



MEDIA KIT: POLICY FORUM GUYANA RIVER GUARDIAN CAMPAIGN



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POLICY FORUM GUYANA

✉ Policyforumguy@gmail.com ☎ +592 707-3511/ 227-4908

OVERVIEW

Introduction to Policy Forum Guyana:

Policy Forum Guyana is a secular, non-profit organization that was established on April 22, 2015, with the mandate to focus primarily on accountability and transparency issues related to natural resources, climate change, and extractive industries while promoting environmental education through the 1.5°C lifestyle.

Introduction to River Guardian Campaign:

This initiative aims to highlight the importance of freshwater resources, their conservation, and the impact of human activities on wildlife and indigenous communities in Guyana. Inspired by Policy Forum Guyana's River Guardian Boardgame, a groundbreaking educational tool developed by PFG staff and volunteers, this social media campaign seeks to extend the game's message to a broader audience.

Designed specifically for coastal and hinterland schools in Guyana, the innovative board game has significantly raised awareness about the critical importance of clean waterways for healthy communities and the ongoing challenges of maintaining these vital resources.

Presented to esteemed organizations such as the National Centre of Educational Resources Development (NCERD), the Ministry of Natural Resources, the World Wildlife Fund Guianas, Conservation International, and the Bina Hill Institute, "The River Guardian" has garnered enthusiastic support for its further development. These organizations recognize the game's potential to educate and inspire.



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OVERVIEW

Introduction to River Guardian Campaign:

"The River Guardian" is the first of its kind, immersing players in the world of Guyana's unique freshwater species, including the Jabiru, Arapaima, Black Caiman, and Giant River Otter. Through engaging gameplay, students and players of all ages gain a deeper appreciation for the value of these species and understand the impacts of both natural and human activities on their habitats. Currently this game is being mass produced to various schools across Guyana by NCERD.



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POST SCHEDULE

July: Importance of Freshwater Resources and Conservation.

Key Messages:

- Freshwater resources are vital for sustaining life, ecosystems, and human communities.
- Conservation of freshwater resources ensures the survival of diverse species and the health of ecosystems.

Facts and Information:

- Freshwater resources include rivers, lakes, and wetlands, which support a vast array of biodiversity.
- In Guyana, major rivers such as the Essequibo, Demerara, and Berbice are crucial for ecological balance and human livelihoods.
- Freshwater ecosystems are home to unique species and provide essential services such as water purification, climate regulation, and soil fertility.
- Approximately 3% of Earth's water is freshwater.
- Approximately 1% of freshwater is available for use.

Conservation Tips:

- Reduce water usage by fixing leaks and using water-efficient appliances.
- Avoid polluting water bodies with chemicals, plastics, and waste.
- Support and participate in local conservation initiatives and clean-up campaigns.



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POST SCHEDULE

August: Wildlife Focus – Giant River Otter, Jabiru, Black Caiman, and Arapaima.

Key Messages:

- Guyana's freshwater ecosystems are home to incredible wildlife, including the Giant River Otter, Jabiru, Black caiman, and Arapaima.
- Each species plays a crucial role in maintaining ecological balance and biodiversity.

Facts and Information:

- **Giant River Otter (*Pteronura brasiliensis*)**
 - Largest member of the weasel family, reaching up to 6 feet in length.
 - Social animals living in family groups.
 - Feed on fish and are known as ecosystem indicators due to their sensitivity to water pollution.
- **Jabiru (*Jabiru mycteria*)**
 - Largest flying bird in the Americas, with a wingspan of up to 9 feet.
 - Found in wetlands and floodplains.
 - Diet consists mainly of fish, frogs, and small invertebrates.
- **Black Caiman (*Melanosuchus niger*)**
 - One of the largest reptiles in the Amazon Basin, growing up to 16 feet long.
 - Apex predator, feeding on fish, birds, and mammals.
 - Important for maintaining the health of aquatic ecosystems by controlling prey populations.



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POST SCHEDULE

August: Wildlife Focus – Giant River Otter, Jabiru, Black Caiman, and Arapaima Cont'd.

Facts and Information:

- **Arapaima (Arapaima gigas)**
 - One of the world's largest freshwater fish, reaching up to 10 feet in length.
 - Can breathe air, allowing them to survive in oxygen-poor waters.
 - Important food source for local communities and integral to riverine ecosystems.



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POST SCHEDULE

September: Impact of Human Activities and Indigenous Communities.

Key Messages:

- Mining and logging have significant impacts on freshwater resources and wildlife in Guyana.
- Indigenous communities rely heavily on these resources and species for their livelihoods and cultural practices.
- Sustainable practices are essential to protect these resources for future generations.

Facts and Information:

- **Impact of Mining**
 - Mining activities, particularly gold mining, lead to water pollution with mercury and other toxic substances.
 - Sedimentation from mining operations can destroy habitats and reduce water quality.
 - Wildlife such as the Giant River Otter and fish species are highly susceptible to these changes.
- **Impact of Logging**
 - Deforestation disrupts the natural water cycle, affecting river flow and water availability.
 - Loss of habitat for species like the Jabiru and Black caiman.
 - Increased soil erosion and sedimentation in rivers and wetlands.



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POST SCHEDULE

September: Impact of Human Activities and Indigenous Communities Cont'd.

Facts and Information:

- **Indigenous Communities**
 - Indigenous communities in Guyana depend on freshwater resources for drinking water, fishing, and agriculture.
 - Many cultural practices and traditions are linked to the health of these ecosystems.
 - Indigenous knowledge and sustainable practices are vital for conservation efforts.

Conservation Tips:

- Support sustainable and ethical mining and logging practices.
- Advocate for stronger environmental regulations and enforcement.
- Promote and engage with indigenous-led conservation initiatives.



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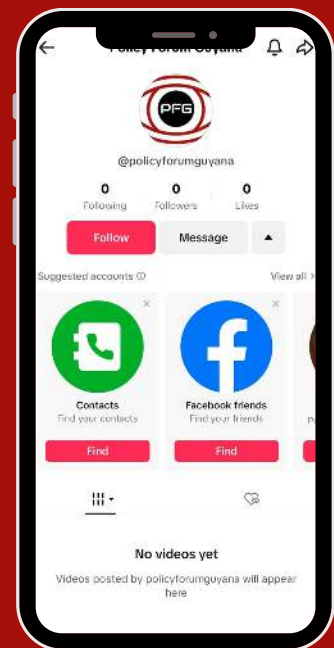
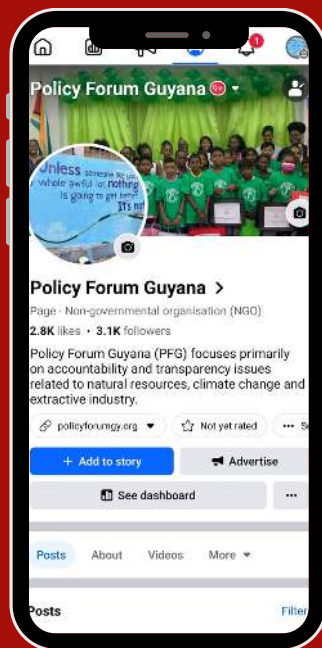
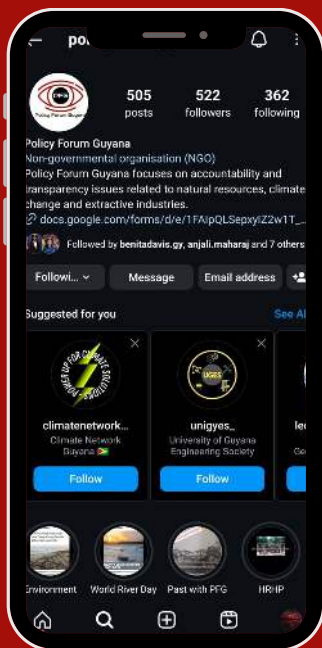
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HOW TO SHARE YOUR STORY?

Post your video, poster, infographic or image to social media either via TikTok, Facebook, or Instagram.

You can tag Policy Forum Guyana via the accounts below:

Facebook	Instagram	TikTok
Policy Forum Guyana	policyforumguyana	policyforumguyana



Use the following Hashtags in your post: **#PolicyForumGuyana**
#RiverGuardianUnited **#GuyanaFreshwater** **#ProtectFreshwaterGY**



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HOW TO SHARE YOUR STORY?

Be apart of the campaign by downloading any of the posters available in the links below or by sharing any of our videos.

[Freshwater Awareness: Posters](#)

[Kyle Learns about Freshwater Read Aloud Storybook](#)

[Wildlife Focus: Posters](#)

[Lets Talk about Rivers Video - Waramadong Primary School](#)

[Impact of Human Activities and Indigenous Communities: Posters](#)



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CONTACT INFORMATION

Primary Contact Person

Britney Semple
Communications Officer
Policy Forum Guyana
227-4908 / +592 707-3511
policyforumguy@gmail.com

