



Cayman Islands  
Government



# 2024-2026 Communications Plan



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Government

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Mr. Samuel Rose, Cert. Hon., JP.

## Message from the Cabinet Secretary

*I am proud to say that our communications community of practice is made up of bright, creative, and strategic professionals. It takes an incredibly special gift, and **desire to serve**, to work within Government communications and I am confident in their collective abilities to effectively and efficiently **deliver the 2024 – 2026 Communications Plan**.*

As a profession, the last few years have taught us a great deal. We have had to be more agile than ever before to respond to the needs of a more demanding and media savvy public. We have had to quickly break down silos and join forces to deliver timely messaging and clear communication of government's policy to the Cayman Islands community. We have had to respond to an unprecedented pandemic, the loss of our beloved monarch, Her Late Majesty Queen Elizabeth II, rising cost of living and crime spikes amongst other national concerns, all while the local media and communications landscape continued to evolve at a rapid pace.

Through this, we have reason to celebrate as we have reaped the great reward of seeing how communicators significantly impact the country when we collaborate in a coordinated manner to deliver world-class, modern communications.

The Department of Communications sits with the Cabinet Office under the Premier as the head of the elected Government. This creates a close working link with policy and ensures that the elected Government speaks with one collective voice. It is therefore imperative that a commitment to coordination and collaboration across all Ministries and Portfolios remains at the forefront of our strategy. This is the standard of excellence to which we should be held to account by our elected Ministers and the public whom we serve.

I am therefore excited to announce that we are consolidating all Ministries' communications efforts into a cohesive,

cross-government Communications Plan. This strategic integration is based on the 5 Broad Outcomes outlined in the 2024-2026 Strategic Policy Statement (SPS).

Taking this cross-government approach clearly defines the areas where we must focus our efforts and unifies the profession under key themes. The Plan is the heart of the communications operation and outlines the rhythm to how communications will be structured across the government.

Based on our past experiences (usually in times of crisis) this will foster an environment where more effective campaigns can be developed and help change behavior for the betterment of these beloved isles.

The Plan also pushes the service to further break artificial organisational boundaries, to innovate and to speak in a unified voice - the Cayman Islands Government.

In the years ahead, we can expect government communications to play a pivotal role in helping to deliver the Strategic Policy Goals/Priorities.

In looking to the future, I am also reminded that our people are our greatest asset. Working in the communications ecosystem is not for the faint of heart. It is fast paced; deadline driven and often comes with long hours. I often remind my team it is not a sprint but rather a marathon - a marathon they are well prepared for. And so, I wish to thank our communications community for their dedication and perseverance in executing the plan over the next two years.



Oneisha Richards, Cert. Hon.

## Message from the Director of Communications

*I am excited to introduce the **4th Government Communications Plan** that promises to transform how we communicate as a Government.*

The plan displays our commitment to ensuring that our communications are effective and aligned with our broader government objectives.

In today's rapidly changing landscape, effective communication is more critical than ever. Our ability to hold the attention of our audiences, deliver services, and convey priorities directly impacts the success of our Government. It is not just a matter of transmitting information; it's about building trust, fostering engagement, and achieving shared goals.

What sets this plan apart is the fresh approach we are adopting. Unlike previous practices, we are consolidating the communication efforts of all Ministries into a unified, cross-government Communications Plan. This strategic integration is founded on the 5 Broad Outcomes outlined in the 2024-2026 Strategic Policy Statement (SPS). It is a testament to our commitment to working collaboratively to create more efficient and impactful government communications.

This plan is not just a document; it will become the pathway of our entire governmental communications approach. It will define our main communication themes and activities, helping us shape a cohesive narrative that resonates with our audiences. It will guide our approach to reputation management, ensuring that we maintain the trust and confidence of our communities. Most importantly, it will drive us towards our ultimate goal – building a world-class Government communications service.

As Director of Communications, I am committed to delivering excellence, innovation, and value for money in everything we do. Coordinated effective communication and engagement are pivotal in achieving this goal. I invite you to embrace this plan and actively participate in its implementation. Together, we will shape the future of government communications, making it more efficient, impactful, and aligned with our shared vision.

Thank you for your dedication and commitment to this transformative initiative.

# 01

## Introduction

*The Cayman Islands Government, like any modern government, relies heavily on effective communication to **engage with the community, disseminate information, and promote its initiatives**. The current communication strategy involves a wide range of assets and channels, and a team of dedicated staff members who manage these assets.*

Communications stands as one of the five main levers of the Cayman Islands Government, alongside legislation, regulation, revenue generation, and spending. The potency of communications in delivering government policies is undeniable. Without it, the essence and impact of government work and policies remain dormant, failing to resonate with the public.

As the Government continues to evolve and adapt to the changing communication landscape, there is a growing need for a more coordinated, cross-government communication plan. Such a plan would ensure that all Ministries are aligned in their communication efforts, and that resources are used efficiently and effectively.

The 4th Cayman Islands Government Communications Plan, set to span from January 2024 to December 2025, is not merely a procedural document. It is the compass that guides our entire governmental communications narrative, priorities, campaign themes, and reputation management approach. This plan is buttressed by our Communications Strategy, which delineates the planned improvements, methodologies, and the structural blueprint of the Government Communications Service.

### Purpose of the Government Communications Plan

This seminal document serves as the holistic communication blueprint for the government, confirming:

- Our primary communication themes and activities, all in alignment with government priorities.
- The shared narrative of the Cayman Islands Government.

- Our strategic approach to reputation management.
- The roadmap to crafting a world-class government communications service.
- The organizational structure of communications across various government sectors.

### Role of Communications

The Cayman Islands Government Communications is not just about dissemination; it's about fostering public trust and increasing engagement in government priorities through meticulously crafted communications, campaigns, content, and channels. Communications stands as the third foundational pillar of a successful Government, with policy and revenue generation being the other two. Its transformative power is evident in various spheres:

- Facilitating the creation of effective policies through audience research and consultations.
- Amplifying awareness of new policies and spurring public engagement.
- Catalyzing behavioral shifts to achieve outcomes, such as health or safety improvements.
- Streamlining interactions with public services, like updating public records or submitting an application.
- Offering timely information and reassurance during crises, be it health epidemics, natural or man-made disasters.
- Upholding and enhancing the government's reputation both domestically and internationally.

## Values and Standards

At the core of our communications endeavors lie the Civil Service Core Values: Passion, Integrity, and Professionalism. These values are not mere words but the guiding principles that shape every message, campaign, and interaction we undertake. Here's how they influence our communication efforts:

- **Passion:** Our commitment to the Cayman Islands and its people is unwavering. This passion drives us to ensure that every communication effort resonates with our audience, evoking a sense of belonging and pride. It pushes us to go beyond the ordinary, seeking innovative ways to connect, inform, and engage with our community.
- **Integrity:** Trust is the cornerstone of effective communication. We pledge to uphold the highest standards of honesty and transparency in all our communications. Every piece of information we share, every campaign we launch, is rooted in truth and authenticity. Our audience deserves nothing less than clear, accurate, and timely information.
- **Professionalism:** Excellence is our benchmark. Our communications team is dedicated to maintaining the highest standards of professionalism, ensuring that every message is well-researched, every campaign is meticulously planned, and every interaction is respectful and constructive. We recognize the diverse needs of our audience and strive to cater to them with precision and care.

In addition to these core values, our communication efforts are also guided by the following standards:

- **Inclusivity:** We are committed to ensuring that our communications are inclusive, catering to the diverse demographic of the Cayman Islands. Whether it's language, medium, or content, we strive to ensure that no one is left out.
- **Responsiveness:** In an age of instant communication, we understand the importance of being responsive. We aim to address queries, feedback, and concerns in a timely and effective manner, fostering a two-way communication channel with our audience.
- **Adaptability:** The communication landscape is ever evolving. We are committed to staying abreast of the latest trends, technologies, and best practices, ensuring that our communication strategies are relevant, effective, and impactful.
- **Accountability:** We take ownership of our messages and campaigns. If mistakes are made, we acknowledge them, learn from them, and take corrective actions. Our commitment is to continuous improvement and learning.

By adhering to these values and standards, we aim to build a communication framework that not only informs but also builds trust, fosters engagement, and strengthens the bond between the Cayman Islands Government and its people.



# 02

## Communications Strategy

*The Communications Strategy for the Cayman Islands Government is a holistic approach designed to ensure that our **messages resonate effectively** with our audience, fostering trust, engagement, and understanding.*

This strategy is not just about disseminating information; it's about creating a two-way dialogue, understanding the needs of our audience, and adapting our methods to serve them best. The overall communications program for the Cayman Islands Government is anchored in the following pillars:

- 1. Audience-Centric Approach:** At the heart of our strategy is the Caymanian community. We aim to understand their needs, preferences, and concerns, tailoring our messages to address them effectively. This involves regular feedback mechanisms, surveys, and engagement platforms to ensure our communications remain relevant and impactful.
- 2. Unified Messaging:** With the consolidation of all Ministries' communication efforts into a unified, cross-Government Communications Plan, we ensure consistency in our messaging. This unified approach not only strengthens our brand identity but also ensures clarity and reduces information redundancy.
- 3. Diverse Channels:** Recognizing the diverse demographic of the Cayman Islands, our strategy involves leveraging a mix of traditional and digital channels. From TV, radio, and print to websites, email, and social media, we aim to reach our audience where they are, ensuring maximum reach and engagement.
- 4. Data-Driven Decisions:** Our strategy is underpinned by data. Regular analytics, audience insights, and performance metrics guide our decisions, helping us refine our approach, optimize our campaigns, and ensure that our messages are achieving the desired impact.
- 5. Continuous Learning and Adaptation:** The communication landscape is dynamic. Our strategy involves staying abreast of global best practices, emerging

technologies, and changing audience preferences. Regular training, workshops, and knowledge-sharing sessions ensure that our communications team remains at the forefront of the industry.

- 6. Crisis Communication:** Preparedness is key. Our strategy includes a robust crisis communication plan, ensuring that we can provide timely, accurate, and reassuring information during emergencies, be it natural disasters, health crises, or any unforeseen challenges.
- 7. Stakeholder Collaboration:** Recognizing the importance of collaborative efforts, our strategy involves regular engagement with key stakeholders, including businesses, community leaders, and international partners. This collaborative approach ensures that our messages are not only government-centric but also resonate with the broader community's aspirations and concerns.
- 8. Segmentation Based on Broad Outcomes:** Central to our strategy is the segmentation of our communication plan and themes in alignment with the 5 Broad Outcomes from the 2024-2026 SPS report. This ensures that each communication effort is tailored to support and amplify the specific goals and objectives of each Broad Outcome, providing clarity and focus to our messaging.

In essence, the Communications Strategy for the Cayman Islands Government is a dynamic, adaptive, and audience-centric approach, designed to ensure that our communications efforts support our broader governmental objectives, fostering trust, understanding, and collaboration.

# 03

## Audience Segmentation

Mindsets provide a framework for thinking about audience groups **based on their emotional or behavioral response** when they encounter content or consider an issue or idea.

Unlike traditional audience personas, mindsets are not strictly based on demographic characteristics. The mindset approach acknowledges that modern life is complex and filled with competing stimuli. People's mindsets are fluid and adaptive to different settings and aspects of their life.

Given Cayman's diverse yet relatively small population, the traditional approach of working with audience personas can become rigid. Mindsets offer a more flexible and practical way to think about audiences, focusing on what drives their attitudes and behavior.

Further segmenting each mindset archetype by demographic aspects is a robust and nuanced way to enhance the precision and effectiveness of our media strategy. By integrating both mindset and demographic segmentation, we will be better equipped to craft messages that resonate deeply and choose channels that effectively reach our audience.

As such, for the purpose of these communication plan, three key elements have been developed to understand the audiences of the Cayman Islands Government:

### — Value Mindsets

These consider the four basic value sets audiences can hold that inform how they view a particular issue or idea. These value mindsets include:

- **Self-transcendence:** focuses on collective well-being and altruism
- **Openness to change:** values innovation and adaptability
- **Conservation:** prioritizes tradition and stability
- **Self-enhancement:** emphasizes personal growth and achievement

### — Archetypes

Four core archetypes capture the context for the audience member encountering the issue or idea at the time. These archetypes include:

#### *Business Community*

- Group A: Local
- Group B: International

#### *Residents*

- Group A: Young adults (18-34)
- Group B: Middle-aged adults (35-54)
- Group C: Older adults (55+)

#### *Civil Servants*

- Group A: Government officials
- Group B: Government employees

#### *Tourists*

- Visitors
- Potential visitors

### — Goal Mindsets

These consider the three broad objectives audiences aim to accomplish when they encounter content:

- Seek news and information
- Get things done
- Have a say

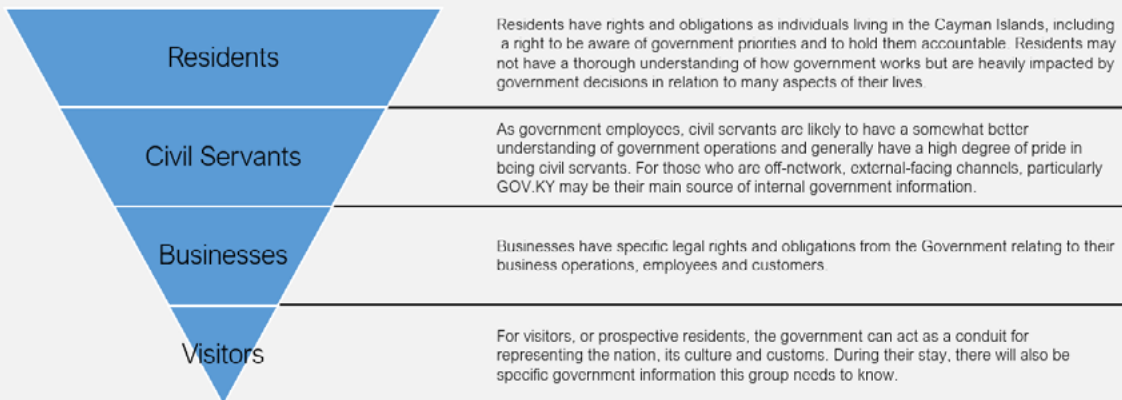
Overall, this Audience Segmentation model offers a comprehensive framework that combines both mindset and demographics. This combination provides depth and ensures that messages are not only tailored to an audience's beliefs and values but also their contextual environment and goals. By understanding both the 'why' (mindset) and the 'who' (demographics), the Cayman Islands Government will be better positioned to create meaningful engagement and effective communications.

In the Appendix section, you can find additional and more in-depth information about the audience segmentation model, audience analytics including information on the Civil Service audience demographic.

## Archetypes

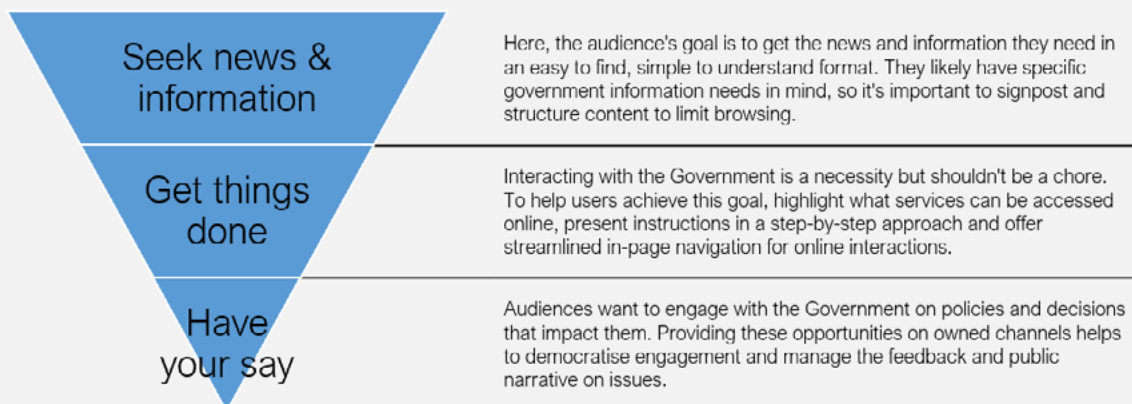
We know people's lives are complex with multiple facets that influence what they're interested in and how they approach information in that moment.

Understanding this context is essential to understand how people approach communications. Four core archetypes exist and can be used together with mindsets provide a consistent and scalable way to consider content and channel strategy.



## Goal Mindsets

Helping users complete the jobs they have to do is an important corner stone of content and channel strategy. Considering these different jobs and the appropriate treatment for each helps to collect, organise and connect content around what is most meaningful to users.



# 04

## Content Strategy

*The Content Strategy for the Cayman Islands Government serves as a vital component of our comprehensive Communications Strategy. Embracing a **dynamic, adaptive, and audience-centric approach**, this strategy ensures that our content creation and dissemination efforts align with broader governmental objectives*

By fostering trust, understanding, and collaboration, we aim to create content that resonates with our diverse audience.

Our content strategy is designed to:

- **Enhance Public Understanding:** Provide clear and transparent information about government policies, initiatives, and services.
- **Build Public Trust:** Foster trust through consistent, accurate, and timely communication.
- **Promote Accessibility and Inclusivity:** Ensure content is accessible to all community members, including those with disabilities and non-English speakers.
- **Build Positive Public Sentiment:** Create opportunities for dialogue and collaboration with various stakeholders, including citizens, businesses, and international partners.
- **Support Key Priorities:** Align content with the government's strategic priorities, such as improving public sector performance, enhancing competitiveness, and protecting Caymanian culture and heritage.
- **Engage Civil Service as Content Ambassadors:** Establish ongoing initiatives to inform and engage government employees, leveraging their insights and networks to serve as authentic ambassadors for our content. This will help to amplify our messaging internally and externally, while also strengthening a sense of ownership and alignment among our civil service.

In crafting the content for this communication plan, a digital-first approach will be at the forefront of our considerations. Recognizing the pervasive influence and reach of digital platforms, we will prioritize channels such as social media, websites, and email to maximize

engagement and accessibility. Our strategy will embrace diversity in content formats, including infographics, videos, podcasts, and more, to cater to the varied preferences and needs of our audience. This rich array of content will be optimized through responsive design, ensuring a seamless user experience across various devices.

Moreover, we will explore collaborations with influencers, particularly in the news and entertainment sectors, to amplify our reach and resonate with a broader audience. This comprehensive digital-first approach aligns with the modern communication landscape and reflects our commitment to engaging with the community in ways that are both innovative and inclusive.

Though our focus is on a digital-first strategy, we acknowledge the enduring relevance and reach of traditional mass communication methods. Platforms like print media, radio, and television will serve as complementary channels to our digital efforts, ensuring a truly holistic communication approach. As part of our multi-faceted strategy, stakeholder partnerships and collaborations will be key in extending our influence and bolstering our messages. By joining forces with community leaders, civic organizations, and industry experts, the government aims to strengthen relationships across different audience groups, enhancing our credibility and expanding our reach.

## — Content Governance and Compliance

Content governance will be a cornerstone of our communication strategy for the Cayman Islands Government, guided by the following principles:

### 1. Legal Requirements

- **Privacy:** Compliance with the Cayman Islands' Data Protection Act, ensuring that content respects individual privacy rights.
- **Copyright:** Adherence to local and international intellectual property laws, including proper licensing and attribution.
- **Regulatory Compliance:** Following Cayman Islands-specific regulations, such as advertising standards, financial services regulations, and public communication guidelines.

### 2. Brand Guidelines

- **Voice and Tone:** Maintaining a voice that reflects the Cayman Islands' values, culture, and governmental principles.
- **Visual Identity:** Alignment with the Cayman Islands Government's brand guidelines and relevant campaign guidelines, including logos, color schemes, and official imagery.
- **Content Quality:** Ensuring accuracy and professionalism, reflecting the high standards of governance in the Cayman Islands.

### 3. Ethical Standards

- **Honesty:** Upholding a commitment to truthful communication, in line with the Cayman Islands' reputation for integrity.
- **Transparency:** Clear disclosure of governmental affiliations, sponsorships, or any potential conflicts, adhering to local ethical guidelines.
- **Integrity:** Reflecting the Cayman Islands' values of fairness, respect, and responsibility in all content.

### 4. Risk Management

- **Misinformation:** Implementing robust fact-checking and editorial oversight, recognizing the importance of accurate information in the Cayman Islands community.
- **Security:** Ensuring content security in line with the

Cayman Islands' cyber security regulations and best practices.

- **Reputation Management:** Proactive monitoring and response to public feedback, maintaining the positive international standing of the Cayman Islands.

### 5. Accessibility

- **Inclusivity:** Ensuring content is accessible to all residents and visitors, including those with disabilities, reflecting the Cayman Islands' commitment to inclusivity.
- **Compliance with Standards:** Adhering to international web accessibility standards, recognizing the diverse needs of the Cayman Islands community.
- **User-Centered Design:** Creating content that resonates with the unique cultural and demographic characteristics of the Cayman Islands.

## — Content Types and Formats

In the dynamic world of communication and marketing, the Cayman Islands Government is committed to employing a diverse array of content types and formats. This strategy aims to resonate with various segments of the population, from different age groups and cultural backgrounds to unique psychographic profiles.

### 1. Pillars of our Content Strategy

- **Diverse Reach:** We utilize a wide range of content types, from traditional print materials to cutting-edge mobile apps, ensuring reach across different demographics and psychographics.
- **Engagement and Interaction:** Our content strategy includes interactive elements like social media posts, interactive content, and user-generated content foster community engagement and participation, catering to audiences seeking to "Have a say."
- **Education and Information Dissemination:** We prioritize long-form articles, podcasts, webinars, and e-books provide in-depth insights and educational content, catering to audiences seeking news and information.
- **Real-Time Communication:** Timely updates and urgent advisories are disseminated through channels like SMS, mobile notifications, and social media allow for timely updates and urgent advisories, catering to audiences seeking to "Get things done."
- **Personalization and Targeting:** We employ email

newsletters, drip campaigns, and chatbots to enable personalized communication and targeted content, resonating with specific audience segments.

- **Visibility and Awareness:** Outdoor advertising, influencer collaborations, and video content are leveraged to enhance visibility and awareness of government initiatives and updates.
- **Adaptation to Modern Trends:** Our inclusion of modern communication tools like mobile apps, chatbots, and influencer collaborations ensures that our communication strategy remains relevant and engaging.

By aligning these content types with specific channels and audiences, the Cayman Islands Government ensures a strategic and effective approach to communication. This alignment not only resonates with the unique characteristics of the Cayman Islands community but also leverages best practices in modern communication and marketing.

The following mapping of content types, channels, and audiences is crafted to align with the unique value mindsets, archetypes, and goal mindsets identified within the Cayman Islands community.

## 2. List of Content Types

The following list of content types has been carefully curated to reflect the multifaceted nature of government communication and the diverse needs and preferences of the Cayman Islands' audiences. Here's why these content types have been selected:

1. Long-Form Articles and Blogs: In-depth analysis, thought leadership, educational content.
2. Short-Form Articles and News Updates: Quick reads, timely updates, news briefs.
3. Videos: Live streams, explainer videos, interviews.
4. Podcasts: Series, interviews, storytelling, educational content.
5. Webinars and Virtual Events: Live presentations, Q&A sessions, workshops.
6. Social Media Posts: Images, GIFs, short videos, stories, polls
7. Influencer Collaborations: Sponsored posts, influencer takeovers, partnerships.
8. User-Generated Content (UGC): Reviews, testimonials, community contributions.

9. Email Newsletters and Drip Campaigns: Regular updates, personalized content, targeted content.
10. Infographics and Data Visualization: Charts, graphs, visual summaries.
11. Interactive Content: Quizzes, surveys, interactive videos
12. E-books and Whitepapers: Comprehensive guides, research reports, industry insights.
13. Mobile Apps and Notifications: Real-time updates, engagement tools.
14. Chatbots: Automated customer service, personalized recommendations.
15. Print Materials: Brochures, flyers, magazines, direct mail.
16. Outdoor Advertising: Billboards, digital screens, banners.
17. SMS and MMS Messages: Urgent advisories, reminders
18. Direct Communication: In-person meetings, virtual meetings, town hall meetings, workshops.

The selection of these content types and formats for the Cayman Islands Government's communication plan is a deliberate and strategic decision, grounded in our understanding of the local context and the evolving global communication landscape. Recognizing the diverse nature of the Cayman Islands' population, this comprehensive list ensures that communication reaches various segments, from young adults to older residents, local businesses to international visitors. The inclusion of traditional methods like print materials alongside modern tools like mobile apps and chatbots demonstrates a balanced approach that honours cultural heritage while embracing technological advancements.

### — Identifying Best-Suited Content Types for Each Audience Archetype

The content types are chosen to align with specific value mindsets, archetypes, and goal mindsets, ensuring that the communication resonates with the unique characteristics and needs of the Cayman Islands community. This curation of content types reflects not only best practices in communication and marketing but also a commitment to inclusivity, engagement, and responsiveness, hallmarks of the Cayman Islands Government's approach to public communication.

For further guidance, below is a matrix of these content types for the appropriate channels and audiences. This mapping aligns the content types with the specific

channels and audiences, considering their value mindsets, archetypes, and goal mindsets. It provides a strategic framework for content creation and dissemination, ensuring targeted and effective communication.

Content Type	Archetypes	Value Mindsets	Goal Mindsets
Long-Form Articles and Blogs	Business Community, Older Adults, Civil Servants	Self-transcendence, Conservation	Seek news and information
Short-Form Articles and News Updates	Young Adults, Potential Visitors	Openness to change	Seek news, Get things done
Videos	Tourists, Young Adults, Residents	Openness to change	Seek news, Have a say
Podcasts	Business Community (Local & International), Government Officials	Self-enhancement	In-depth discussions, Expert interviews
Webinars and Virtual Events	Business Community, Civil Servants	Self-enhancement	Live presentations, Workshops, Have a say
Social Media Posts	Young Adults, Tourists	Openness to change	Real-time updates, Public engagement
Influencer Collaborations	Young Adults, Potential Visitors	Openness to change	Brand awareness, Engagement, Have a say
User-Generated Content (UGC)	Residents, Tourists	Self-transcendence	Community contributions, Reviews, Have a say
Email Newsletters and Drip Campaigns	Civil Servants, Business Community, Middle-aged Adults	Conservation	Regular updates, Personalized content, Seek news
Infographics and Data Visualization	Business Community, Government Employees	Conservation	Visual data representation, Seek news
Interactive Content	Residents, Tourists	Openness to change	Audience participation, Have a say, Get things done
E-books and Whitepapers	Business Community, Government Officials	Self-enhancement	Comprehensive guides, Research, Seek news
Mobile Apps and Notifications	Residents, Young Adults	Openness to change	Real-time updates, Engagement tools, Get things done
Chatbots	Residents, Potential Visitors	Openness to change	Automated customer service, Get things done
Print Materials	Older Adults, Conservation mindset	Conservation	Brochures, Flyers, Seek news
Outdoor Advertising	Tourists, Residents	Self-enhancement	Visibility, Government initiatives and updates
SMS and MMS Messages	Residents, Civil Servants	Conservation	Reminders, Notifications, Urgent advisories, Get things done
Direct Communication	Business Community, Government Officials, Conservation	Self-enhancement, Conservation	Policy discussions, Consultations, Get things done

## — Content Calendar and Scheduling Strategy

Our strategic approach to content calendar and scheduling is rooted in ensuring a balanced content mix that resonates with the unique characteristics and needs of the Cayman Islands Government’s audience.

Our scheduling should emphasize diversity, alignment, adaptability, and thoughtful frequency planning. Our scheduling strategy will be both flexible and strategic, guided by the following principles:

- **Balanced Content Mix:** Utilizing the wide array of content types identified earlier, from long-form articles to interactive content, to cater to different preferences and needs.
- **Frequency Planning:** Determining optimal posting frequency to maintain engagement without overwhelming the audience.
- **Alignment with Key Events:** Timing content to coincide with governmental campaigns, public holidays, and significant local events to maintain freshness and relevance.
- **Adaptability:** Allowing for responsiveness to emerging needs, opportunities, or crises.
- **Agile Content Development:** Implementing an agile approach that allows for quick pivots and adjustments in content creation and distribution.
- **Content Performance Tracking:** Analyzing the performance of different content types and frequencies to identify the most effective patterns.
- **Channel-Specific Scheduling:** Recognizing that different channels may require different posting frequencies and timing and planning accordingly.



# 05

## Channels Strategy

In the rapidly evolving landscape of communication, the Cayman Islands Government recognizes the imperative need to be agile, adaptive, and audience centric. Our Channels Strategy is an integral component of the 4th Cayman Islands Government Communications Plan. It serves as the blueprint for how we disseminate our key messages, ensuring they are discoverable and impactful. This strategy is rooted in a deep understanding of our audience's preferences, behaviors, and feedback, ensuring that our communication efforts are both effective and efficient.

### — Integrating Channels into Our Narrative

Our choice of channels is not arbitrary. Each platform is chosen for its unique strengths and audience reach. By tailoring our content to each channel, we ensure that our messages are not only heard but also felt. Whether it's a detailed policy update on GOV.KY or a real-time engagement campaign on social media, our channel strategy is designed to support and amplify our overarching narrative.

Our Channels Strategy is more than just a list of platforms; it's a roadmap to meaningful engagement. By understanding and leveraging the unique strengths of each channel, we aim to foster a deeper connection with our citizens, ensuring that the Cayman Islands Government remains accessible, transparent, and responsive. The list provided below serves as a comprehensive guide, ensuring that each channel is leveraged optimally based on where our target audience spends their time.

### — Channel Segmentation: Our Channels and Their Roles

The Cayman Islands Government employs a multi-faceted approach to communication that embraces both traditional and digital media. This holistic strategy resonates with the diverse characteristics of our community and incorporates best practices in modern communication and marketing.

## 1. Traditional Media

These are broad-reaching channels best used for brand building and raising awareness. While they can target a wide audience, they might not be as effective for specific goals like "Have a say" or for mindsets like "Openness to change." Businesses, especially in the context of the Cayman Islands, might be more inclined to digital channels for real-time updates and direct communication for detailed discussions.

### TV and Radio

Connect with established external audiences and deliver value through content such as national events, Parliament meetings, press briefings, media interviews, bulletins, and news. TV and Elevator Screen Graphics in the GAB can be used to disseminate internal announcements and updates to the Civil Service.

- **CIGTV:** Our voice and vision broadcasted. Fifteen percent of the population watches CIG TV weekly on its cable channel. Whether it's a national event, a parliament meeting, an educational programme, an explanation of government services or a public service announcement, CIGTV ensures our messages reach every household.
- **Radio Cayman:** Celebrating 45 years, Radio Cayman is the "Community's Station". Apart from daily news, it provides extensive coverage of national events and other community activities. Favoured by older demographics, Radio Cayman provides 24-hour broadcast service, including BBC World Service Programming between midnight and 6 am. This is the most popular government-owned channel, with a third of adults tuning in at least once a week.
- **TV and Elevator Screen Graphics in the GAB:** These visual mediums are sometimes shared with selected departments that have digital screens, such as DEH, to disseminate internal announcements and updates.

## Print

Tangible media engages target audiences to tell stories effectively. Content includes newspaper articles, advertorials, op-eds, press releases, brochures and flyers.

## Outdoors

Viewed as a non-intrusive channel, outdoor advertising can be leveraged for building positive brand associations while increasing visibility and recall. Reach people in all walks of life repeatedly with well-crafted messaging around government initiatives and updates.

## SMS and MMS Messages

With over 100,000 cellular mobile connections active in the Cayman Islands in 2023, SMS and MMS messaging just make sense. These can be used for urgent advisories, reminders, notifications especially in times of crisis.

## 2. Digital Media

These channels are more dynamic and can be tailored to specific audiences. However, not all digital channels might be effective for all goals. For instance, while a business might seek news and information on a government website, they might not use it to “Have a say.” As such, understanding mindsets are important in designing communications plans to ensure that the right channel is used to push the right message to the right audience at the right time.

### Website

- **GOV.KY:** Our official digital front door serves as the gateway for those who live, work, or do business in the Cayman Islands to access government news, information, and services. This platform is pivotal for disseminating policy updates, white papers, product and service announcements, news, and campaign landing pages. It also serves as our first line of defense in times of crisis, providing a single source of truth and combatting disinformation and misinformation. GOV.KY brings our policies to life, offering clarity, transparency, and a platform for public discourse. The platform sees varied usage across different demographics, with the highest engagement among the 25-44 age group and those with a monthly household income between \$3,001 and \$6,000.

- **theHub Intranet:** Our internal digital workspace is designed to facilitate seamless communication, document sharing, and collaboration among civil service employees.

### Email

- **Inside Government Newsletter:** This periodic e-newsletter serves as a comprehensive resource for both the public and the civil service. It offers a deeper dive into the workings of the government through curated articles, success stories, and interviews, aiming to keep all stakeholders informed and engaged. The newsletter not only helps build brand recognition and drive traffic to our various digital platforms like websites, social media channels, and YouTube, but it is also integrated with the Civil Service internal Email Distribution Group. This ensures that important announcements, policy updates, and internal news reach all levels of the civil service, fostering a sense of community and shared purpose.
- **All-Staff Email Distribution Group and Sub-Groups:** Utilized for important announcements, policy updates, and internal news, reaching all levels of the civil service.

### Social Media

Our platforms, including Facebook, LinkedIn, and Instagram, serve as a real-time pulse on public sentiment. These channels facilitate engagement in government policies, priorities, and programmes, ensuring that the government remains accessible, responsive, and in tune with the public’s needs and concerns. They offer real-time updates and public engagement opportunities. For more in-depth information regarding channel usage and demographics, please reference the Cayman Islands Consumer Survey 2022.pptx.

- **Facebook:** Usage is fairly consistent across younger and middle age groups, capturing 50% of the 18-34 age group and 49% of the 35-54 age group.
- **Instagram:** Particularly popular among the younger generation, with 60% of the 18-34 age group engaging on the platform. However, usage drops significantly in older age groups.
- **LinkedIn:** Currently, this platform sees lower usage across all demographics.

## WhatsApp

In an era of information overload, this platform serves as a crucial channel for direct and timely communication, especially for urgent advisories, reminders, and direct engagement. WhatsApp enables us to send critical information swiftly, reaching our community without delay. Our chatbot further enhances accessibility by signposting to topics of national importance found on various other channels. The platform is highly popular across all age groups, with 88% usage among both the 18-34 and 35-54 age groups, and 86% among those aged 55+.

## YouTube

Serving as a visual narrative of our journey, our YouTube channel provides a dynamic and engaging platform for video content that includes everything from press conferences, promotional videos, and livestreams to interviews, nightly news, and mini documentaries. The Cayman Islands Government aims to maintain its status as the #1 YouTube channel for news and information in the Cayman Islands. It's a channel frequented by 55% of the 18-34 age group, 49% of the 35-54 age group, and 31% of those aged 55+.

## Podcasts, Webinars, Online Forums

For in-depth discussions, expert interviews, and audience engagement.

### 3. Direct Communication

Meetings and events are more personal and might be more effective for goals like "Get things done" or for mindsets focused on "Conservation" or "Self-enhancement."

- **Meetings:** In-person and virtual meetings for policy discussions, consultations, and team collaborations.
- **Cascade Briefs for COs, HoDs, and Their Deputies:** These briefs are used for cascading key messages

and background information on new initiatives, special projects, etc., to support their communication with their staff.

- **Town Halls and Other In-Person/Virtual Events:** Government events, trade shows, town hall meetings, and workshops. These forums are used for direct communication with external audiences as well as with civil service employees, providing updates, answering questions, and fostering a sense of community.

By incorporating both public and internal channels, the Cayman Islands Government ensures a holistic, strategic, and effective approach to communication. This comprehensive strategy not only resonates with the unique characteristics of the Cayman Islands community but also leverages best practices in modern communication and marketing.

## — Communications Channels Matrix by Targeted Groups.

Below is an example of a mix of actions to increase visibility and reach out to the identified audiences/groups. The intention is to target communication efforts and means according to stakeholder groups. Each communication material will be created/designed for the specific target group(s) in mind.

Target groups and communication means have been paired in the following matrix, where channels are allocated based on the likely behavior and preferences of each archetype for each mindset and goal mindset, and further segmented into their correspondent groups.

The 'x' indicates that the channel is recommended for that specific mindset or goal mindset for the correspondent archetype.

## Business Archetype Matrix

Communication Channel	Self-transcendence	Openness to change	Conservation	Self-enhancement	Seeking news and information	Get things done	Have a say
<b>Group A: Local Business Community.</b> Local businesses are typically more rooted in the community and may have a more traditional approach to communication. They might rely more heavily on local media and direct communication.							
TV, Radio	x	x	x	x	x		x
Print	x	x	x	x	x		x
Websites	x	x	x	x	x	x	x
Email	x			x	x	x	x
Social Media	x	x		x	x	x	x
Meetings	x	x	x	x	x	x	x
Events	x	x	x	x	x	x	x
<b>Group B: International Business Community.</b> International businesses are more likely to be tech-savvy and might rely more on digital channels. They might also be more open to change and innovation.							
TV, Radio		x		x	x		x
Print		x		x	x		x
Websites	x	x	x	x	x	x	x
Email	x	x		x	x	x	x
Social Media	x	x		x	x	x	x
Meetings	x	x		x	x	x	x
Events	x	x		x	x	x	x

## Residents Archetype Matrix

Communication Channel	Self-transcendence	Openness to change	Conservation	Self-enhancement	Seeking news and information	Get things done	Have a say
<b>Group A: Young Adults (18-34).</b> Young adults are tech-savvy, often early adopters of new communication platforms, and are more likely to be influenced by peer recommendations and online trends.							
TV, Radio		x		x	x		x
Print			x		x		
Websites	x	x	x	x	x	x	x
Email		x		x	x	x	x
Social Media	x	x		x	x	x	x
Meetings		x		x	x	x	x
Events	x	x	x	x	x	x	x

Communication Channel	Self-transcendence	Openness to change	Conservation	Self-enhancement	Seeking news and information	Get things done	Have a say
<b>Group B: Middle-aged Adults (35-54).</b> This group is a mix of traditional and digital media consumers. They are likely to be influenced by both peer recommendations and authoritative sources.							
TV, Radio	x	x	x	x	x		x
Print	x	x	x		x		x
Websites	x	x	x	x	x	x	x
Email	x	x	x	x	x	x	x
Social Media	x	x		x	x	x	x
Meetings	x	x	x	x	x	x	x
Events	x	x	x	x	x	x	x
<b>Group C: Older Adults (55+).</b> This group is more inclined towards traditional media but has been gradually adopting digital channels, especially during recent years.							
TV, Radio	x		x		x		x
Print	x		x		x		x
Websites	x		x		x	x	x
Email	x		x		x	x	x
Social Media					x		x
Meetings	x	x	x		x	x	x
Events	x	x	x		x	x	x

## Civil Servants Archetype Matrix

**Group A: Government Officials and Stakeholders:** Comprising key decision-makers and influencers, this segment prioritizes direct communication but is also adept at both traditional and digital channels. Tailored briefings through internal email distribution groups, white papers, and high-level meetings are effective mediums for this group.

**Group B: Government Employees:** These are the workforce of the government. This group is a diverse blend of age groups, hence a mix of traditional and digital media consumers. Email newsletters, theHub intranet updates, and staff meetings are effective, along with TV and elevator screen graphics in the GAB.

When incorporating Civil Servants into your campaign objectives, consider the following:

The Internal Communications & Engagement Unit aims to foster a world-class Civil Service that is aligned with Government’s priorities and organizational objectives. The unit’s functions include:

- Content Coordination: Create and distribute primarily internal-facing content, aligning it with the broader government communications strategy.
- Channel Management: Oversee internal communication channels, ensuring seamless dissemination of information and updates.
- Staff Engagement Events: Support the planning and execution of events and initiatives that engage staff at various levels.
- Brand Management: Ensure a consistent government brand image, including the arrangement and maintenance of official portraits for senior Civil Service leaders.

By tailoring your campaigns with this nuanced understanding of the Civil Service Archetype Matrix, you’ll be better positioned to engage your internal audiences effectively.

Communication Channel	Self-transcendence	Openness to change	Conservation	Self-enhancement	Seeking news and information	Get things done	Have a say
TV, Radio	x	x	x	x	x		x
Print	x	x	x		x		x
Websites	x	x	x	x	x	x	x
Email	x	x	x	x	x	x	x
Social Media	x	x		x	x	x	x
Meetings	x	x	x	x	x	x	x
Events	x	x	x	x	x	x	x
theHub Intranet	x	x	x	x	x	x	
All-Staff Email	x	x	x	x	x	x	x
Cascade Briefs	x	x	x	x	x	x	x
TV/Elevator Graphics	x	x	x		x		
Town Halls	x	x	x	x	x	x	x

## Tourist Archetype Matrix

Communication Channel	Self-transcendence	Openness to change	Conservation	Self-enhancement	Seeking news and information	Get things done	Have a say
<b>Group A: Visitors.</b> Tourists are looking for information, experiences, and activities. They rely heavily on digital channels, especially when planning their trips.							
TV, Radio		x		x	x		x
Print		x			x		x
Websites	x	x	x	x	x	x	x
Email		x		x	x	x	x
Social Media	x	x		x	x	x	x
Events	x	x	x	x	x		
<b>Group B: Potential Visitors.</b> These are individuals who might be considering visiting the Cayman Islands. They are looking for information and are heavily influenced by digital channels and peer recommendations.							
TV, Radio		x		x	x		x
Print		x	x		x		x
Websites	x	x	x	x	x	x	x
Email		x		x	x	x	x
Social Media	x	x		x	x	x	x
Events		x	x	x	x	x	

# 05

## Campaign Types. Defining Communication Goals & Objectives

To streamline the process of setting campaign objectives and establishing evaluation criteria, the Department of Communication (DoC) has developed a campaign objective and evaluation model. This model aligns seamlessly with the UK's Evaluation Framework 2.0, a comprehensive guide for assessing both paid and organic communication activities.

This framework classifies campaigns into three strategic categories, each with a distinct objective: Behaviour Change, Participation and Awareness. These categories serve as comprehensive frameworks that inform the planning, execution, and evaluation phases of each campaign, ensuring targeted outcomes.

### — Types of Funded Campaign/Goals

#### 1. Behavior Change Campaigns

These campaigns are designed to initiate, cease, or sustain specific behaviors. They are often rooted in psychological principles and are tailored to achieve measurable changes in behavior.

Goal: To strategically influence the target audience's actions and decisions, aiming to initiate, cease, or sustain specific behaviors that align with the campaign's long-term goals.

Behavior change campaigns are complex and multifaceted, often requiring a deep understanding of behavioral psychology, social dynamics, and communication theory. The objective is not merely to inform but to drive action.

The "Theory of Change" is a comprehensive framework that outlines how and why a desired change is expected to happen in a specific context. It identifies the preconditions, pathways, and interventions required for an initiative to reach its long-term goals. In the context of marketing or behaviour change campaigns, The Theory of Change would outline how your campaign's activities and messages are expected to lead to the desired

behavioral or attitudinal changes in your target audience.

#### Recommendations:

- Identify and segment your target audience based on demographics, psychographics, and behavioral attributes. This allows for personalized messaging.
- Use behavioral science principles like loss aversion or social proof to frame your messages more effectively.
- Utilize a mix of online and offline channels to reach your audience where they are most receptive
- Before a full-scale rollout, conduct pilot tests to gauge the effectiveness of your messages and strategies.
- Establish mechanisms for real-time feedback to adapt your strategies as needed.

#### 2. Engagement and Participation Campaigns

These campaigns aim to inspire individuals to actively participate in a range of initiatives, from job opportunities to policy consultations, digital ID registrations, and community activities. They are outcome-oriented and designed to meet specific engagement targets.

Goal: To attract, engage, and retain individuals for a diverse array of roles, activities, or causes, thereby fulfilling the engagement needs of an organization, Ministry, or initiative.

Engagement and Participation Campaigns are specialized marketing strategies that focus on human and social capital. They require a nuanced understanding of both the brand and the target persona, whether they are potential employees, community members, or stakeholders.

#### Recommendations:

- Develop a strong value proposition that resonates with the target audience and communicates it effectively across all channels. This proposition should be adaptable to fit various types of engagement,

from employment to civic participation.

- Optimize User Experience: Simplify the participation process, whether it's an application or a survey, and ensure it is mobile-friendly to increase completion rates.
- Use platforms like LinkedIn for professional engagements, social media for community outreach, and specialized portals for policy consultations or surveys.
- Leverage existing employees, government employees, community members, or stakeholders as brand ambassadors to provide authentic testimonials and share experiences.

### 3. Awareness Campaigns

These campaigns are geared towards raising awareness or altering attitudes without immediately influencing behaviors. This is the most prevalent and versatile category for campaign planning.

Goal: To elevate public knowledge and understanding of a specific issue, cause, or brand, aiming to shift attitudes and perceptions in a way that lays the groundwork for future action.

Awareness campaigns are often the first step in a longer customer or stakeholder journey. They aim to capture attention and educate, setting the stage for deeper engagement later on.

#### Recommendations:

- Content Strategy: Develop a rich content strategy that includes blogs, videos, webinars, and other educational materials.
- Influencer Partnerships: Partner with influencers who resonate with your cause to extend your reach.
- Public Relations: Leverage media relations to gain free publicity through news articles, interviews, and features.
- Social Proof: Use testimonials, case studies, and statistics to build credibility.
- Retargeting: Implement retargeting strategies to re-engage individuals who have interacted with your campaign but have not taken further action.

### 4. Low-Cost and No-Cost Activity

In addition to the above, the framework offers evaluation metrics for activities that require minimal or no funding. These can be particularly useful for internal communications and stakeholder engagement initiatives.

Goal: To engage and inform internal or external stakeholders through cost-effective methods, aiming to foster goodwill, align stakeholders with organizational goals, or drive specific low-cost actions.

These activities are often overlooked but can be highly effective, especially for internal communications or community engagement.

#### Recommendations:

- Internal Channels: Utilize existing internal communication channels like newsletters, intranet, or team meetings for dissemination.
- Community Outreach: Engage in grassroots community outreach through local events, forums, or partnerships.
- Civil Service Advocacy: Encourage civil servants to share content or news through their personal social media channels.
- Stakeholder Engagement: Regularly update key stakeholders through personalized emails or virtual catchups.
- User-Generated Content: Encourage internal communities to share their own stories or experiences related to your cause, which can be repurposed across your channels.

To provide a holistic view of campaign performance, the framework recommends a set of evaluation metrics that are organized into four key categories: Inputs, Outputs, Outtakes, and Outcomes. These categories serve as the pillars for our evaluation model, allowing us to measure not just the reach and engagement, but also the deeper impact our campaigns have on behavior and perception.

By aligning our campaigns with these types and their associated evaluation metrics, we aim to achieve a level of strategic clarity and measurement rigor that sets the foundation for campaign success.

# 06

## Content Measurement & Evaluation

As outlined in the previous section, our evaluation model is designed to align with the UK's Evaluation Framework 2.0, which provides a comprehensive guide for evaluating major paid-for campaigns and other communication activities. The framework identifies three distinct types of funded campaign objectives: Behaviour Change, Recruitment, and Awareness. Each of these types has its own set of recommended evaluation metrics, divided into four categories: Inputs, Outputs, Outtakes, and Outcomes.

### — Evaluation Metrics

**Inputs:** Resources allocated for the campaign, such as budget, manpower, and technology. Example Metrics: Budget spent, hours worked, content created.

**Outputs:** Immediate results of campaign activities. Example Metrics: Number of posts, reach, impressions, engagement rate.

**Outtakes:** Changes in audience awareness, understanding, or perception. Example Metrics: Audience surveys, sentiment analysis, brand recall.

**Outcomes:** Ultimate change in behaviour or condition. Example Metrics: Conversion rate, customer lifetime value, ROI.

The input/output/outtake/outcome model is helpful for understanding where metrics fit in the communication activity cycle. Tracking appropriate metrics is more important than defining which category they sit in. Depending on the aims of a campaign, for example, raising awareness can be either an outtake or an outcome.

### — Implementation Steps for Effective Campaign Success Measurement

**1. Set Objectives:** Define SMART objectives for each campaign type. (refer to Broad Outcomes/Communication Priorities Objectives). These objectives should contain three elements:

- **Baseline:**
  - Establish a numerical prediction for outcomes without campaign intervention.
  - Use the most recent data or data from previous campaigns. Account for predictable baseline shifts (e.g., market trends).
  - Utilize publicly available data or proxy measures if cost prohibitive.
- **Change:**
  - Quantify the expected impact of the campaign (e.g., increase registrations from 800 to 1,000).
  - Set timeframes for these changes, typically 3-6 months post-campaign.
  - Include milestones for long-term campaigns.
- **Explanation:**
  - Justify targeted changes with an evidence base, such as past campaign results or similar campaigns.
  - Clearly identify and justify any assumptions.

**2. Select Metrics:** Choose metrics that align with the objectives and the four key metrics categories. (Reference KPIs matrix below)

**3. Data Collection:** Use appropriate tools for collecting the chosen metrics.

**4. Analysis and Reporting:** Evaluate the data to assess the success of the campaign.

**5. Insights for Future Activities:** Use the evaluation results for future planning and benchmarking.

### — Determining Return on Investment (ROI)

Based on the UK's Evaluation Framework 2.0, the Department of Communication suggests a five-step approach for ROI calculation:

**1. Set Goals:** Focus on clear, measurable outcomes like how many new teachers you want to hire or the amount of foreign investment you aim to attract.

**2. Start Point:** Know where you stand now. What would happen if you did nothing? This is your baseline.

**3. Expected Change:** Predict how your baseline will naturally change over time. For example, if smoking rates have been dropping, expect them to continue to do so even without your campaign.

**4. Isolate Impact:** Make sure the changes you see are because of your campaign and not something else, like a new law or general employment trends.

**5. Side Effects:** Consider any other effects your campaign might have, good or bad. For example, reducing theft might also reduce insurance costs.

**Note on Assumptions:** *It's okay to make educated guesses when you're calculating ROI but be clear about what those guesses are and why you're making them. After the campaign, check how accurate those guesses were and adjust for next time.*

By following these simplified steps, you can get a clearer picture of your campaign's ROI, allowing for more effective planning and evaluation.

## — KPI's Matrix per Campaign Type/Goals

The tables that follow offer a comprehensive guide for tracking Key Performance Indicators (KPIs) tailored to specific campaign types. This guide is designed to assist the Cayman Islands Government in executing and monitoring its content strategy with precision. Depending on your campaign's goals, we have emphasized the \*essential KPIs that should, at a minimum, be measured for effective tracking and evaluation.

### Behaviour Change Campaign

This includes campaigns that aim to start, stop, or maintain certain behaviours. Metrics will focus on the effectiveness of methods, messages, and channels in achieving these behaviour changes.

Category	Metric	What		How	Why	
Input	Total Budget Utilized *	Cumulative expenditure to date	\$	Both	Budget tracking software	Optimize budget allocation
Input	Digital Media Expenditure	Expenditure on digital platforms	\$	Online	Digital ad platforms	Optimize online ad spend
Input	Offline Media Expenditure	Expenditure on offline media and setup costs	\$	Offline	Accounting software	Optimize offline ad spend
Input	Man-Hours Invested *	Total man-hours invested in campaign preparation	Hours	Offline	Time-tracking software	Optimize resource allocation
Output	Total Audience Reached *	Total number of individuals reached	Absolute number and %	Both	Analytics platforms	Maximize reach within target audience
Output	Digital Reach	Number of individuals reached via digital platforms	Absolute number and %	Online	Google Analytics	Increase online visibility
Output	Offline Audience Impact	Number of individuals reached via offline media	Absolute number and %	Offline	Media monitoring services	Increase offline visibility
Outtake	Social Follower Growth	Increase in social media followers over time	# and %	Online	Social media analytics	Grow social media following
Outtake	Content Sharing Rate	Frequency of content shares on social platforms	# and %	Online	Social media analytics	Increase content virality

Category	Metric	What		How		Why
Outtake	Influencer Interaction	Level of engagement with key opinion leaders	# and %	Online	Influencer tracking tools	Leverage influencer reach
Outcome	Behavioural Change Achieved *	Number and % of target audience that changed behaviour	Absolute number and %	Offline	Surveys, focus groups	Achieve desired behavioural change
Outcome	Intended Behavioural Change	Proportion claiming, they will act in accordance with campaign aim	Absolute number and %	Offline	Surveys, focus groups	Measure intent to change behaviour
Outcome	Message Resonance	Number and % agreeing with the campaign message	5-point scale	Offline	Offline surveys or interviews	Gauge message resonance
Outcome	Advocacy Potential	Likelihood to recommend the message	5-point scale	Offline	Offline surveys or interviews	Measure word-of-mouth potential
Outcome	Public Sentiment *	Emotional tone or context received	Qualitative or Quantitative	Either	Media monitoring or stakeholder interviews	Assess public sentiment

## Engagement and Participation Campaigns

These are campaigns aimed at encouraging people to start an activity, such as applying as a volunteer for a Disaster Response Teams, participating in a Public Consultation, etc. Metrics will focus on the effectiveness of the campaign in achieving its participation goals.

Category	Metric	What		How		Why
Input	Total Budget Utilized *	Cumulative expenditure to date	\$	Both	Budget tracking software	Optimize budget allocation
Input	Digital Media Expenditure	Expenditure on digital platforms	\$	Online	Digital ad platforms	Optimize online ad spend
Input	Offline Media Expenditure	Expenditure on offline media and setup costs	\$	Offline	Accounting software	Optimize offline ad spend
Input	Content Types Created *	Types of content created (e.g., infographics, videos)	Volume by type	Both	Content management system	Align content with campaign objectives
Input	Man-Hours Invested *	Total man-hours invested in campaign preparation	Hours	Offline	Time-tracking software	Optimize resource allocation
Output	Total Audience Reached *	Total number of individuals reached	Absolute number and %	Both	Analytics platforms	Maximize reach within target audience
Output	Digital Reach	Number of individuals reached via digital platforms	Absolute number and %	Online	Google Analytics	Increase online visibility
Output	Offline Audience Impact	Number of individuals reached via offline media	Absolute number and %	Offline	Media monitoring services	Increase offline visibility
Outtake	Expressions of Interest (EOI)	Number of people actively interested in participating	Absolute number and %	Both	CRM or ATS	Generate high-quality leads
Outtake	EOI to Applicant Ratio	Proportion of EOIs that become participants	%	Both	CRM or ATS	Optimize lead conversion

Category	Metric	What		How		Why
Outtake	Applicant to Recruit Ratio	Proportion of participants that get recruited	%	Both	HR software	Optimize recruitment efficiency
Outtake	Cost per EOI	Total spend divided by EOIs	\$	Both	Cost analysis tools	Optimize cost per lead
Outtake	Cost per Applicant	Marketing cost per participants	\$	Both	Cost analysis tools	Optimize cost per applicant
Outcome	Successful Recruits *	Number of people successfully recruited	Absolute number and %	Both	HR software	Achieve recruitment goals
Outcome	Advocacy Potential	Likelihood to recommend the initiative to other potential participants	5-point scale	Offline	Offline surveys or interviews	Measure word-of-mouth potential
Outcome	Message Resonance	Number and % agreeing with the campaign message	5-point scale	Offline	Offline surveys or interviews	Gauge message effectiveness
Outcome	Public Sentiment *	Emotional tone or context received	Qualitative or Quantitative	Either	Media monitoring or stakeholder interviews	Assess public sentiment

## Awareness Campaign

These campaigns aim to raise awareness or change attitudes without immediately changing behaviours. Metrics will focus on the level of awareness achieved and any subsequent changes in attitude.

Category	Metric	What		How		Why
Input	Total Budget Utilized *	Cumulative expenditure to date	\$	Both	Budget tracking software	Optimize budget allocation
Input	Digital Media Expenditure	Expenditure on digital platforms	\$	Online	Digital ad platforms	Optimize online ad spend
Input	Offline Media Expenditure	Expenditure on offline media and setup costs	\$	Offline	Accounting software	Optimize offline ad spend
Input	Content Types Created *	Types of content created (e.g., infographics, videos)	Volume by type	Both	Content management system	Align content with campaign objectives
Input	Man-Hours Invested *	Total man-hours invested in campaign preparation	Hours	Offline	Time-tracking software	Optimize resource allocation
Output	Total Audience Reached *	Total number of individuals reached	Absolute number and %	Both	Analytics platforms	Maximize reach within target audience
Output	Digital Reach	Number of individuals reached via digital platforms	Absolute number and %	Online	Google Analytics	Increase online visibility
Output	Offline Audience Impact	Number of individuals reached via offline media	Absolute number and %	Offline	Media monitoring services	Increase offline visibility
Outtake	Cost per Awareness Raised	Total spend divided by the level of awareness raised	\$	Both	Cost analysis tools	Optimize cost per awareness level

Category	Metric	What		How		Why
Outtake	Engagement Metrics	Percentage of impressions generating interactions	# and %	Online	Social media analytics	Increase engagement rates
Outtake	Click-Through Rate (CTR)	Proportion of impressions generating a click-through	%	Online	Google Analytics	Optimize click-through rates
Outtake	View-Through Rate (VTR)	Proportion of impressions meeting a minimum view-through percentage	%	Online	Video analytics platforms	Optimize view-through rates
Outtake	Average Session Duration	Average time spent on the campaign site	Minutes and seconds	Online	Google Analytics	Increase user engagement time
Outtake	Bounce Rate	Percentage of single-page visits	%	Online	Google Analytics	Reduce bounce rates
Outtake	Prompted Campaign Recognition	Proportion of the target audience recalling the campaign when prompted	Absolute number and %	Offline	Offline surveys	Increase campaign recall rates
Outtake	Share of Voice (SOV)	Brand's presence compared to competitors	%	Online	Social listening tools	Increase brand presence
Outtake	Net Promoter Score (NPS)	Customer loyalty and satisfaction	Score	Both	Surveys	Improve customer loyalty
Outtake	Organic Traffic	Number of visitors from unpaid search results	Absolute number	Online	Google Analytics	Increase organic reach
Outtake	Keyword Rankings	Search engine rankings for targeted keywords	Rankings	Online	SEO tools like SEMrush	Improve search visibility
Outtake	Audience Demographics	Age, gender, and location of your audience	Various	Both	Analytics platforms	Understand target audience
Outcome	Advocacy Potential	Likelihood to recommend the awareness message	5-point scale	Offline	Offline surveys or interviews	Measure word-of-mouth potential
Outcome	Unprompted Issue Awareness	Number and % with unprompted campaign issue awareness	Absolute number and %	Offline	Offline surveys	Increase spontaneous recall rates
Outcome	Message Resonance	Number and % agreeing with the awareness message	5-point scale	Offline	Offline surveys or interviews	Gauge message effectiveness
Outcome	Public Sentiment *	Emotional tone or context received	Qualitative or Quantitative	Either	Media monitoring or stakeholder interviews	

## All Communication Activities

Including low cost, no cost, internal communications, and stakeholder engagement activities.

Category	Metric	What		How		Why
Input	Total Budget Utilized *	\$	Budget tracking software	Both	Cumulative expenditure to date	Optimize budget allocation
Input	Content Types Created *	Volume by type	Content management system	Both	Types of content created (e.g., infographics, videos)	Align content with campaign objectives
Input	Press Release Volume	Count	Media distribution list	Offline	Number of press releases distributed	Increase media coverage
Input	Social Media Release Volume	Count	Social media management tools	Online	Number of posts on owned social media channels	Increase social media engagement
Input	Man-Hours Invested *	Hours	Time-tracking software	Offline	Total man-hours invested in campaign preparation	Optimize resource allocation
Output	Total Audience Reached *	Absolute number and %	Analytics platforms	Both	Total number of individuals reached	Maximize reach within target audience
Output	Offline Audience Impact	Absolute number and %	Media monitoring services	Offline	Number of individuals reached via offline media	Increase offline visibility
Output	Digital Reach	Absolute number and %	Google Analytics	Online	Number of individuals reached via digital platforms	Increase online visibility
Output	Direct Contacts	Absolute number and %	CRM software	Both	Number of direct contacts made (e.g., emails, calls)	Increase direct engagement
Output	Events Organized	Count	Event management software	Offline	Number of events organized and attendees	Increase event engagement
Output	Media Coverage Volume	Count	Media monitoring services	Both	Number of media exposures	Increase media coverage
Output	Partnerships Secured	Count	Partnership agreements	Offline	Number of partnerships formed	Increase partnership engagements
Outtake	Engagement Metrics	# and %	Social media analytics	Online	Percentage of impressions generating interactions	Increase engagement rates
Outtake	Click-Through Rate (CTR)	%	Google Analytics	Online	Proportion of impressions generating a click-through	Optimize click-through rates
Outtake	View-Through Rate (VTR)	%	Video analytics platforms	Online	Proportion of impressions meeting a minimum view-through percentage	Optimize view-through rates
Outtake	Average Session Duration	Minutes and seconds	Google Analytics	Online	Average time spent on the campaign site	Increase user engagement time
Outtake	Bounce Rate	%	Google Analytics	Online	Percentage of single-page visits	Reduce bounce rates
Outtake	Prompted Campaign Recognition	Absolute number and %	Offline surveys	Offline	Proportion of the target audience recalling the campaign when prompted	Increase campaign recall rates
Outtake	Intended Behaviour Change	Absolute number and %	Offline surveys	Offline	Proportion claiming, they will act according to campaign aim	Measure intent to change behaviour

Category	Metric	What		How		Why
Outtake	EOI to Applicant Conversion	%	Application tracking system	Both	Proportion of Expressions of Interest that become applicants	Optimize conversion rates
Outtake	Applicant to Recruit Conversion	%	HR software	Both	Proportion of applicants that become recruits	Optimize recruitment rates
Outtake	Response Rate	%	CRM software	Both	Proportion of contacts that respond	Increase response rates
Outtake	Cost per Outcome	\$	Cost analysis tools	Both	Total spend divided by the level of awareness raised	Optimize cost per awareness level
Outtake	Cost per Applicant	\$	Cost analysis tools	Both	Marketing cost per applicant	Optimize cost per applicant
Outtake	Cost per Completion/Registration	\$	Cost analysis tools	Both	Cost per completed registration	Optimize cost per completion
Outcome	Behaviour Change	Absolute number and %	Post-campaign surveys	Offline	Number and % who have changed behaviour	Measure behaviour change impact
Outcome	ROI	\$ and X: Y	ROI calculation	Both	Return on investment	Measure ROI
Outcome	Recruits	Absolute number and %	HR software	Both	Number of people successfully recruited	Measure recruitment success
Outcome	Advocacy Potential	5-point scale	Offline surveys or interviews	Offline	Likelihood to recommend the campaign message	Measure word-of-mouth potential
Outcome	Public Sentiment *	Qualitative or Quantitative	Media monitoring or stakeholder interviews	Either	Emotional tone or context received	Assess public sentiment
Outcome	Applications	Absolute number and %	Application tracking system	Both	Number of applications received	Measure application rates
Outcome	Attitudinal Change	5-point scale	Pre- and post-campaign surveys	Both	Degree of attitudinal change in favour of the campaign	Measure attitudinal change

# 08

## Shared Narrative

The SPS outlines the government's policy and financial goals for the next three years, serving as a foundation for upcoming national budgets. Revised by the PACT Government, the document now emphasizes broader social, economic, and environmental objectives alongside traditional financial targets.

The 2024-2026 SPS introduces a new format that starts with Broad and Specific Outcomes, aiming to align policy objectives with budget allocations. This is part of a larger effort to modernize government and improve service delivery.



### 1. Improve Quality of Life for Caymanians

Our people are at the heart of everything we do. This means as a Government, our policies, initiatives and priorities must be for the benefit of our people and the improvement of their quality of life both as individuals and collectively.



### 2. Enhance Competitiveness while Meeting International Standards

Continuously improve our economic, social, environmental and governance frameworks in order to ensure the Cayman Islands remain a viable and attractive place to conduct and operate business and maintains a legally compliant edge against international competitors.



### 3. Future Proof to Increase Resiliency

To future proof our society is to anticipate risks, assess opportunities and take steps to ensure the health and prosperity of the Cayman Islands.



### 4. Modernise Government to Improve Public Sector Performance

The elected Government is responsible for formulation of policies and for setting the priorities which the Government will focus on addressing. The implementation and delivery of those policies and priorities remains the responsibility of the public sector which includes the core Civil Service as well as Statutory Authorities and Government Owned Companies.



### 5. Protect and Promote Caymanian Culture, Heritage and Identity

A shared passion and commitment to ensuring that the culture, heritage and identity of the Caymanian people is preserved and passed on to future generations.



## Specific Outcomes 2024-2026

1. Building a modern infrastructure to ensure a successful future for our islands.
2. Create and encourage further diversity in the Cayman Islands economy.
3. Cultivate Civic and National Pride.
4. Enhance the entrepreneurial environment for micro/small businesses in the Cayman Islands.
5. Ensuring an equitable, sustainable and successful healthcare system.
6. Improve our financial services as an industry, product and economic driver for our islands.
7. Improve our tourism, as an industry, product and economic driver.
8. Improving education to promote lifelong learning and greater economic mobility.
9. Increase the positive sentiments of the Cayman Islands as a Global Business Jurisdiction.
10. Increasing social justice in the work force.
11. Maintain market/commercial leading edge in financial, maritime and aviation services.
12. Modernise Business Processes and Enhance Information Technology Platforms and Infrastructure.
13. Positioning the Public Service as an “Employer of choice” to attract and retain world-class talent.
14. Protecting the wellbeing of Cayman’s youth, so they can achieve their full potential.
15. Provide affordable housing and create new opportunities to access capital for homeownership.
16. Providing solutions to improve the well-being of our people so they can achieve their full potential.
17. Strengthening Good Governance for more effective government.
18. Strengthening, preserving and enhancing public safety and security in the community.
19. Supporting climate change resiliency and sustainable development.
20. Utilising Sports to enhance the lives of our people.



# Shared Campaigns Goals & Objectives

Broad Outcome	Specific Outcome	Campaign Type	SMART Objective	KPIs	Audience
1 / 3	1 Building modern infrastructure	Awareness: To highlight the role of infrastructure in future-proofing the Cayman Islands.	Launch a 6-month campaign to increase public awareness by 30% about government's infrastructure initiatives. Achieve a digital reach of at least 10,000 individuals within 3 months.  Execute an 18-month awareness campaign to support efforts related to the Integrated Solid Waste Management System / ReGen project, aiming for a 20% increase in positive public sentiment after 9 months.	Positive sentiment, reach and content engagement rate	Residents, Civil Servants, Business Community
	2 Economic Diversity	Awareness: To encourage economic diversity in the Cayman Islands.	Launch a 3-month campaign to promote the "Grow Your Business" programme and Business development and counselling services, aiming to engage 15,000 residents. Achieve a 20% engagement rate on all campaign-related posts within 3 months.	Content engagement and sentiment.	Residents, Business Community
5	3 Civic and National Pride	Awareness Campaign: To foster a sense of belonging and pride among residents.	Launch an 18-month campaign to promote national pride and increase civic engagement under a 'Cayman Proud' theme, aiming to feature 100 local stories that inspire pride and highlight heritage, history and traditions. Aiming for a 20% increase in positive public sentiment after 9 months and 15% channel growth.	Channel growth, content engagement and sentiment.	Residents
2	4 Enhance the Entrepreneurial Environment	Awareness: To foster a vibrant entrepreneurial ecosystem and nurture local entrepreneurship through policy and community support.	Launch a 3-month campaign to increase awareness about the Government's support for small businesses by reaching at least 20,000 individuals within 3 months.	Reach	Business Community, Residents

Broad Outcome	Specific Outcome	Campaign Type	SMART Objective	KPIs	Audience
3	5 Equitable, Sustainable Healthcare	Awareness: To advocate for a balanced and sustainable healthcare system.	Launch a 6-month campaign to promote healthcare initiatives, including the updates to the National Strategic Health Policy, aiming to engage 15,000 residents. Achieve a 20% engagement rate on all campaign-related posts within 3 months.	Content engagement and sentiment.	Residents
2	6 Strengthen the Financial Services Industry	Awareness: To promote Cayman Financial industry's standing on a regional and global scale.	Year-long support of MFSC initiatives aiming to increase positive local sentiment about the financial services industry by 10%.	Public sentiment and digital reach via analytics platforms.	Business Community
3	7 Tourism as Economic Driver	Awareness: To elevate Cayman as a sustainable tourism destination.	Year-long support of MOT's campaigns to raise awareness about sustainable tourism, aiming for a 20% increase in local market reach.	Content engagement and digital reach.	Residents, Visitors, Business Community
1 / 2 / 3 / 5	8 Improving education for lifelong learning and greater economic mobility	Awareness Campaign: To advocate for Quality Education and to emphasize the role of education in upward mobility.	Launch a 12-month campaign to promote educational initiatives (including mental health, early education programmes workplace readiness and natural tourism education), aiming to engage 40,000 young adults, parents and educators. Achieve a 20% engagement rate on all campaign-related content within 6 months.	Public sentiment and digital reach	Residents, Civil Servants, Business Community
2	9 Global Business Jurisdiction	Engagement Campaign: To solidify Cayman's reputation as a secure and advantageous business jurisdiction.	Launch an 18-month campaign to support the implementation of a Cayman Islands Global Reputation Strategy, aiming to achieve a 25% increase in positive sentiment and a 15% increase in engagement rates on campaign-related content.	Public sentiment and digital reach	Business Community
1	10 Social Justice in Workforce	Awareness Campaign: To address inequality and discrimination in employment.	Year-long support of campaigns and initiatives related to the Work Permit Regime, Minimum Wage, Pension Reforms and Updates, as well as the National Policy on Gender Equity and Equality, aiming to achieve a 25% increase in positive sentiment and a 15% increase in engagement rates on campaign-related content.	Public sentiment and digital reach	Residents, Business Community, Civil Servants

Broad Outcome	Specific Outcome	Campaign Type	SMART Objective	KPIs	Audience
2	11 Leading Edge in Financial, Maritime, and Aviation Services	Awareness: To position Cayman as a leader in financial and maritime services.	Run a 3-month campaign to raise awareness about Cayman's leading edge in financial and maritime services, aiming for a 10% increase in positive public sentiment.	Public sentiment and engagement	Business Community
1 / 2 / 3 / 4	12 Modernize Business Processes & Enhance IT	Advocacy: To encourage the business community and civil servants to adopt new IT platforms and processes.	Through a 12-month campaign, we aim to increase public awareness by 30% about the importance of digital transformation. Achieve a 20% engagement rate on all campaign-related social media posts within 6 months.	Engagement rate.	Business Community, Civil Servants
4	13 Position the CIG as "Employer of choice"	Awareness: To reinforce the public service as an attractive and fulfilling career option, thereby boosting employee morale and retention.	Aiming for a 30% increase in positive sentiment among current public service employees about their roles within 6 months. Increase followers on LinkedIn by 30%	Public sentiment and engagement, Channel Growth.	Civil Servants
1 / 2 / 3 / 5	14/16/20 Well-being of Our People, Youth and Sports	Awareness: To champion well-being and promote sports engagement. To holistically improve the quality of life for Caymanians.	Over a 12-month campaign, we aim to reach 35,000 residents with information on Public Health and Wellness initiatives and sports engagement, to increase awareness, positive engagement, and participation. Encouraging a culture of fitness in communities through public education initiatives.	Public sentiment and engagement, audience reach.	Residents, Business Community, Civil Service
1	15 Affordable Housing	Awareness campaign to support the Launch Affordable Housing Initiative (AHI) in all districts	Execute a 12-month awareness campaign to promote the Affordable Housing Initiative across all districts, aiming to reach 30,000 residents and achieve a 20% increase in inquiries about the AHI program within 6 months.	Reach and inquiries about the AHI program	Residents

Broad Outcome	Specific Outcome	Campaign Type	SMART Objective	KPIs	Audience
2/4	17 Good Governance	Awareness: To enhance public perception of governance.	Run a 9-month campaign to raise awareness about good governance, aiming for a 15% increase in positive public sentiment.  Year-long support in reaching internal audiences (Civil Service) to increase awareness and engagement about the implementation of the Government Communications Strategy and Framework.	Public sentiment and engagement	Residents, Civil Servants, Business Community
	18 Public Safety and Security	Awareness: To enhance public safety and security.	Over the next year, we aim to increase awareness about public safety measures by 25%. Reach at least 20,000 individuals within 3 months.	Public sentiment and digital reach	Residents
3	19 Climate Change Resilience	Awareness: To support climate change resilience and sustainable development.	Launch an 18-month campaign to promote sustainable practices, aiming to engage 40,000 residents. Achieve a 30% recall rate when prompted about the campaign within 6 months.		



# Broad Outcome One

## Narrative and Key Messages

*In our communications strategy, the heart of our narrative is the Caymanian people. Every message, campaign, and initiative are designed to resonate with the aspirations of our community. Our goal is to ensure that our communications not only inform but also inspire, reflecting our unwavering commitment to enhancing the quality of life for every individual.*

The Cayman Islands Government is deeply committed to enhancing the quality of life for all its residents. We believe in a practical, people-driven approach that guides every policy decision we make. We recognize that a thriving economy is only part of the equation. True prosperity is achieved when our people have access to quality healthcare, education, and employment opportunities that not only sustain them but also enrich their lives.

Whether it is more efficient public transportation, better access to healthcare, or educational programs that prepare our youth for the future, we are investing in initiatives that make a difference. Our approach is comprehensive. We're looking at the big picture, considering how various aspects of life intersect to impact well-being. From the safety of our neighbourhoods to the sustainability of our natural resources, we are committed to making balanced, data-driven decisions that benefit everyone.

The Cayman Islands Government is committed to a balanced approach that values economic, social, and environmental factors equally, ensuring a high quality of life for all residents. This is not just governance; this is our pledge to you.

- **People-Driven Policies:** The Cayman Islands Government is committed to policies that benefit our residents, improving individual and collective quality of life.
- **Balanced Prosperity:** Economic growth is important but only one of our focuses. We are equally committed to social and environmental well-being.
- **Practical Innovation:** We are leveraging technology and innovative solutions to address everyday challenges, from healthcare accessibility to public transportation.
- **Community Focus:** Our initiatives are designed to strengthen communities, enhancing safety, security, and social cohesion.
- **Future-Ready:** We are not just thinking about today but planning for tomorrow, ensuring our decisions are sustainable and future-proof.
- **Empowerment and Opportunity:** We aim to create an environment where every resident has the opportunity to achieve their full potential, whether in their career, education, or personal life.
- **Accountable Governance:** We are committed to transparency and accountability, ensuring that our actions lead to measurable improvements in quality of life.

## — Suggested Projects for National Campaigns

### Projects | Specific Outcome 1

*Responsible Entities: MBCL | CBC | PAHI | MDAL | District Admin | POCS | MSU | DPSC | DOA | MIISD | CIFS | MHA | HMCIPS | DCI | CAACI | MFSC*

1	Mitigate Traffic Congestion by the expansion of the East-West Arterial Road, and amend legislation to restrict certain types of vehicles.
3	MHA procurement of appropriate fire service appliances for the Aviation and Domestic sections across all three Islands.
7	A safe and highly credible aviation industry in the Cayman Islands so that all persons will have access to safe and reliable air transport for tourism as well as residents for overseas travel for business, leisure and medical.
8	Contribute to the implementation of the National Energy Policy and achieving renewable energy targets.

### Projects | Specific Outcome 8

*Responsible Entities: MHW | DHRS | MOE | WORC | CIFS | MHA | POCS | CSC | ECCE | DES*

3	Provide mental health education programmes to reduce stigma and to promote emotional wellbeing among children.
4	Increase and strengthen early education programmes- Establish an Early Childhood Development Hub.
5	Strengthen and deliver the Workplace Readiness /TVET initiative at the UCCI.
6	Improve the provision of learning support services to establish a Key Stage 4 learning support class in CHHS and JGHS.

### Projects | Specific Outcome 10

*Responsible Entities: MBCL | WORC | DLP | MOE | RCIPS | CICG | OCP | CAACI | MFSC | CAB | GAU*

1	Modernise the Work Permit Regime by rolling out a new fully integrated Online Job Portal that is customer friendly and efficient for Caymanian jobseekers
4	Minimum Wage & Pension Contributions: Implement a gradual increase to minimum wage and the level of pension contributions.
6	Implement a gender-neutral approach to ensuring staff optimization within CICG.
8	Revise the Gender Equality Act 2011
9	Review and modernise the Cayman Islands National Policy on Gender Equity and Equality

## Projects | Specific Outcome 12

Responsible Entities: e-GOV | CSD | MISSD | DCI | MFSC

1	Streamline Government transactions, remote application submissions and online payments: Development of an online payment portal for a number of transaction types across key Government services.
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## Projects | Specific Outcome 14

Responsible Entities: POCS | ODG | MSYCH | YSU

1	Implementation of the Cayman Islands Child Safeguarding Board (CICSB) strategy and plan
3	Promote an active, healthy, physical and mental wellbeing youth population
4	Provide opportunities for our youth to voice concerns or speak on matters relating to them inclusive of those with disabilities

## Projects | Specific Outcome 15

Responsible Entities: NHDT | MPAHI

1	Launch Affordable Housing Initiative (AHI) in all districts
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## Projects | Specific Outcome 16

Responsible Entities: MIISD | MHA

2	Regularize the care of residential homes: Create and adopt a policy and procedure manual.
4	Public Health (PH) Initiatives: <ul style="list-style-type: none"><li>Work towards the elimination of cervical cancer by the comprehensive use of effective Human papillomavirus (HPV) vaccines.</li><li>Develop ways of providing comprehensive multidisciplinary care to people with Non Communicable Diseases (NCD).</li><li>Develop actionable outcomes based on the STEPS 2023 survey.</li></ul>
9	A more holistic approach to treatment and client care across DCS <ul style="list-style-type: none"><li>Earlier assessment and stabilization of clients through a comprehensive mental health exam within DCS</li><li>Greater emphasis on nutrition planning and diet to support recovery (Farm-to-table approach possible through expanded farm project at CHRC)</li><li>Increase in adjunct therapies.</li></ul>

## Projects | Specific Outcome 18

*Responsible Entities: MIISD | MHA | HMCIPS | DCR | OCP | CICG*

1	Create a framework to protect and safeguard vulnerable adults.
5	Maintain a maritime patrol and response presence around the Islands
6	Ensure timely maritime search and rescue response up to 100 nautical miles from the Islands.
7	Reactive deployment to information relating to the smuggling/trafficking of drugs, guns and humans.
8	Active engagement with communities via social media to highlight maritime safety initiatives, and measures.
9	In conjunction with Port Authority create Boating Whilst Impaired legislation.
10	Create legislation addressing anti-social behaviour by persons when within specific maritime recreational areas, or proximity of the coast line.

## Projects | Specific Outcome 20

*Responsible Entities: MYSCH | MOE | DOS | MIISD*

1	Encourage a culture of fitness in communities through public education campaigns
2	Promote gender equality in sports
3	Ensure proper lighting /security at all public sports facilities
4	Establish public/private partnerships to increase the number of sporting facilities



## Broad Outcome Two

# Enhance Competitiveness while Meeting International Standards

*Our communications will emphasize the Cayman Islands' dedication to global excellence. By highlighting our strides in meeting international benchmarks, we aim to position the islands as a premier and compliant business hub. Through our messaging, we'll underscore the balance we strike between being globally competitive and adhering to the highest international standards.*

The Cayman Islands Government is steadfast in its commitment to ensuring that our nation remains a competitive and attractive hub for business and innovation. But we are not just focused on the bottom line; we are equally committed to the well-being of our people and the integrity of our institutions. This multi-faceted approach goes beyond compliance with international standards—it is about setting new benchmarks for excellence. We are investing in small businesses, modernizing our IT infrastructure, and setting global standards in finance to create a jurisdiction where businesses don't just survive but thrive. We believe in a Cayman where innovation is as natural as the ocean surrounding us and where prosperity is measured not just in dollars but in the well-being of our people. From healthcare to education, from sports to governance, the Cayman Islands Government is committed to creating a society that is not just globally competitive but also locally nurturing.

We understand that the private sector is the engine of our economy, driving the creation of jobs, services, and revenue. We are leveraging this revenue to fund essential public services and infrastructure projects. It is a balanced relationship that benefits everyone involved. Whether in finance, tourism, construction, or emerging tech sectors, The Cayman Islands Government is committed to creating an environment that not only attracts investment but also enriches the lives of our residents. Our focus is not just on today but on the future. We are engaged with international bodies to shape global standards, ensuring the Cayman Islands remains ahead of the curve. This proactive approach is not just about maintaining our competitive edge; it is about safeguarding our people's future prosperity and well-being.

- **Private Sector Partnership:** The Cayman Islands Government values the private sector as a crucial partner in driving economic growth and funding public services.
- **Global Competitiveness:** We are not just meeting international standards but setting new benchmarks for excellence across various industries.
- **Holistic Development:** Our commitment to competitiveness extends beyond business to include improvements in healthcare, education, and public services.
- **Future-Focused:** We're actively engaged in shaping global standards, ensuring that the Cayman Islands remains a leader, not just a follower.
- **Balanced Approach:** Our strategies are designed to benefit both businesses and residents, creating a virtuous circle of prosperity and well-being.
- **Regulatory Excellence:** We are committed to transparent and effective governance, crucial for maintaining our competitive edge.
- **Inclusive Prosperity:** The benefits of our competitive stance are shared broadly, supporting the health, vitality, and prospects of all Caymanians. Our strategies are designed to benefit everyone, from businesses to residents, ensuring that the Cayman Islands remains a premier destination for both living and doing business.

## — Suggested Projects for National Campaigns

### Projects | Specific Outcome 4

*Responsible Entities: CICBD | MISSD | MOTP*

1	Enhance Cayman’s entrepreneurial environment through the development of the following: <ul style="list-style-type: none"><li>• Micro/Small Business Policy</li><li>• “Think Small First” Programme</li><li>• Seed Funding Framework</li></ul>
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### Projects | Specific Outcome 6

*Responsible Entities: MFSC | CAACI*

2	Operate the Cayman Islands Aircraft Registry (CIAR) to best practise standards for compliance and service.
3	Ensure compliance with the ICAO SARPs as a UK OT, which helps establish credibility for sustainability of the CIAR and maintains full delegation for safety and economic oversight.

### Projects | Specific Outcome 7

*Responsible Entities: DOT | MOTP | CAACI | MFSC*

2	Expand into emerging and secondary tourism markets
3	Market to high-net worth visitors
4	Promote Cayman Brac and Little Cayman
5	Expand Cayman Airways routes
7	Reimagine cruise tourism
8	Safety regulatory oversight of the aerodromes to a credible level meeting internationally mandated standards supports the growing tourism sector.
9	Gather the necessary information so that informed decisions can be made about moving or expanding the cargo port before it reaches its full capacity in 7-10 years.

### Projects | Specific Outcome 8

*Responsible Entities: MOE | UCCI*

2	Alignment with international standards for the delivery of teaching at similar institutions/(accreditation) at UCCI by strengthening the teaching and learning capacity.
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## Projects | Specific Outcome 9

*Responsible Entities: EGOV | CS | CSD | MISSD | CAB | DOC*

2	Develop Government IT networks to international best practice standards [MISSD]
3	Implement a Cayman Islands Global Reputation Strategy

## Projects | Specific Outcome 12

*Responsible Entities: MFSC | CIMA*

1	Streamline the licensing framework for local businesses: Commerce framework reform
2	Enhance local intellectual property registration: Enhancement of IP Legislative Framework

## Projects | Specific Outcome 16

*Responsible Entities: MIISD*

1	Develop the framework, policies and procedures for children not to be sexually exploited or abused by creating a national standard which is in alignment with the Lanzarote Convention.
2	Provide the framework for adoptions and child traffic concerns through the modernization of the adoption process to align with international standards such as the Hague Convention.

## Projects | Specific Outcome 17

*Responsible Entities: MFSC | GR | DCI | DITC | AOA | CIMA*

1	Positive assessments on OECD and Global Forum international tax cooperation reviews: <ul style="list-style-type: none"><li>• Access to financial information.</li><li>• Compliance &amp; Enforcement - IT aspects</li><li>• Implementation of Economic Substance - Partnerships</li><li>• Implementation of OECD Pillar 1 &amp; 2</li><li>• Implementation of Mandatory Disclosure Rules (MDR)</li><li>• Implementation of revisions to Common Reporting Standard (CRS)</li><li>• Re-launch Country-by-Country Reporting (CbCR) on DITC Portal</li><li>• Implementation of revisions to Country-by-Country Reporting (CbCR)</li><li>• Implementation of Crypto Asset Reporting Framework</li></ul>
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2	<p>Positive assessment on FATF 5th Round Review</p> <ul style="list-style-type: none"> <li>• Review of the NPO Act</li> <li>• Risk Assessment of the NPO sector</li> <li>• Assessment of Liquidators Framework</li> <li>• Nominee Shareholders</li> <li>• Foreign Companies &amp; Foreign Limited Partnerships</li> <li>• Beneficial Ownership Access</li> <li>• Trustee Registration</li> <li>• FATF 5th Round Preparations</li> <li>• Church's Incorporation</li> <li>• Enhance the regulatory IT system (Case Management software) to become more effective in monitoring DNFBPs</li> <li>• Conduct self-assessment against the revised FATF standards</li> <li>• Develop and implement and Action Plan to address gaps and enhance supervisory practices</li> </ul>
4	<p>Proactive, sustainable and effective financial services regulation to promote new financial services products/models and enable the existing business models to thrive</p> <ul style="list-style-type: none"> <li>• Develop supervisory frameworks for Reinsurance Business and Virtual Asset Service Providers</li> <li>• Support/promote harmonisation of legislative and regulatory obligations</li> </ul>

## Projects | Specific Outcome 20

*Responsible Entities: MYSCH | DOS*

1	Set-up criteria to determine national focus sports, and their resourcing needs
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## Broad Outcome Three

# Future Proof to Increase Resiliency

*We aim to craft messages that convey our proactive steps in ensuring the Cayman Islands' resilience. Whether it's through campaigns or informational content, our communications will reflect our commitment to safeguarding the islands' future, ensuring we're prepared for whatever lies ahead.*

The Cayman Islands Government is deeply committed to ensuring that our nation is not just surviving but thriving today and for generations to come. We understand that the world is changing at an unprecedented pace, so we are not just adapting but leading the way. Our approach to futureproofing is comprehensive, encompassing everything from our natural environment and infrastructure to our human capital and cultural heritage.

We are not just reacting to current needs but anticipating future challenges. The Cayman Islands Government is investing in research, technology, and data-driven decision-making to identify opportunities and mitigate risks. Our initiatives are designed to make our islands more resilient in every sense—environmentally, economically, and socially. But futureproofing isn't just about buildings and technology but about people. We are committed to empowering Caymanians through education, healthcare, employment, and cultural programs that prepare them for the challenges and opportunities of the future. We are nurturing skilled workers, fostering a strong sense of national identity, and promoting overall well-being.

As we navigate the complexities of a rapidly evolving global landscape, we are also aware of our vulnerabilities—whether it is to natural disasters or economic fluctuations. We are proactively strengthening our infrastructure and creating a more sustainable and resilient society. The Cayman Islands Government is fully committed to future-proofing our nation. We are taking a proactive, comprehensive approach to ensure that we are prepared for whatever challenges and opportunities lie ahead. This is not just about governance; it's about securing a resilient and prosperous future for all Caymanians.

- **Proactive Governance:** The Cayman Islands Government is not just reacting to current challenges but is proactively preparing for the future through research and data-driven initiatives.
- **Holistic Resilience:** Our approach to futureproofing is comprehensive, covering our natural environment, built infrastructure, and human and social capital.
- **Empowering Caymanians:** We're committed to equipping our people with the skills, knowledge, and opportunities they need to thrive in a changing world.
- **Sustainable Development:** Sustainability is not just a buzzword but a core principle guiding our policies and initiatives.
- **Global Awareness:** As a small but globally connected nation, we are aware of our vulnerabilities and are taking steps to mitigate risks and seize opportunities.

## — Suggested Projects for National Campaigns

### Projects | Specific Outcome 1

*Responsible Entities: CICBD | MIISD | MDAL | PLA | NHDT | PAHI | DOA | DOP | MHA | DPSC | CICG | OCP | CAACI | MFSC*

10 Integrated Solid Waste Management System / ReGen project

### Projects | Specific Outcome 2

*Responsible Entities: CICBD | MISSD*

- 1 Develop projects and services that will encourage diversity such as:
- “Grow Your Business” programme
  - Business development and counselling services

### Projects | Specific Outcome 5

*Responsible Entities: MHW*

1 Comprehensive review and update of the National Strategic Health Policy

### Projects | Specific Outcome 7

*Responsible Entities: DOT | MOTP | TAB*

1 Protect, preserve, and enhance built and natural tourism assets for future generations

### Projects | Specific Outcome 8

*Responsible Entities: DOT | MOTP | MOE | ECCE | CICG | OCP*

1 Expand and enhance the current national tourism education strategy

5 Increase and strengthen early education programmes: establish a nursery at East End Primary School and Edna Moyle Primary School.

6 Free tertiary education for Caymanians at University College of the Cayman Islands (UCCI) and International College of the Cayman Islands (ICCI).

## Projects | Specific Outcome 12

Responsible Entities: CICBD | MIISD | RCIPS | OCP | DCI | MFSC

3	Enhance the RCIPS Records Management System.
4	Upgrade the RCIPS digital fingerprint collection and recording software and hardware.
5	Expansion of the RCIPS digital forensic hub in 2024-2026 to support data recovery and cybercrime investigations.

## Projects | Specific Outcome 14

Responsible Entities: MYSCH | YSU | MIISD

2	Monitoring of youth organisations to ensure vibrant programming and safeguarding practices/policies are in place for all youth related organisations.
4	Development of a National Policy and implementation plan for Youth.

## Projects | Specific Outcome 16

Responsible Entities: PAHI | DVDL | POLA

1	Traffic law amendments to support and/or guide the initiatives designed by the MPAHI. Review and action requested amendments to laws and policies: <ul style="list-style-type: none"><li>• Change UK reciprocity</li><li>• Ability for Caymanians to change their foreign license</li><li>• Geneva Convention update</li><li>• Emergency light/blue light</li><li>• Update ticketable offences to address the license plate issues</li><li>• Regulations: disabled plates and disabled vehicles (invalid carriage)</li><li>• Categorisation</li><li>• Safety standards</li></ul>
2	Supporting the growth of the agricultural sector in the Cayman Islands.

## Projects | Specific Outcome 18

*Responsible Entities: MSCR | DPSC | MHA | OCP | RCIPS | CICG*

1	Protect our communities using a multi-hazard approach
4	To reduce deaths and serious bodily harm CICG will: <ul style="list-style-type: none"><li>Actively engage with communities via social media to highlight maritime safety and offer safety advice.</li><li>Provide a maritime patrol and response capability covering out to 100 Nautical Miles of the Islands.</li></ul>

## Projects | Specific Outcome 19

*Responsible Entities: MSCR | RCIPS | OCP | CAACI | MFSC*

1	Development and implementation of a Climate Change Policy
2	National Energy Policy Implementation
4	Facilitate responsible management and sustainable use of the natural environment and the natural resources of the Cayman Islands
5	Modernise the fleet of vehicles in 2023-2026 to reduce carbon footprint through the procurement of hybrid, low carbon emission vehicles by purchase of fit for purpose police patrol vehicles in 2024-2026.
6	Install of solar panels as alternative energy source to new CAACI building



## Broad Outcome Four

# Modernise Government to Improve Public Sector Performance

*Efficiency in governance is a message we're keen to amplify. Our communications will spotlight the symbiotic relationship between policy formulation and its execution. By highlighting our modernization efforts, we aim to foster trust and showcase the government's commitment to transparency, progress, and optimal service delivery.*

The Cayman Islands Government is steadfast in its commitment to modernize governance and improve public sector performance. We recognize that in an era of rapid change, efficiency is a necessity. Our focus is on creating a seamless, transparent, and accountable system that serves the needs of our people while also being adaptable to future challenges. We understand that governance is a two-fold process: policy formulation by the elected Government and its execution by the public sector, which includes the core Civil Service as well as Statutory Authorities and Government-Owned Companies. Our modernization efforts aim to make this relationship more synergistic, ensuring that policies are well-conceived and well-executed.

Our approach is holistic, targeting multiple facets of governance. We are breaking down the “silo mentality” that can hinder effective service delivery and encouraging cross-sectoral collaboration. We are also transforming how the Government communicates with the public, making information more accessible and processes more transparent. This is all part of our commitment to accountability, one of the core tenets of PACT administration.

Moreover, we are focused on value for money, ensuring that every transaction involving public funds is conducted with the utmost integrity and efficiency. This extends to improving and documenting processes and procedures and raising the bar for customer service standards across all public services. The Cayman Islands Government is not just modernizing its systems; we're transforming how we govern. This is not a one-time initiative but an ongoing commitment to excellence, transparency, and accountability. We are setting new standards for public sector performance, ensuring that governance in the Cayman Islands is not just effective but exemplary.

- **Synergistic Governance:** We are fostering a more integrated approach to governance, where policy formulation and execution are closely aligned for optimal outcomes.
- **Accountability and Transparency:** These aren't just words; they are principles that guide every aspect of our governance model.
- **Efficiency and Effectiveness:** We are committed to delivering public services efficiently without compromising quality.

- **Breaking Down Silos:** Our modernization efforts include initiatives that encourage collaboration and information sharing across different public service sectors.
- **Open Communication:** We are making Government more accessible by transforming how we communicate with the public, from the availability of information to the clarity of our messaging.
- **Value for Money:** Fiscal responsibility is a cornerstone of our governance model, ensuring that public funds are used effectively.
- **Customer-Centric Approach:** We are raising the standard for customer service in the public sector, focusing on improving the user experience at every touchpoint.
- **Continuous Improvement:** This is an ongoing effort. We are committed to regularly reviewing and updating our processes to meet the evolving needs of our community.

## — Suggested Projects for National Campaigns

### Projects | Specific Outcome 12

*Responsible Entities: EGOV | CSD | CS | MISSD | MDAL | DA | L&S | RCIPS | CICG | OCP | MOF  
CAB | DOC*

1	Create an online portal that supports the financial assistance application process
2	Commence the National ID Register and ID Card Acts and develop regulations to operationalize remote identity validation and single stage submissions
3	Improving online user experiences by designing Government websites primarily from the customers' viewpoint
7	Enhance RCIPS communication and social media presence to provide timely crime prevention advice, and general awareness of crime trends and emerging problem areas.
8	Active engagement with communities via social media to highlight maritime safety, and offer safety advice.
11	Revising the Gazette publication process

### Projects | Specific Outcome 17

*Responsible Entities: PAHI | DOA | NRA | MFED | Treasury | POCS | IAS | CINA | ODG | CIMA | GR | MFSC  
| DOC | CAB*

1	Deliver the legislative agenda to benefit the agriculture sector <ul style="list-style-type: none"> <li>• Plant Protection Act</li> <li>• Pesticide Control Act (and associated Regulations)</li> <li>• Animals Act</li> <li>• Veterinary Act</li> <li>• Agriculture Act</li> </ul>
2	Develop a communication plan (data collection, website -digitization) to improve data and technology and foster innovation, improve customer experience, and reduce manual input in processes
3	Ensuring the legislative framework is in place to help design and deliver specific projects and to effectively execute statutory requirements of the NRA including corporate governance, land acquisition, road design, encroachments and other regulatory functions.

6	Implement Government Communications Strategy and Framework
9	Develop NRA specific public communications plan to address issues, needs and solutions, and to ensure that the project stakeholders and the general public are appropriately informed and/or consulted on various project activities along with potential impacts.
10	MFED undertaking the Budget and Reporting Modernisation within Government

## Projects | Specific Outcome 18

*Responsible Entities: MHW | DHRS | HMCI | MRCU | OCP | RCIPS*

1	Health and Safety Standard <ul style="list-style-type: none"> <li>Hazardous Materials (safeguarding)</li> </ul>
2	Policy Review to propose a method of controlling nuisance insects and disease vectors to ensure control of chikungunya, dengue and zika, accounting for the minimization of environmental/ecosystem impacts
4	Conduct Business Process Reengineering exercise within the RCIPS to ensure that current service delivery model meets community demands, and international requirements.
5	Establish a multi-agency training & development unit that can be used by all CI Law Enforcement Departments.



## Broad Outcome Five

# Protect and Promote Caymanian Culture, Heritage and Identity

*Our cultural heritage is a story we're proud to share. In our communications, we'll celebrate the rich tapestry of Caymanian traditions, values, and stories. Through various channels, we'll ensure that the essence of Caymanian identity is not just preserved but celebrated, fostering a sense of pride and unity among our community.*

The Cayman Islands Government is deeply committed to preserving and celebrating the unique culture, heritage, and identity that make us who we are. We recognize that our cultural richness is not just a point of pride but a cornerstone of our national identity. As we navigate the complexities of a rapidly evolving society, we take intentional steps to ensure that the essence of the Caymanian identity is maintained and flourished.

Our multi-faceted approach involves the Government, the private sector, civil society, and the community at large. We understand that preserving our culture and heritage is a collective responsibility that requires concerted effort and strategic planning. This Broad Outcome is a shared goal that cuts across all Ministries and Portfolios.

We are not just focusing on preserving tangible assets like historical buildings or traditional crafts but also investing in the intangibles. This includes our unique perspectives, traditions, and ways of life, which are equally important for defining who we are as a people. Our education system will play a pivotal role in this, serving as a conduit for cultural preservation and promotion.

The need to clearly define and promote our Caymanian identity becomes even more critical in a society as diverse as ours, with over 130 nationalities and a largely transient workforce. This is not just about looking inward but also about how we present ourselves to the world. Through these efforts, we aim to create a Cayman Islands where our culture, heritage, and identity are not just surviving but thriving. This is more than a policy; it's a pledge to our future generations. We are committed to creating a Cayman Islands that is as rich in culture as it is in opportunity.

- **Collective Responsibility:** Preserving our culture, heritage, and identity is a shared goal that involves everyone—Government, private sector, civil society, and the community.
- **Holistic Approach:** We are taking a comprehensive view, focusing on both tangible and intangible aspects of our culture and heritage.
- **Education as a Catalyst:** Our education system will serve as a key facilitator in preserving and promoting Caymanian culture and identity.

- **Global Presentation:** How we present ourselves to world matters. We are weaving our unique identity into all our economic drivers and global engagements.
- **Inclusivity in Diversity:** With a diverse population, defining our Caymanian identity helps integrate those who come to live here, whether temporarily or permanently.
- **Sustainable Development:** Our cultural assets are also our natural assets, aligning with the United Nation's Sustainable Development Goals.
- **Urgency in Action:** Given the rapid societal changes, there is a sense of urgency in taking tangible, intentional, and transformative actions.
- **Unifying Power:** Our culture and heritage have the power to unify us, especially in times of change and uncertainty.

## — Suggested Projects for National Campaigns

### Projects | Specific Outcome 3

*Responsible Entities: PAHI | MHW | MDAL | FSC | POCS | CINA | CICG | OCP*

2	Strengthen digitisation methodology for preservation and all-inclusive access to the Cayman Islands' documentary heritage for current and future generations.
3	Advocacy for policy change in the area of retrieving, retaining, and maintaining historical and cultural artifacts, traditions and site
5	Actively engage with Seafarers Association to recognise historic contribution.

### Projects | Specific Outcome 8

*Responsible Entities: DOT | MOTP | MOE | ECCE | CICG | OCP*

4	Promote international maritime career opportunities within various academic institutions.
5	Partnership with the CICC to develop their existing sea detachment to ensure that graduates are equipped to transition into CICG should they so desire.

### Projects | Specific Outcome 16

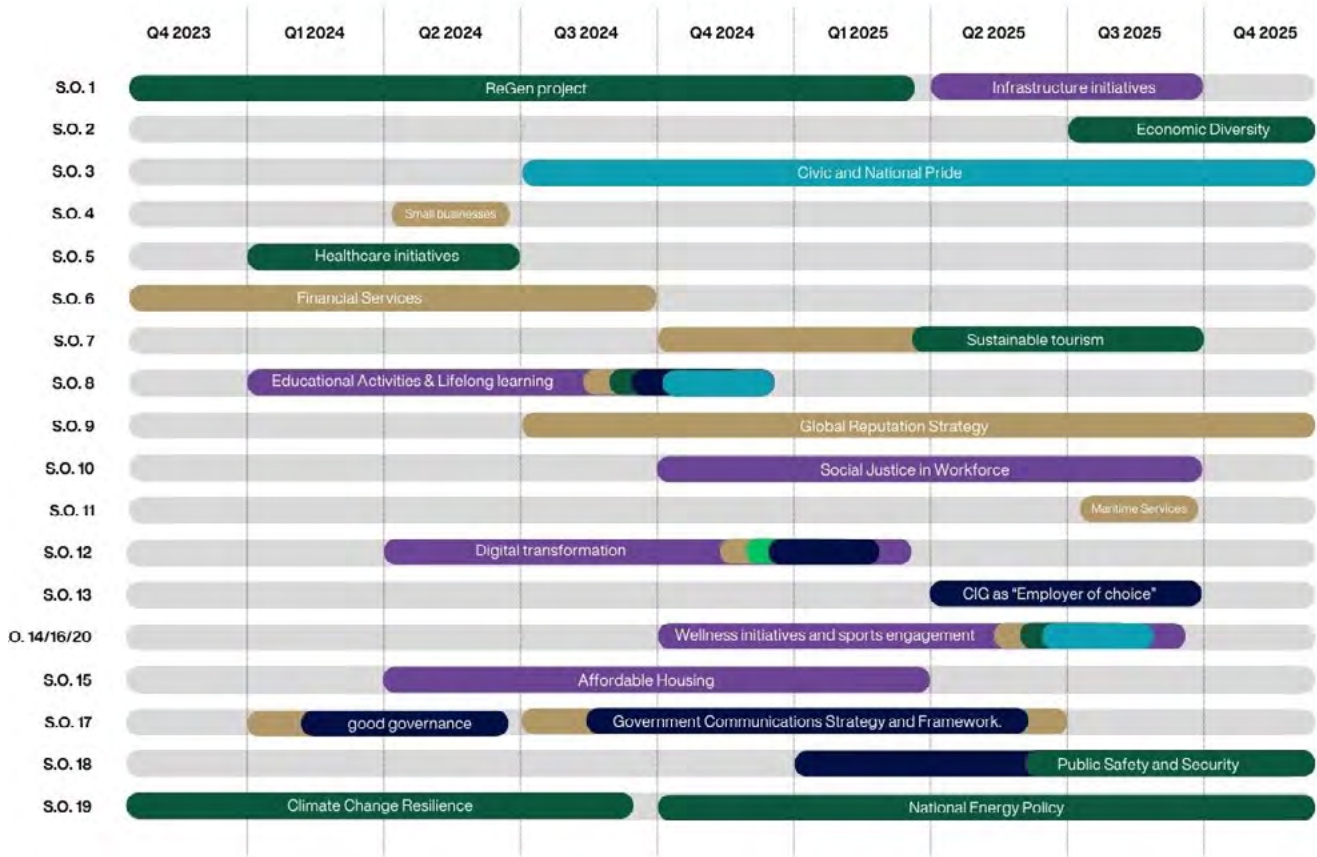
*Responsible Entities: MHW*

1	Public Health to partner with related NGOs to promote public awareness within the community in regards to aging and disabilities in the preservation of culture
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# 08

## Campaigns Timeline

In this **live document**, we provide a detailed timeline for each communication activity, ensuring it aligns with the overall campaign timeline. This will guide our implementation process and help everyone stay on track.



# 09

## Resources, Stakeholders & Responsibilities

In any communications campaign, the allocation of resources and budget is as critical as the strategy itself. This section serves as a comprehensive guide for understanding the financial and operational aspects underpinning our campaigns' success. From human capital to technological infrastructure, from media buying to content creation, we delve into the specifics of bringing a campaign from concept to reality. Below, we outline the budgetary considerations including a detailed breakdown of costs associated with different campaigns, as well as a forecast of expected expenses and potential contingencies.

When filling out the “Defining Stakeholders and Responsibilities” section of your communications plan, start by identifying all the key players who have a vested interest in your project or initiative. This could include internal teams, government departments, creative or marketing agencies, community organizations, or even the general public.

Once you've listed the stakeholders, outline their specific roles and responsibilities in relation to the communications plan. Are they responsible for content creation, approval processes, or perhaps dissemination of information? Make these roles explicit. This section is crucial for accountability and smooth execution, so be as detailed as possible.

For each stakeholder, consider adding timelines or deadlines for their tasks and specify the channels through which they will communicate. This will not only clarify who is responsible for what but also provide a roadmap for everyone involved, making sure that your communications efforts are coordinated and effective.

### — Financial Resources

The Cayman Islands Government has earmarked a robust budget of **USD XXX,000** for the period spanning January 2024 to December 2025. This financial allocation is dedicated to media purchases and external support for campaign execution. This budget will empower us to

engage our target audiences across multiple channels and platforms, ensuring effective message delivery and impact. This budget allocation strategy aims to maximize our reach across multiple platforms, ensuring that our messages resonate with our target audiences. To access the Budget Allocation live document, please click here: **Communications Plan 2024-2025 Channels Budgetting.xlsx**

### — Human Capital and External Partnerships

#### Internal Teams

The Department of Communications (DoC) is structured into specialized units, each dedicated to a specific aspect of our overarching communication strategy. These units cover:

- Graphic Design
- Content Creation
- Press Relations
- Event Management
- Digital Marketing
- Campaign Planning
- Internal Communications for Civil Service targeted campaigns

In addition to these core teams, we have 14 Lead Communicators who serve as the primary points of contact between the DoC and individual Ministries. These communicators are instrumental in tailoring communication strategies to meet the unique needs and objectives of each Ministry.

#### External Partnerships

To augment our in-house capabilities, the DoC has curated a list of pre-approved external providers in the following areas:

- Photography
- Video Production

- Graphic Design
- Event Planning and Execution
- Market Research
- Digital Development

These external partners have been vetted for quality and reliability and are available to support the execution of our communication plan as needed. For the most up-to-date list of our pre-approved and engaged suppliers, please refer to [\[insert link here\]](#).

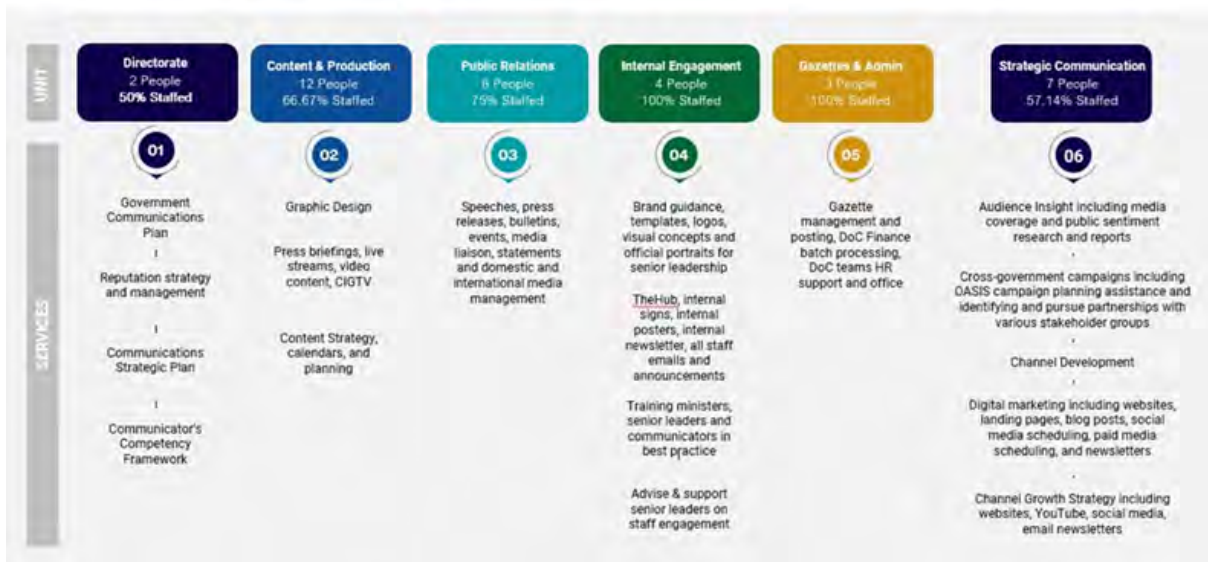
## Services Comparison

### Department of Communications Vs. Embedded Communicators

Ministries/Portfolios/Entities must first rely on their embedded communicators for services.

Department of Communications	Embedded Communicators	Recommend Outsourcing
✓ Strategy & Guidance	✗ Strategy & Guidance	✗ Strategy & Guidance
✗ Action Planning (daily)	✓ Action Planning (daily)	✗ Action Planning (daily)
✓ Brand Guidelines	✗ Brand Guidelines	✗ Brand Guidelines
✓ Crisis Management	✗ Crisis Management	✗ Crisis Management
✓ Email Marketing Campaigns	✗ Email Marketing Campaigns	✗ Email Marketing Campaigns
✗ Event Planning	✓ Event Planning	✓ Event Planning
✓ Facebook Ads	✓ Facebook Ads	✗ Facebook Ads
✓ Internal Comms	✗ Internal Comms	✗ Internal Comms
✓ Google Ads	✗ Google Ads	✗ Google Ads
✓ Graphic Design	✗ Graphic Design	✓ Graphic Design
✗ Copywriting	✓ Copywriting	✗ Copywriting
✓ Logo Design	✗ Logo Design	✗ Logo Design
✓ Market Research	✗ Market Research	✓ Market Research
✓ Marketing Plans	✓ Marketing Plans	✗ Marketing Plans
✓ Media Buying	✓ Media Buying	✗ Media Buying
✓ Media Planning	✓ Media Planning	✗ Media Planning
✓ Media Relations	✓ Media Relations	✗ Media Relations
✓ Media Training	✗ Media Training	✓ Media Training
✓ Press Releases	✓ Press Releases	✗ Press Releases
✓ Reputation Management	✗ Reputation Management	✗ Reputation Management
✓ Search Engine Optimization	✗ Search Engine Optimization	✗ Search Engine Optimization
✗ Photography & Drone Footage	✗ Photography & Drone Footage	✓ Photography & Drone Footage
✓ Social Media Management	✓ Social Media Management	✓ Social Media Management
✓ Speech Writing	✓ Speech Writing	✓ Speech Writing
✓ Video Production	✗ Video Production	✓ Video Production
✓ Web Design	✗ Web Design	✓ Web Design
✓ Web Development	✗ Web Development	✓ Web Development

## Department of Communications Services



# 10

## Reputation Management and Contingency Plan (guidance)

The execution of a comprehensive, cross-government communication plan is not without its risks. This section outlines the potential challenges and risks that could arise during the implementation of our communication campaigns, along with strategies and contingency plans to manage these effectively.

### — Identification of Potential Risks or Challenges

**PR Crisis:** A crisis could be triggered by misinformation, political controversies, or any event that could significantly tarnish the reputation of the Ministry and its associated Departments and Units. Given the range of campaigns from economic diversity to national pride, the stakes are high.

**Customer Complaints:** These could range from dissatisfaction with public services to negative experiences with the promoted government initiatives, often amplified through social media channels. Given the focus on diverse sectors like healthcare, financial services, and education, public sentiment can vary widely and quickly.

**Market Changes:** Regulatory shifts, competitive activities, or sudden changes in public sentiment can affect the success of our campaigns. For example, changes in environmental regulations could impact our Climate Change Resilience campaign.

### — Reputation Management Strategy: Recommended Actions

#### PR Crisis

- **Immediate Mobilization:** Assemble a specialized crisis communication team to evaluate the situation and strategize an immediate response.
- **Continuous Updates:** Maintain an open line of communication with stakeholders through periodic updates to keep them abreast of the situation.

- **Post-Crisis Evaluation:** Undertake a comprehensive analysis to identify the root causes and lessons learned to fortify against future crises.

#### Customer Complaints

- **Preliminary Assessment:** Quickly ascertain the nature and legitimacy of the complaint to determine the appropriate course of action.
- **Escalation Guidelines:** Establish a clear escalation framework based on the severity and impact of the complaint.
- **Restorative Actions:** Implement measures such as public apologies or service adjustments to rectify the situation.
- **Proactive Safeguards:** Reassess and modify existing protocols to forestall similar issues from arising in the future.

#### Market Changes:

- **Real-Time Monitoring:** Continuously monitor market trends and public sentiment to stay ahead of potential challenges.
- **Strategic Adaptability:** Revise communication approaches in real-time to align with changing market conditions.
- **Active Stakeholder Involvement:** Engage stakeholders through regular updates and consultations to navigate shifts in strategy collaboratively.

### — Avoiding Potential Risks or Challenges

- **Implement Real-Time Monitoring:** To anticipate and mitigate potential crises, invest in real-time media and social listening tools.
- **Establish Transparent Protocols:** Clearly outline

and communicate your procedures and policies to avoid misunderstandings that could escalate into reputational risks.

- **Maintain Message Consistency:** Ensure that your Ministry/Department/Unit are aligned in their messaging to avoid mixed signals that can confuse the public and stakeholders.
- **Quick Response Mechanism:** Have a rapid response team and protocol in place to address emerging issues before they can escalate into full-blown crises.
- **Uphold Ethical and Legal Standards:** Make sure all communications are truthful and compliant with legal standards to avoid potential legal repercussions.
- **Post-Event Debriefs:** After any significant event or

campaign, conduct an analysis to identify what went well and what could be improved to mitigate future risks.

- **Legal Compliance Checks:** Before any public communication, ensure it meets all legal and regulatory requirements to avoid potential legal and reputational challenges.
- **Stakeholder Relationship Management:** Maintain strong relationships with key external stakeholders like the media, NGOs, and community leaders to help amplify positive messages and mitigate negative ones.

By proactively addressing these areas, you can significantly reduce the likelihood of encountering risks or challenges that could negatively impact your reputation.



# Identification of Potential Risks: Shared Campaigns

Specific Outcome	Campaign	Identification of Potential Risks or Challenges	Potential Actions
1  Building modern infrastructure	<p>Launch a 6-month campaign to increase public awareness by 30% about government's infrastructure initiatives. Achieve a digital reach of at least 10,000 individuals within 3 months.</p> <p>Execute an 18-month awareness campaign to support efforts related to the Integrated Solid Waste Management System / ReGen project, aiming for a 20% increase in positive public sentiment after 9 months.</p>	<p>Environmental Concerns: Public backlash due to perceived or actual ecological damage caused by infrastructure projects.</p> <p>Misinformation: Spread of false information or exaggerated claims about projects on social media platforms.</p> <p>Stakeholder Dissatisfaction: Concerns from the public or the business community about the transparency or effectiveness of the projects.</p>	<p>Immediate Response: Call a meeting with your team and relevant specialists to assess the situation and formulate a transparent and factual response.</p> <p>Ongoing Communication: Use official channels to keep stakeholders updated on remedial actions being taken.</p> <p>Fact-Checking: Utilize a dedicated team to quickly identify and correct misinformation through official channels, including our own government websites and social media channels.</p> <p>Public Awareness: Leverage digital platforms to disseminate accurate information, possibly through a FAQ section or informational videos.</p>
2  Economic Diversity	<p>Launch a 3-month campaign to promote the "Grow Your Business" programme and Business development and counselling services, aiming to engage 15,000 residents. Achieve a 20% engagement rate on all campaign-related posts within 3 months.</p>	<p>Perceived Favouritism: The risk of the public or specific business sectors perceiving the campaign as favouring certain industries or demographics over others.</p> <p>Unmet Expectations: The risk of not meeting the public's or business community's expectations in terms of the program's effectiveness or reach</p>	<p>Ongoing Communication: Use official channels to clarify the criteria and objectives of the "Grow Your Business" program, emphasizing its inclusivity.</p> <p>Open Dialogue: Host webinars or Q&amp;A sessions to directly address concerns and manage expectations</p>
3  Enhance the Entrepreneurial Environment	<p>Launch a 3-month campaign to increase awareness about the Government's support for small businesses by reaching at least 20,000 individuals within 3 months.</p>	<p>Misinformation: The risk that the campaign's message could be misunderstood or misrepresented, leading to confusion about the government's role in supporting entrepreneurship.</p> <p>Expectation Management: The risk that the campaign could set unrealistic expectations about the level of support and resources available for entrepreneurs.</p>	<p>Immediate Response: Activate a crisis team to clarify any misinformation and reiterate the campaign's objectives and the government's role in supporting entrepreneurship.</p> <p>Ongoing Communication: Use multiple channels to disseminate accurate information, including FAQs, to clarify any ambiguities related to the campaign.</p> <p>Transparency: Clearly outline what entrepreneurs can realistically expect in terms of support and resources from the government.</p> <p>Public Awareness: Use digital platforms to disseminate information that sets realistic expectations, possibly through testimonials or case studies.</p>

Specific Outcome	Campaign	Identification of Potential Risks or Challenges	Potential Actions
<p>4</p> <p>Civic and National Pride</p>	<p>Launch an 18-month campaign to promote national pride and increase civic engagement under a 'Cayman Proud' theme, aiming to feature 100 local stories that inspire pride and highlight heritage, history and traditions. Aiming for a 20% increase in positive public sentiment after 9 months and 15% channel growth.</p>	<p>Cultural Sensitivity: The risk of inadvertently offending certain cultural or social groups by not adequately representing them in the campaign.</p> <p>Political Polarization: The risk that the campaign could be perceived as politically motivated or biased, leading to public backlash.</p> <p>Quality of Content: The risk associated with the quality and authenticity of the local stories to be featured, which could affect public sentiment and engagement.</p>	<p>Immediate Response: Convene a crisis team to assess the situation and formulate a culturally sensitive and inclusive response.</p> <p>Ongoing Communication: Use official channels to clarify the campaign's commitment to inclusivity and diversity.</p> <p>Transparency: Clearly communicate that the campaign is non-political and aims to unite residents under the common theme of national pride.</p> <p>Public Awareness: Use digital platforms to disseminate information that emphasizes the campaign's focus on unity and pride, devoid of political affiliations.</p> <p>Content Review: Implement a rigorous vetting process for the selection of the 100 local stories to ensure they meet quality and authenticity standards.</p> <p>Stakeholder Engagement: Involve community leaders and residents in the story selection process to ensure the content resonates with the target audience.</p>
<p>5</p> <p>Equitable, Sustainable Healthcare</p>	<p>Launch a 6-month campaign to promote healthcare initiatives, including the updates to the National Strategic Health Policy, aiming to engage 15,000 residents. Achieve a 20% engagement rate on all campaign-related posts within 3 months.</p>	<p>Public Scepticism: The risk that the public may be sceptical about the effectiveness or fairness of the new healthcare initiatives, leading to low engagement or negative sentiment.</p> <p>Complexity of Healthcare Policy: The risk that the intricacies of healthcare policy may not be easily understood by the public, causing confusion or misinformation.</p> <p>Data Privacy Concerns: The risk that the campaign could inadvertently compromise patient confidentiality or data privacy, leading to legal issues and loss of public trust.</p>	<p>Ongoing Communication: Maintain transparency by providing regular updates on the progress and impact of healthcare initiatives.</p> <p>Simplification: Use infographics, videos, and other easily digestible content to explain complex healthcare policies.</p> <p>Expert Opinions: Feature healthcare professionals and policy experts in campaign materials to lend credibility and clarify complex topics.</p>

Specific Outcome	Campaign	Identification of Potential Risks or Challenges	Potential Actions
<p>6</p> <p>Strengthen the Financial Services Industry</p>	<p>Year-long support of MFSC initiatives aiming to increase positive local sentiment about the financial services industry by 10%.</p>	<p>Regulatory Changes: The risk that sudden changes in financial regulations could negatively impact the campaign's messaging and objectives.</p> <p>Public Trust Issues: The risk that scandals or negative news related to the financial services industry could erode public trust and sentiment.</p>	<p>Ongoing Communication: Keep the business community and other stakeholders updated on how the new regulations impact the financial services industry and what steps are being taken to adapt.</p> <p>Expert Commentary: Feature financial analysts and experts to provide context and insights into market conditions, thereby maintaining credibility.</p> <p>Transparency: Be transparent about any challenges and the steps being taken to address them.</p>
<p>7</p> <p>Tourism as Economic Driver</p>	<p>Year-long support of MoT's campaigns to raise awareness about sustainable tourism, aiming for a 20% increase in local market reach.</p>	<p>Immediate Response: Activate a crisis team to assess the environmental incident's impact on the campaign and adjust messaging as needed.</p> <p>Ongoing Communication: Keep stakeholders informed about the steps being taken to address environmental concerns and maintain sustainable tourism.</p> <p>Post-Crisis Analysis: Evaluate the effectiveness of the crisis management and make necessary adjustments for future campaigns.</p>	<p>Stakeholder Communication: Keep the business community and residents updated on how economic conditions are affecting the tourism industry and what steps are being taken. Always following the lead from the Department of Tourism.</p>
<p>8</p> <p>Improving education for lifelong learning and greater economic mobility</p>	<p>Launch a 12-month campaign to promote educational initiatives (including mental health, early education programmes workplace readiness and natural tourism education), aiming to engage 40,000 young adults, parents and educators. Achieve a 20% engagement rate on all campaign-related content within 6 months.</p>	<p>Policy or Budget Changes: The risk that sudden changes in educational policy could disrupt the campaign's objectives and messaging.</p> <p>Public Scepticism: The risk that the public may question the effectiveness of the educational initiatives being promoted, affecting engagement rates.</p>	<p>Ongoing Communication: Keep stakeholders informed about how the campaign is adapting to new educational policies.</p> <p>Transparency: Clearly communicate the evidence-based benefits of the educational initiatives being promoted.</p> <p>Engagement: Use testimonials and case studies to build public trust and counter scepticism.</p> <p>Review and Adapt: Continuously monitor public sentiment and be prepared to adjust campaign strategies accordingly.</p>

Specific Outcome	Campaign	Identification of Potential Risks or Challenges	Potential Actions
<p>9</p> <p>Global Business Jurisdiction</p>	<p>Launch an 18-month campaign to support the implementation of a Cayman Islands Global Reputation Strategy, aiming to achieve a 25% increase in positive sentiment and a 15% increase in engagement rates on campaign-related content.</p>	<p><b>Regulatory Changes:</b> The risk that sudden changes in international business regulations could impact on the campaign's objectives and messaging.</p> <p><b>Reputational Risks:</b> The risk of negative press or scandals affecting Cayman's reputation as a secure and advantageous business jurisdiction.</p> <p><b>Market Volatility:</b> The risk that economic downturns or financial crises could undermine the campaign's effectiveness and public sentiment.</p>	<p><b>Immediate Response:</b> In the event of regulatory changes, assemble a crisis team to assess the impact and adjust the campaign's messaging and strategy accordingly.</p> <p><b>Proactive Monitoring:</b> Keep an eye on news and social media to catch negative press early and prepare a response.</p> <p><b>Damage Control:</b> Use PR strategies to counteract negative press, including press releases, interviews, and social media updates.</p> <p><b>Transparency and Accountability:</b> Clearly communicate any corrective actions being taken to restore the jurisdiction's reputation.</p> <p><b>Adaptive Messaging:</b> Be prepared to adjust the campaign's messaging to address economic downturns or financial crises.</p> <p><b>Stakeholder Engagement:</b> Keep the business community informed and engaged during periods of market instability through newsletters, webinars, and direct communication.</p> <p><b>Review and Adapt:</b> Continuously monitor market conditions and be prepared to pivot the campaign strategy as needed.</p>
<p>10</p> <p>Social Justice in Workforce</p>	<p>Year-long support of campaigns and initiatives related to the Work Permit Regime, Minimum Wage, Pension Reforms and Updates, as well as the National Policy on Gender Equity and Equality, aiming to achieve a 25% increase in positive sentiment and a 15% increase in engagement rates on campaign-related content.</p>	<p><b>Public Backlash:</b> The risk of negative public sentiment due to controversial topics like minimum wage and work permits.</p> <p><b>Legal Challenges:</b> The risk of legal issues arising from policy changes or initiatives, such as lawsuits.</p> <p><b>Policy Implementation Delays:</b> The risk that delays in implementing the policies advocated in the campaign could lead to a loss of public trust.</p>	<p><b>Immediate Response:</b> If public backlash occurs, activate a crisis communication team to assess the situation and formulate an appropriate response.</p> <p><b>Ongoing Communication:</b> Keep stakeholders informed through regular updates, focusing on the benefits and necessity of the social justice initiatives.</p> <p><b>Legal Preparedness:</b> Consult with legal advisors to ensure that all campaign messages and policy recommendations are legally sound.</p> <p><b>Transparency:</b> Clearly communicate the legal aspects of the campaign to the public to prevent misinformation. Be transparent about the reasons for any delays and the steps being taken to expedite the process.</p> <p><b>Timely Updates:</b> Keep the public and stakeholders updated on the progress of policy implementation, even if there are delays.</p>

Specific Outcome	Campaign	Identification of Potential Risks or Challenges	Potential Actions
<p>11</p> <p>Leading Edge in Financial, Maritime, and Aviation Services</p>	<p>Run a 3-month campaign to raise awareness about Cayman's leading edge in financial and maritime services, aiming for a 10% increase in positive public sentiment.</p>	<p>Regulatory Changes: The risk of new or amended regulations affecting these sectors, potentially requiring a change in campaign messaging.</p>	<p>Regulatory Compliance: Ensure that all campaign messages are following current and upcoming regulations.</p> <p>Transparency: Clearly communicate any regulatory changes that are beneficial for the Cayman Islands' leading edge in these sectors.</p> <p>Adaptive Strategy: Be prepared to pivot the campaign's messaging and tactics in response to regulatory changes.</p>
<p>12</p> <p>Modernize Business Processes &amp; Enhance IT</p>	<p>Through a 12-month campaign, we aim to increase public awareness by 30% about the importance of digital transformation. Achieve a 20% engagement rate on all campaign-related social media posts within 6 months.</p>	<p>Technology Resistance: The risk that the target audience may be resistant to adopting new IT platforms and processes.</p> <p>Data Security Concerns: The risk that potential data breaches or cyber threats could undermine the campaign's credibility.</p> <p>Implementation Challenges: The risk that the rollout of new IT platforms could face technical issues, causing delays and affecting public perception.</p>	<p>Educational Content: Produce content that educates the target audience on the benefits and ease of adopting new IT platforms.</p> <p>Security Assurance: Clearly communicate the security measures in place for the new IT platforms.</p> <p>Transparency: In the event of a security incident, promptly inform stakeholders and outline remedial actions.</p> <p>Pilot Testing: Before full-scale rollout, conduct pilot tests to identify and fix potential technical issues.</p>
<p>13</p> <p>Position the CIG as "Employer of choice"</p>	<p>Aiming for a 30% increase in positive sentiment among current public service employees about their roles within 6 months. Increase followers on LinkedIn by 30%</p>	<p>Employee Dissatisfaction: The risk that current employees may voice their dissatisfaction, countering the campaign's positive messaging.</p> <p>Talent Drain: The risk that key employees may leave for other opportunities, undermining the campaign's effectiveness.</p> <p>Public Scepticism: The risk that the campaign may be met with scepticism if it doesn't align with the actual experiences of civil servants.</p>	<p>Open Forums: Create platforms where employees can voice their concerns and suggestions, ensuring that management takes them into account.</p> <p>Success Stories: Feature testimonials from long-term employees who have built fulfilling careers within the CIG.</p> <p>Career Development: Emphasize opportunities for career growth within the CIG to retain key talent.</p> <p>Authentic Messaging: Ensure that the campaign's messages are rooted in the real experiences and benefits of working for the CIG.</p> <p>Transparency: Be transparent about steps being taken to improve the work environment and career prospects within the CIG.</p> <p>Ongoing Communication: Maintain open channels of communication with civil servants to ensure that the campaign's messages are continually validated.</p>

Specific Outcome	Campaign	Identification of Potential Risks or Challenges	Potential Actions
<p>14/16/20</p> <p>Well-being of Our People, Youth and Sports</p>	<p>Over a 12-month campaign, we aim to reach 35,000 residents with information on Public Health and Wellness initiatives and sports engagement, to increase awareness, positive engagement, and participation. Encouraging a culture of fitness in communities through public education initiatives.</p>	<p>Public Indifference: The risk that the campaign may not resonate with the target audience, leading to low engagement and participation.</p> <p>Misinformation: The risk that incorrect or misleading information could be disseminated, undermining the campaign's credibility.</p> <p>Resource Constraints: The risk that the campaign may face limitations in terms of available resources, affecting its reach and effectiveness.</p>	<p>Targeted Messaging: Utilize data analytics to understand the preferences and behaviours of the target audience, tailoring the campaign's messaging accordingly.</p> <p>Community Partnerships: Collaborate with local organizations and influencers to amplify the campaign's reach and credibility.</p> <p>Expert Endorsements: Collaborate with healthcare professionals and sports experts to validate the campaign's messaging.</p> <p>Fact-Checking: Ensure all campaign materials undergo rigorous fact-checking and peer review.</p> <p>Public Corrections: If misinformation is disseminated, act quickly to correct it and clarify any misunderstandings.</p>
<p>15</p> <p>Affordable Housing</p>	<p>Execute a 12-month awareness campaign to promote the Affordable Housing Initiative across all districts, aiming to reach 30,000 residents and achieve a 20% increase in inquiries about the AHl program within 6 months.</p>	<p>Public Scepticism: The risk that the public may be sceptical about the affordability and quality of the housing options, leading to low engagement and inquiries.</p> <p>Policy Backlash: The risk that the campaign may face criticism or opposition from various stakeholders, including community leaders or housing activists.</p> <p>Misalignment with Market Conditions: The risk that the campaign may not align with current housing market conditions, affecting its credibility and effectiveness.</p>	<p>Transparency: Provide clear and detailed information about the housing options, including pricing, amenities, and eligibility criteria.</p> <p>Testimonials: Feature real stories from individuals or families who have benefited from the AHl program to build trust and credibility.</p> <p>Interactive Q&amp;A Sessions: Host live Q&amp;A sessions on social media platforms to address any concerns or questions from the public.</p> <p>Responsive Messaging: Be prepared to adapt the campaign's messaging to address any criticism or concerns that may arise.</p> <p>Adaptive Strategy: Be prepared to pivot the campaign strategy based on real-time market data and trends.</p> <p>Regular Updates: Keep the public informed about any changes in housing market conditions that may affect the AHl program.</p>

<b>Specific Outcome</b>	<b>Campaign</b>	<b>Identification of Potential Risks or Challenges</b>	<b>Potential Actions</b>
<p>17</p> <p>Good Governance</p>	<p>Run a 9-month campaign to raise awareness about good governance, aiming for a 15% increase in positive public sentiment.</p> <p>Year-long support in reaching internal audiences (Civil Service) to increase awareness and engagement about the implementation of the Government Communications Strategy and Framework.</p>	<p><b>Public Distrust:</b> The risk that the public may be sceptical or distrustful of government initiatives, affecting the campaign's credibility and effectiveness.</p> <p><b>Internal Resistance:</b> The risk that civil servants may be resistant to changes in governance structures or communication strategies.</p> <p><b>Political Sensitivity:</b> The risk that the campaign may be perceived as politically motivated, which could lead to backlash or reduced engagement.</p>	<p><b>Transparency:</b> Clearly outline the governance initiatives and their benefits to the public, using easy-to-understand language and visuals.</p> <p><b>Third-Party Endorsements:</b> Leverage endorsements from non-governmental organizations or experts in the field of governance to build credibility.</p> <p><b>Internal Communication:</b> Use internal newsletters, webinars, and training sessions to educate civil servants about the new governance initiatives and their benefits.</p> <p><b>Feedback Mechanism:</b> Establish a feedback loop where civil servants can voice their concerns or suggestions, ensuring that the internal campaign is well-received.</p> <p><b>Recognition and Rewards:</b> Implement a recognition system to reward civil servants who actively participate in and contribute to the governance initiatives.</p>
<p>18</p> <p>Public Safety and Security</p>	<p>Over the next year, we aim to increase awareness about public safety measures by 25%. Reach at least 20,000 individuals within 3 months.</p>	<p><b>Public Apathy:</b> The risk that the public may be indifferent to safety and security measures, affecting the campaign's reach and impact.</p> <p><b>Misinformation:</b> The risk that incorrect or misleading information could circulate, undermining the campaign's credibility and effectiveness.</p> <p><b>Fearmongering:</b> The risk that the campaign could unintentionally instil fear or anxiety among residents, leading to negative sentiment.</p>	<p><b>Engaging Content:</b> Utilize compelling storytelling, real-life testimonials, and interactive content to capture public interest.</p> <p><b>Local Partnerships:</b> Collaborate with local organizations and influencers to amplify the campaign's reach and credibility.</p> <p><b>Fact-Checking:</b> Ensure that all campaign materials are factually accurate and vetted by experts in the field of public safety and security.</p> <p><b>Positive Framing:</b> Frame the campaign messages in a way that empowers residents to take action, rather than instilling fear.</p> <p><b>Mental Health Resources:</b> Provide resources for mental well-being and stress management as part of the campaign, to counterbalance any potential anxiety.</p>

Specific Outcome	Campaign	Identification of Potential Risks or Challenges	Potential Actions
<p>19</p> <p>Climate Change Resilience</p>	<p>Launch an 18-month campaign to promote sustainable practices, aiming to engage 40,000 residents. Achieve a 30% recall rate when prompted about the campaign within 6 months.</p> <p>Execute an 18-month awareness campaign to promote the implementation of the National Energy Policy and achieving renewable energy targets. Achieve a digital reach of at least 50,000 individuals within 6 months.</p>	<p>Public Scepticism: The risk that a portion of the public remains sceptical about climate change, affecting engagement and effectiveness.</p> <p>Greenwashing Accusations: The risk that the campaign could be perceived as superficial or insincere in its commitment to sustainability, leading to negative sentiment.</p> <p>Policy Conflicts: The risk that new or existing policies may conflict with the campaign's objectives, causing confusion or backlash.</p>	<p>Educational Content: Use evidence-based information and expert testimonials to educate the public about the realities and urgency of climate change.</p> <p>Community Engagement: Organize local events, workshops, and webinars to directly engage with residents and address their concerns.</p> <p>Multi-Channel Approach: Utilize various media channels to disseminate information and reach different demographics.</p> <p>Policy Alignment: Ensure that the campaign's objectives are in line with current and upcoming governmental policies related to climate change.</p> <p>Stakeholder Communication: Maintain open lines of communication with policymakers to stay updated on any changes that could affect the campaign.</p> <p>Adaptive Strategy: Be prepared to pivot the campaign strategy in response to any significant policy changes, informing all stakeholders of such adjustments.</p>



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## — Entity Legend

<b>AE</b>	Adult Education
<b>AOA</b>	Cayman Islands Auditors Oversight Authority
<b>CAACI</b>	Civil Aviation Authority Cayman Islands
<b>CAB</b>	Cabinet Office
<b>CBC</b>	Customs and Border Control
<b>CIAA</b>	Cayman Islands Airports Authority
<b>CICC</b>	Cayman Islands Cadet Corps
<b>CICG</b>	Cayman Islands Coast Guard
<b>CIFS</b>	Cayman Islands Fire Service
<b>CIGR</b>	Cayman Islands General Registry
<b>CIHSA</b>	Cayman Islands Health Services Authority
<b>CIPO</b>	Cayman Islands Intellectual Property Office
<b>CINA</b>	Cayman Islands National Archives
<b>CINICO</b>	Cayman Islands National Insurance Company
<b>CIR</b>	Cayman Islands Regiment
<b>CPA</b>	Central Planning Authority
<b>CSB</b>	Child Safeguarding Board
<b>CSC</b>	Civil Service College
<b>CSU</b>	Cyber Security Unit

<b>CHRC</b>	Caribbean Haven Residential Centre
<b>DCI</b>	Department of Commerce & Investments
<b>DCR</b>	Department of Community Rehabilitation
<b>DCS</b>	Department of Counselling Services
<b>DEH</b>	Department of Environmental Health
<b>DES</b>	Department of Education Services
<b>DHRS</b>	Department of Health Regulatory Services
<b>DITC</b>	Department for International Tax Cooperation
<b>DLP</b>	Department of Labour and Pensions
<b>DOA</b>	Department of Agriculture
<b>DOC</b>	Department of Communications
<b>DOE</b>	Department of Environment
<b>DOP</b>	Department of Planning
<b>DOS</b>	Department of Sports
<b>DPSC</b>	Department of Public Safety Communications
<b>DVDL</b>	Department of Vehicle and Drivers' Licensing
<b>ECCE</b>	Early Childhood Care and Education Unit
<b>EGOV</b>	E-Government Unit
<b>FM</b>	Facilities Management Department

<b>GAU</b>	Gender Affairs Unit (Cabinet Office)
<b>HMCI</b>	Hazard Management Cayman Islands
<b>HMCIPS</b>	Her Majesty's Cayman Islands Prison Service
<b>IAS</b>	Internal Audit Service Unit (POCS)
<b>IRU</b>	Information Rights Unit (Cabinet Office)
<b>LSD</b>	Lands and Survey Department
<b>MBCL</b>	Ministry of Border Control and Labour
<b>MDAL</b>	Ministry of District Administration and Lands
<b>MFSC</b>	Ministry of Financial Services & Commerce
<b>MHA</b>	Ministry of Home Affairs
<b>MHW</b>	Ministry of Health and Wellness
<b>MIISD</b>	Ministry of Investment, Innovation, & Social Development
<b>MOE</b>	Ministry of Education
<b>MOF</b>	Ministry of Finance and Economic Development
<b>MOTP</b>	Ministry of Tourism and Ports
<b>MPAHI</b>	Ministry of Planning, Agriculture, Housing and Infrastructure
<b>MRCU</b>	Mosquito Research and Control Unit

<b>MSCR</b>	Ministry of Sustainability and Climate Resiliency
<b>MSU</b>	Management Support Unit (POCS)
<b>MYSCH</b>	Ministry of Youth, Sports, Culture & Heritage
<b>NHDT</b>	National Housing Development Trust
<b>NHT</b>	National Trust for the Cayman Islands
<b>NRA</b>	National Roads Authority
<b>OCP</b>	Office of the Commissioner of Police
<b>ODG</b>	Office of the Deputy Governor
<b>POCS</b>	Portfolio of the Civil Service
<b>POLA</b>	Portfolio of Legal Affairs
<b>PWD</b>	Public Works Department
<b>RC</b>	Radio Cayman
<b>RCIPS</b>	Royal Cayman Islands Police Service
<b>TD</b>	Treasury Department
<b>UCCI</b>	University College of the Cayman Islands
<b>WORC</b>	Workforce Opportunities and Residency Cayman
<b>YSU</b>	Youth Services Unit

