

## PROGRESS UPDATE

### COMPONENT III

Promoting behaviour change through outreach, decision-support and regional learning

### ACTIVITY

Triple P — Positive Parenting Program

### OBJECTIVE

To investigate whether the behavioural principles of Triple P can be adapted and integrated as part of the solution to sustain coastal ecosystems in the East Asia-Pacific region

**CCRES plans to work with families in order to help coastal communities in the tropics feed their families without depleting their natural resources.**

Photo: M. Paterson



**Beach pollution on the west coast of Selayar, Indonesia, is more of a problem during the western monsoon season (October–March).**  
Photo: J. Pickering

## ENGAGING PARENTS, COMMUNITIES TO PROMOTE POSITIVE BEHAVIOURS

### Overview

Educating people about the benefits of evidence-based sustainable behaviours often fails to change the way coastal communities interact with their environment.

So the CCRES project is taking a new and holistic approach to tackle the complex problem of empowering coastal communities to undertake sustainable fishing and protect coral reefs.

The innovative approach in this activity extends upon almost four decades of community-wide behaviour change research into the Triple P — Positive Parenting Program.

Triple P is a scientifically-researched, behavioural intervention strategy designed to assist parents to improve their parenting skills and build positive relationships with their children. It is based on a simple concept: that fostering stable foundations through positive behavioural change within the family can nurture populations of happy, healthy, and well-adjusted people.

The goal is to extend research in this area to develop a community-wide

behaviour change program that helps residents of Selayar, Indonesia, modify the way they interact with the coral reef. The objective is to reduce the risk factors causing individuals to damage the reef; while enhancing the factors that lead to protection of the reef.

To achieve this, we will draw on the expertise and knowledge gained through CCRES to develop evidence-based behavioural science techniques to bring about measurable modifications to the way individuals' interact with the reef.

### Progress

Preliminary discussions about the potential for investigating a behaviour change program in coastal communities in the tropics were held during a mission to Selayar in February 2015. Understanding the drivers of behaviour is an essential first step in developing a behaviour change program.

The single strongest message that came from parents in the Selayar community is that they want the best for their children and they don't want to see them endure the same hardships they had.



So, they are like parents everywhere. They want their children to have better education, better health, and a better quality of life and they seem motivated to work with CCRES to find a solution.

Subsequently, a scoping survey of community leaders was conducted as part of focus group discussions at Selayar during August 2015. The data collected at these meetings are currently being analysed. However, early findings indicate that surveyed residents of Selayar see a linkage between the health of the reef and the education of their children. Residents also see value in incorporating the family as a conduit of intervention.

A further development was the recruitment of Ph.D. scholar, Erik Simmons, who joined the CCRES research team during October 2015. Erik will coordinate a series of projects aimed at understanding the drivers and influencers of problematic coral reef behaviours, and assist with the development of a behaviour change intervention to help simultaneously improve the health and wellbeing of families and their coastal reef environments.

**John Pickering (right) during his visit to Selayar in 2015.**

Photo: P. Bradley

**The communities of Selayar want the best for their children — better education, better health and a better quality of life — and they're motivated to work with CCRES to secure it.**

Photo: J. Pickering

Meetings with prospective in-country research partners in Indonesia and the Philippines are now being planned to develop this activity and roll-out of field work at Selayar and El Nido during 2016.

Helping coastal communities feed their families without depleting their natural resources is a complex problem. Collaboration between institutions in Australia, the Philippines and Indonesia will be built on the belief that solutions to complex problems can only emerge from a multidisciplinary effort.

Working with families and communities, researchers are seeking to overcome the obstacles currently preventing the successful deployment of reliable, affordable, and sustainable solutions for the developing world.

## CONTACT

### Mr John Pickering

Head, Triple P Innovation Precinct  
The University of Queensland  
T (+61 7) 3346 8743  
E [j.pickering@uq.edu.au](mailto:j.pickering@uq.edu.au)

### Prof Matt Sanders

Director, Parenting and Family Support Centre  
The University of Queensland  
M (+61 7) 3365 7290  
E [m.sanders@uq.edu.au](mailto:m.sanders@uq.edu.au)



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#### Contact

**Melanie King**  
CCRES Senior Advisor  
Global Change Institute  
The University of Queensland  
T (+61 7) 3365 6907  
M (+61) 412 952 220  
E [m.king4@uq.edu.au](mailto:m.king4@uq.edu.au)

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Capturing Coral Reef and Related Ecosystem Services (CCRES) is a regional technical support project that seeks to unlock new, sustainable income streams for coastal communities in the East Asia-Pacific region.

CCRES will develop knowledge products — which inform the design of global, regional and national projects, plans and policies — and technical models and planning tools which assist with preparation of community-based coastal resource management plans.

