals can become seriously injured and may be at risk of exposure to diseases and parasites infecting the wildlife.

If there are wild animals of concern, it is always best to leave the work to trained professionals or consult with them on what actions should be taken. Otherwise, it is best that they are left alone. We as humans must consider our impact on them and their environment. Every space on this earth is home to at least one organism and, just like humans, these species deserve to live comfortably. It is for this reason why NGOs, like the Environmental Awareness Group, work for the benefit of people and wildlife. By understanding the importance of species and finding ways to educate the public about them, we can pave the best paths for us to live in harmony.

Figure 7: "EAG Talk" written by intern.



SOCIAL MEDIA CONTENT: Science Communications Intern

	DATE	CONTENT	ACCOUNTS REACHED		LIKES	REACTIONS
			Instagram	Facebook	Instagram	Facebook
2021		Wildlife Wednesdays				
	Aug-10	Turnip Tail Gecko	483	651	43	9
	Sep-07	Spotfin Porcupine Fish	497		39	
	Sep-21	Neem Tree	621	2,500	39	48
	Oct-12	Bearded Firewom	504	392	38	5
	Nov-09	Black Whiskered Vireo	406	402	42	9
	Nov-16	Nurse Shark	676	695	49	18
	Nov-23	Spider Lily	560	384	54	11
	Dec-14	Great Pondhawk Dragonfly	306	315	32	5
	Dec-28	Sorrel	634	513	83	15
TOTAL			4,687	5,852	419	120

Figure 10a: Analytics of Social Media content produced by intern.



SOCIAL MEDIA CONTENT: Science Communications Intern

	DATE	CONTENT	ACCOUNTS REACHED		LIKES	REACTIONS
			Instagram	Facebook	Instagram	Facebook
2022		Other Content				
	Aug-23	Reel: Redonda Premiere	2,700		115	
	Sep-12	Video: GARD Center	526	245	143	5
	Sep-13	Static Post: GARD Center	11,000	5,500	135	41
	Sep-16	Promo: Trash Challenge Antigua	1,100	1,400	22	70
	Sep-23	AMCP Impact Summary	764		125	
	Oct-14	Executive Diretor's Fieldwork Friday	963		108	
	Oct-31	Clothing Reel: Our Weekly outfits at the EAG	3,000		339	
	Nov-18	RER Impact Summary	654	561	87	22
	Nov-28	Static Post: Giving Tuesday	455	696	32	9
	Nov-29	Reel: Giving Tuesday	11,000	8,400	184	131
	Nov-30	Promo: Redonda Documentary 3rd Screening	775	1,700	109	34
	Dec-05	International Volunteer Day	904	1,100	188	57
	Dec-06	Promo: RER Merch Drop	915	2,000	186	43
	Dec-25	Static Post: Christmas	320	631	40	16
	Dec-29	Promo: EAG Calendar Launch	494	1,500	68	40
TOTAL			35,570	23,733	1,881	468

Figure 10b: Analytics of Social Media content produced by intern.



Prepared By:



Environmental Awareness Group
P.O. Box 2103
Long Street
St. John's
Antigua