

MĀLAMA I KE KAI: COMMUNITY ACTION GUIDE

- A STEP-BY-STEP GUIDE FOR COMMUNITY-BASED MANAGEMENT -

We, the communities of the Maui Nui Makai Network, share one goal: to restore abundance to our 'āina and kai (land and sea) in ways that honor our traditions and ancestors. Like coastal communities around the world, we have experienced dramatic declines of marine life in Hawai'i, and we are committed to halting these declines through community-based management efforts.

Mounting evidence shows the effectiveness of community and indigenous resource management approaches like ours, which are being revived around the world in collaboration with local governments. By reflecting local expertise and customary practice, these efforts benefit nearshore fisheries and other marine life and the people that depend on these resources.

We offer the *Mālama I Ke Kai: Community Action Guide* to help other groups in Hawai'i and around the globe successfully undertake community-based management of coastal and marine resources.

The *Guide* integrates fundamental and time-tested components of community-based management planning and personal lessons learned from Network members, serving as both a facilitator's guide and participant workbook. Its practical four-step process helps groups build cohesiveness, gain a deeper understanding of their area, develop a *Community Action Plan*, and enlist support for their efforts.



The *Guide* has been refined over many years to ensure it reflects a thoughtful and feasible process to help us all mālama i ke kai (care for the sea) so that present and future generations may thrive.

Ultimately, restoring and effectively managing nearshore resources will require that we work collectively, share what we learn to help each other improve management approaches in this era of rapid change, and pass along the wealth of indigenous knowledge and traditions to the next generation of resource stewards.

To download your free copy of the *Mālama I Ke Kai: Community Action Guide*, please visit MauiNui.net.

'A'ole hana nui ke alu 'ia.

No task is too big when done together by all.



THE MĀLAMA I KE KAI: COMMUNITY ACTION GUIDE PROCESS:

STEP 1 HO'OMĀKAUKAU

Preparing for Action

Ho'omākaukau (to make ready or prepare) help your group establish a strong foundation to guide your work and build the relationships and trust to help you function as a cohesive team over the long term. These participatory activities allow people of various ages, genders, and backgrounds to share 'ike (knowledge, experience) and mana'o (thoughts, ideas) about the resources you want to protect and the values you want to perpetuate.

- 1.1 HO'OLIULIU: Organizing Your Group and Activities (done prior to workshops)
- 1.2 KA'APUNI: Touring Your Place Together
- 1.3 PALAPALA'ĀINA: Mapping By Your Community
- 1.4 MO'OLELO: Making an Historical Timeline
- 1.5 HO'OMAU: Declaring Your Group's Aspirations and Intentions
- 1.6 HO'OPILI: Declaring Your Group's Vision, Values, Mission
- 1.7a PŌ'AI A OLA: Creating a Seasonal Calendar
- 1.7b KUMU KĀNĀWAI: Developing a Code of Conduct for Your Place

STEP 3 HO'OLĀLĀ

Making Your Plan

Now, you will Ho'olālā (to make plans) a *Community Action Plan* that reflects your group's intentions and the knowledge you have accumulated. To ensure your plan is effective and feasible, you will assess the strategies you develop and consider whether or not your group needs to recruit others to help carry out your efforts. You will also create monitoring and work plans—essential building blocks of adaptive management—to guide your makai management and ensure you are on track to reach your goals.

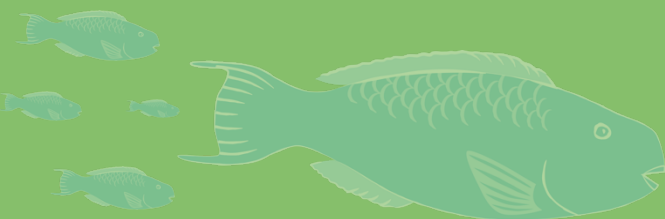
- 3.1 HO'ONOHONOHO: Identifying Strategies – Objectives and Actions
- 3.2 'IMI HO'OMALU: Seeking Governance and Management Frameworks
- 3.3 HŌ'OIA'I'O: Assessing Strategies by Validating Assumptions and Expectations
- 3.4 HŌ'OIKAIKA: Assessing Capacity by Identifying Strengths and Needs
- 3.5 'IMI 'IKE: Creating a Monitoring Plan to Measure Your Impact
- 3.6 HO'OHANA: Creating a Work Plan

STEP 2 HO'OMA'AMA'A

Understanding Your Place

In the spirit of Ho'oma'ama'a (to become accustomed to, familiar with something), you will delve deeper into understanding your place. What sites and realms require your work and which issues do you need to address? Using the information you generated in Step 1, these activities will help you identify priorities for makai management.

- 2.1 HO'OWAE: Choosing Priorities and Project Area
- 2.2 PILIKIA PAHA: Identifying and Ranking Problems
- 2.3 KUMU LĀ'AU: Analyzing the Situation
- 2.4 NĀNĀ I KA NU'U: Setting Goals

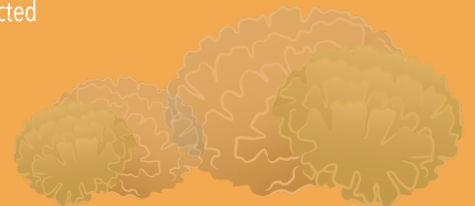


STEP 4 MA KA HANA KA 'IKE

Learning by Doing

Here, we focus on ma ka hana ka 'ike (in working one learns) and adapting based on what is learned. This thoughtful adaptive management will be key to your success. This step wraps up this *Guide* with powerful activities that can enhance your effort, including helping you identify specific ways to share and engage others.

- 4.1 A'O Ā MA'A: Learning and Adapting
- 4.2 HO'OMĀLAMA 'AELIKE: Developing and Honoring Mutually Beneficial Relationships
- 4.3 'ŌLELO POEKO: Communicating Effectively
- 4.4 HO'IKE: Creating and Sharing Your Plan
- 4.5 HŪLŌ Ā E PILI MAU: Celebrating Your Achievements and Staying Connected





Activity 2.4

NĀNĀ I KA NU'U: Setting Goals

(1 hour)

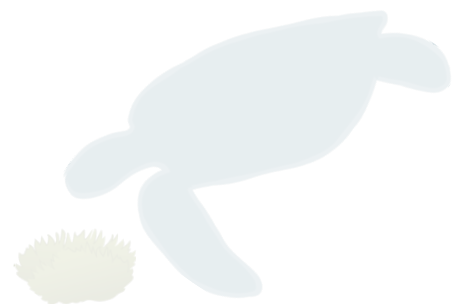
WHAT IT IS

Nānā i Ka Nu'u (look to the summit) is the identification of 2-3 broad goals that will guide your work. Each goal will have a set of associated objectives and actions. Goals and objectives differ and complement each other in the following ways:

- Goals relate directly to your community's vision and will help you to achieve it. Objectives relate to the specific change that your actions should achieve, so that you can meet your goals.
- Goals are written to be broad and general while telling us the direction of the change you seek. Objectives are written to be narrow and precise.
- Goals should be brief and simple to understand. Objectives should be detailed and can be lengthy.
- Goals are useful for communicating your work with outside audiences. Objectives are used internally to guide your actions.
- Goals need not be measurable. Objectives must be measurable.

SUPPLIES NEEDED

Large flip chart paper or
butcher's paper
Markers
Completed products and
worksheets



Each of your goals should be stated in such a way that it is easy for your group to remember. Often, goal statements are written as a simple phrase (for example, "abundant limu and more 'opihi"), rather than as a complete sentence.

WHY IT'S USEFUL

Your goals are themes that serve as a "bridge" between your vision and your strategies (objectives and actions). Without strong and logical goals to guide your decisions and actions, you risk taking inadequate action, or worse, action that is ineffective because it does not keep the big picture in mind. In addition, your goals will help your group quickly and succinctly communicate your priorities to the outside world. Goal statements are often shared with those stakeholders who have high interest and influence over your community's marine area.

HOW TO CONDUCT THE ACTIVITY

1. **Refer to your vision that embodies the positive changes you expect to see as a result of your success and brainstorm ideas (words or sets of words) that as stated would reflect the main themes of your vision.** For example: "clean water," "more, bigger fish," "resilient community," "'āina momona."
2. **Draft a couple goal phrases on flip chart paper (no more than 3).** Check and review your draft goal statement against the following "good goal" criteria, and adjust the draft statements as needed:
 - It is brief;
 - It is broad in scope and tells the direction of the change (more or less of something);



REFLECTIONS

Nā Mamo O Mū'olea's goals have helped us focus on our highest aspirations. Goal 1: Fulfill our kuleana to bring back resources and keep Mū'olea the way it is for future generations. Goal 2: Re-establish and perpetuate traditional practices for pono and sustainable resource management and replenishment.

– Nā Mamo O Mū'olea

Our two primary long-term goals are to develop indigenous education systems by revitalizing natural and cultural resources, and to perpetuate traditional knowledge and stewardship while evolving with modern technology.

– Ka Honua Momona

For a time, we struggled with goals and objectives, and defining what it was that we really wanted. We finally just said it in plain language – more 'opihi, more fish, more limu! In our Mālama I Ke Kai Community Action Plan, our goals are longer, but those words continue to guide us. Our goals are traditional Hawaiian sayings. Goal 1: Inā mālama 'oe i ke kai, mālama no ke kai ia 'oe. If you care for the ocean, the ocean will care for you. And, Goal 2: Hahai no ka ua i ka ulula'au. The rain follows the forest. Later our outreach slogans became: More 'opihi make more 'opihi; big fish make more fish; more limu make more fish; restore lo'i, revive traditions; and healthy forest makes more wai.

– Kīpahulu 'Ohana

- It is simple to understand and communicate;
- It is stated using uplifting words and a positive tone;
- It links directly to the group's vision; and
- It relates directly to improving the status of specific priority target.

3. Write your goal statements in Worksheet 2.4.

Worksheet 2.4: Goals

Goal 1:

Goal 2:

Goal 3: