

**Memorandum Order**  
**No. 06**  
**October 28, 1992**

**SUBJECT : Phasing-in of the RP-Japan Forestry Development Project-Watershed Management to the Regular Functions of the Regional Office and the RP-Japan Training Center for Forest Conservation to the Human Resource Development Service**

In view of the termination of the Records of Discussion between the government of Japan and the Philippines for the RP-Japan Forestry Development Project-Watershed Management on July 23, 1992 and cognizant of the contributions that the project can make in the development and management of natural resources through the technologies it has generated in the fields of afforestation, forest conservation and community-based resource management, and the RP-Japan Training Center's mandated task to contribute to the upgrading of manpower skills and capabilities, you are hereby directed to execute the following:

**A. For DENR Region 3**

1. To maintain the positions and designations of project personnel until December 31, 1992 in accordance with the Project's approved 1992 Work and Financial Plan to ensure complete documentation of project achievements and to enable the project to realign its tasks and activities in conformity with the policies and guidelines of the National Forestation Program (NFP) and Community-Based Reforestation Programs;
2. To maintain and operate the Project as a regular project to be administered and supervised by the concerned CENRO and PENRO starting January, 1993;
3. To continue the protection and maintenance of a established plantations in cooperation with the local government units and communities concerned, and to support the community/municipality levels in promoting forest fire prevention program;
4. To develop and maintain the successful Community-Based Projects and Upland Family-Based Program sites in cooperation with the farmer-

cooperators, and to encourage the formation and involvement of upland cooperatives in forest management;

5. To undertake reforestation activities on identified open areas of the project through contract scheme under NFP guidelines;
6. To continue the maintenance and data collection of on-going researches in consonance with the research thrusts of the Department;
7. To operate and maintain the Phase I Project Office buildings (formerly the Maringalo District Office) including the Japanese Expert's dormitory, either for field offices of the forest management sector or lands management sector, or to develop these as service centers for the upland empowerment program;
8. To further utilize the human resources/project personnel trained under the project; and
9. To support the budgetary requirements for the above-identified activities.

**B.**

**For the Human Resource Development Service:**

10. To maintain and operate the facilities of the RP-Japan Training Center for Forest conservation, including the demonstration areas that have been established under the Project for social forestry, model area for erosion control, seed and scion orchard, seed production areas as well as the Maringalo Intensive Forest Nursery. These can be used, among others, as field laboratories during training activities;
11. To transform the RP-Japan Training Center into a National Training Center to cater to all sectoral Training needs of the DENR. The Center during the conduct of its training programs shall be authorized to collect seminar/conference fees at such standard rates as approved by the Department of Budget and Management and Civil Service Commission, and to use its proceeds derived from said activities for its operations and maintenance, subject to pertinent budget, accounting and auditing rules and regulations;
12. To maintain and operate vehicles, communication, office equipment and other facilities that are needed in support to the continuous implementation of training activities; and

13. To provide the Center's budgetary requirements.

The Foreign-Assisted and Special Projects Office (FASPO) is hereby tasked to coordinate and monitor the implementation of this Order, and shall ensure the implementation of Phase-Out Plan, as contained in Annex A.

For strict compliance.

**ANGEL C. ALCALA**  
Secretary

**Recommending Approval:**

**ANTONIO S. TRIA**  
Undersecretary

**RICARDO M. UMALI**  
Undersecretary

**ROLANDO L. METIN**  
Asst. Secretary

# DENR-FAO-UNFPA POPULATION-ENVIRONMENT IEC PROGRAMME

(PHI/89/PO5)

## A GUIDE FOR THE PLANNING AND CONDUCT OF THE FIELD IMPLEMENTATION IEC CAMPAIGN

### INTRODUCTION

One of the main activities of the four and a half-year DENR-FAO-UNFPA Population IEC Programme is to conduct a field implementation IEC campaign to disseminate information, through the Integrated Social Forestry Program (ISF) on population (family planning as part of family welfare) and environment (DENR's "how-to-technology").

The field campaign that will be conducted is based on the project's long-range objective of contributing to the improvement of quality of life of forest communities by heightening the awareness of leaders and grassroots communities of the interrelationships among population, resources and environment.

The immediate objectives are:

- 1) To establish an integrated IEC scheme in six provinces in 6 regions, linking the scheme to DENR's Social Forestry and other key action programmes for forest communities; and
- 2) To establish a validated/improved scheme for the six priority regions covering all 34 provinces.

The field campaigns to be conducted on the Third Year of the Project have been preceded with earlier activities done in the first Two Years of the Project. These included:

- 1) Research - a baseline survey on the types of information that the target beneficiaries need to know in terms of environment, resources and population; and key studies and selected information on upland development to serve as background materials for the Project Staff, those who prepare the IEC materials, for training purposes, and for possible topics for the National Symposium.

- 2) **Training** - orientation workshops and skills development training for participants. (CDOs, information officers, staff of related agencies)
- 3) **National Symposium** - once a year for the duration of the project, where experts present a prevailing key issue which needs the attention of national leaders.
- 4) **Linkages** with related bureaus, agreement with DOH and PRRM on MCH-FP service delivery, mass media practitioners in print and broadcast, related government and non-government agencies have been established to further strengthen the field implementation.
- 5) **IEC Materials** for the target beneficiaries have been developed, pretested, and produced. These include a series of pamphlets, VTRs, radio plugs, TV news feeds-in. This year, posters and comics have been added. These will be distributed in the 77 pilot sites.

### **Purpose of Paper**

The main aim of this paper is to list guidelines for the effective planning and conduct of the field campaign. The first draft of this paper was presented during the Provincial Orientation Campaign Workshop held in Quezon City on January 1992. Suggestions of the CDO's, the information officers and the Social forestry participants based on the campaign objectives as well as problems and needs of the target beneficiaries in the pilot sites have been considered.

Also considered were the suggestions/comments of the OIC, Forest Livelihood Development Section in charge of the Social Forestry Division.

These guidelines can further be refined after the field implementation campaign in the 16 pilot sites in six provinces in six regions. A validated/improved scheme/guidelines covering all the other 61 pilot sites will be prepared.

The guidelines are presented under three broad categories representing the phases of activities of a field campaign, namely, the pre-campaign phase, the campaign phase, and the monitoring phase.

### **PRE-CAMPAIGN PHASE**

#### **Planning**

In this Project with a built-in field implementation campaign, the job of planning this activity started with a planning team in DENR's Central office composed of

the National Project Director, the Deputy, the Assistant Deputy, the national consultant in cooperation with the Social Forestry bureau staff.

These plans have been guided by the experiences/ observations learned from the ongoing activities of the Project, namely research, linkages, training, national symposium, meeting with review team, and in consultation with the FAO and UNFPA staff.

### **Location/Time Frame or Implementation/Assessment**

A total of 77 forest communities in 34 provinces in 6 regions have been selected by the Project as the site of the establishment of an IEC scheme to be linked to the Integrated Social Forestry Program (ISF). (Annex L Sites of 77 forest communities).

### **First IEC Scheme Activities**

Sixteen sites in 6 pilot provinces, namely, Pangasinan, Bataan, Capiz, Cebu, Bukidnon and Davao del Sur, have been selected as the places of initial activity. On January 22-24, 1992, those who will take part in this activity participated in the First Provincial Orientation Workshop (campaign in 16 model sites in 6 provinces).

The time frame for the first IEC scheme activity, i.e., the dissemination of information on the integrated population-environment messages, is from February to April 1992.

This activity will be assessed in a workshop to be held on May 1992. The IEC scheme will be validated/improved so that the establishment of the scheme, with modifications, can be implemented in the other 28 pilot provinces of the 6 regions, for a total coverage of 34 provinces.

### **Second IEC Scheme Activity**

On July 1992, the Second Provincial Orientation Workshop on Field Implementation (campaign in 14 provinces; 30 model sites) will be held.

This is in preparation for the second IEC scheme activity which is scheduled from July to September 1992.

This activity will be assessed on October 1992, again for improvement/validation.

### **Third IEC Scheme Activity**

This will be implemented in 1993 when 3 pilot model sites will be covered, until the coverage is all of 77 pilot model sites.

The campaign experience in six regions is enough to establish linkages with media organizations and extension workers and provide adequate skills to cover the remaining other six regions in the country, should the project be extended.

### **Main Messages for Forest Communities**

The IEC strategy, being of an integrated nature, will focus on:

- a. values related to the rationale of the small family size;
- b. more efficient management of land use; protection and preservation of forest areas; and reforestation; and
- c. emphasis on community-managed programs.

Rationale for (b) and (c) are already components of existing DENR programs.

This project will introduce an important and essential element - the small family norm.

IEC materials related to the small family norm will be designed in such a way as to make the community take the primary responsibility for educating and motivating its members. The fieldworker's function is to introduce ideas on "how to motivate" but the key to all this is for the community themselves to organize and implement the IEC strategy themselves.

### **Basic Considerations**

Some basic considerations which go into the planning process are as follows:

1. Analysis of existing records, documents and research reports. Basic information in official records and documents, research and technical reports which, if adequately studied, can yield a wealth of information. Basic data include the profile of each site.
2. Enlisting the support of other related agencies. It is best to win the support of other related agencies such as DOH, POPCOM, DA, DAR, Local Government, PRRM, Commission on Women, etc. A concerted and synchronized endeavor

with those agencies could create better results than a fragmented and competitive one. Support from other agencies may be tapped in the form of lending facilities, training, IEC materials or providing supplies such as contraceptives for use in the field.

3. Conforming with the national population and environment goals and policies. The goals of the Field Implementation in the forest community setting need to be viewed within the framework of the national population and environment programs.

As emphasized in our training programs, field workers need to know the existing population and population-related policies insofar as they affect the welfare of the target groups. Examples of such official policies are the non-coercive nature of the family planning program, the ideal/desired number of children consistent with the national growth targets, the advocated age of pregnancy and population education designed to foster awareness of the importance of FP and family welfare.

Existing social forestry goals consider two major elements: (1) upliftment of the socio-economic well-being of upland farmers and communities; and (2) renewal and development of forest resources where these upland farmers/communities are located.

4. Compatibility with cultural norms and values. Also given emphasis in our orientation workshop were the fact that field implementation objectives and activities should be in keeping with existing beliefs and traditions for the forest communities to enable them to accept and participate in the field implementation. The activities need to be sensitive to local culture, since culture plays a significant part in defining and shaping behavior related to family welfare, including family planning, and proper farming activities.
5. Establishing rapport and inviting the involvement of local leaders. You need to approach formal leaders in the target forest communities to lend credibility to and legitimize action activities. Since they are abreast with the local situation, their involvement in the planning phase contributes much to the success of the program and tapping of local resources for the campaign activities. Their support will not only be valuable during the field implementation but also after that when the population-environment messages need to be disseminated and sustained in the community. These leaders may include the barangay captains, the population officers, the agricultural extension workers, medical and paramedical personnel, religious leaders, and officers of the community organizations, and mayors.

## **Expected Work in Field Implementation**

In the field implementation, you will participate in linking a community-specific IEC scheme to the Social Forestry Program in the pilot site that is your place of assignment. This will entail the Information Dissemination Program that will be implemented for the Social Forestry Program in the pilot site.

Built in within this IEC Scheme is a one week intensive campaign with focus on the interrelated population-environment messages.

The first job in the planning and conduct of the field implementation in the pilot areas is to form an IEC group that will help in the community-managed IEC strategy, linking it to the Social Forestry Program.

The IEC group in the 6 pilot regions is composed of the:

Chief, Regional Public Affairs Office in the 6 regions;  
Information Officer; Chief, Social Forestry Division in the 6 regions;  
Community Development Officers (CDOs) in 77 model ISF sites;

Community Development Assistants (CDAs) in 77 model sites;  
Provincial Environment and Natural Resources Information Officers in the 34 provinces;  
Community Environment and Natural Resources Information Officers in 77 communities.

Overall supervision comes from the DENR Central Office.

The IEC group is in charged with the planning, the implementation, and the monitoring of the Action Phase. Specifically, the functions include the following: (1) to observe the activities/events during the field implementation, including the campaign period and to the note changes taking place; and (2) to conduct the monitoring scheme.

The tasks of the IEC Group in the pilot site, among other duties, are to (1) make necessary contact with local key persons who will be involved in the filed implementation in consultation with the target beneficiaries and the staff; (2) oversee the conduct of the field implementation, including the field campaign activities, (3) prepare a periodic progress report; and (4) assist in conducting the monitoring scheme and write-up of the report.

The IEC team may make major decisions, in consultation with the DENR Central Core Staff, relating to the Action Plan and the manner with which it will be

carried out. These decisions, which may be general or specific in nature, in terms of action activities, take the form of \_\_\_\_\_

In the planning stage, you may schedule the following activities:

1. Contact local key persons (barangay captain, Popcom health workers, PRRM service delivery personnel, health workers) who will be involved in the field implementation in consultation with the target beneficiaries.
2. Plan how you will disseminate the population-environment messages.

Examples: home visit with pamphlets to distribute; through community organization meetings where you can ask for an hour or two deliver your message plus recorded radio plugs; through captive audiences, as in a fiesta gathering; harvest celebrations, etc.

### **Planning a Campaign within the Action Plan**

Included in the Action Plan is an intensive one week campaign on population-environment.

### **Choosing and Scheduling the Campaign in the Field Implementation Activities**

The IEC staff can organize the field implementation activities that are selected on the basis of the audience's needs, values, traditions, aspirations or other factors, e.g. weather conditions.

To properly choose and schedule the field implementation activities, the IEC group should have a working knowledge of the forest communities preoccupation at certain hours and practices. Participation and interest would be easier to generate if the activities harmonize with the existing lifestyle of the target community. Example of such activities in the forest communities are contests on the best crops, best farm, model farmer, sports activities, demonstration of needed development projects, exhibits of crop produce, etc.

A rural folk drama or other folk media may be presented in cooperation with local talents who can also write the scripts, including songs. Family planning and proper environmental farming need to be woven into these presentation as well as into other social activities.

Should the DENR-PRRM-DOH-FP-MCH service delivery be available, the service that are offered would be advantageous.

### **Flexibility**

An effective field implementation, including the field campaign, allows for optimum flexibility. In the course of the field implementation, some situational and intervening factors need to be anticipated. Whenever, necessary, alternative course of action should be considered. This allows for utmost flexibility. Changes, however, should be done in consultation with the Social Forestry personnel, the barangay leaders or officers of the Community organization involved in the planning and execution of the field implementation.

### **Support Materials**

IEC materials have been produced by the DENR Central Project staff for the forest communities. The staff should decide to use and determine the multi-media combination based on the objectives and available resources. Decisions should then be made on how or when best to introduce or distribute these materials to the target users so that they fit properly into the schedule of activities.

### **Drawing up Budgetary Requirements**

Based on the plan, financial/logistics requirements need to be drawn up. These include items for transportation, per diem for the field staff, etc.

## **CONDUCTING THE FIELD CAMPAIGN**

After all staff assignments and field activities have been discussed and clearly defined during the planning stage, the staff then implements the plan. The village leaders, the extension workers, health workers and \_\_\_\_\_ involved in the field implementation are conducted and informed of the final schedule of activities to ensure a smoother flow of the field implementation.

### **Multi-Media Mixes**

The development and use of multi-media support for this community-managed IEC strategy is the cornerstone of this Population-Environment IEC Programme. It ensure wider audience reach and increased awareness that potentially generates interest among the farmers/families in the pilot areas. Once interest has been sparked, the farmers strive to seek more information which eventually, and through time, leads to attitudinal

and decision-making on some alternatives of behavior, such as fertility behavior and improved farming practices.

The field implementation phase utilizes mixes consisting of materials which have been developed by the Project. These include radio plugs and soap operas, a household series of illustrated pamphlets, and VTRs. Later, there will be additional comics, posters and illustrated pamphlets.

Effective multi-media combinations that may be used consist of the following: 1) a field worker, a taped message or radio broadcast and illustrated pamphlets; 2) a radio broadcast, a lecture-discussion with group leaders and mimeographed popsheets made in the pilot sites; 3) a CDO, a discussion group, and pamphlet; and 4) a social forestry worker, a radio broadcast, and comics, or similar mixes.

### **Multi-Media Approaches**

Multi-media approaches in implementing the Field Action may be classified under three categories: 1) extent of participation in inter-personal and multi-media mix; 2) extent of participation of IEC staff; and 3) extent of integrating messages in FP and proper farming practices. The choice of approach depends on the nature of the Field Action, availability of manpower and physical resources of the Social Forestry Program, and the socio-economic, socio-cultural and socio-psychological characteristics of the target forest community. The latter may be gleaned from the profile of the community done in the planning phase.

### **Extent of Participation in interpersonal and Multi-Media Mix**

One approach is to use personal channels, (FP and health workers, Social Forestry workers) who will serve as principal channels and the mass media (print, broadcast) support. In this kind of approach, the FP and health workers, for example, are those attached to DOH and the Project is "riding" on DOH workers to extend cooperation with the DENR IEC group.

The other approach is to give equal importance to both channels such that each one reinforces the other.

### **Extent of Participation of IEC Staff**

Based on the extent to which the IEC Staff implements the Action Phase, the approach may be: a) direct where the staff actively conducts and introduces the multi-mix in the field, or b) indirect, where the staff delegates the task of running the campaign to local leaders in the forest communities and participants by observing the action activities

and c) both direct and indirect. In case of b) the idea is to make the leaders self-reliant so that in the event that the Project stops its operations, the community can take over and do the campaign themselves.

In other words, the participation of the IEC Staff could range from little to maximum. Indirectly, the third approach, the combination of Project and program objectives which include maximizing the effectiveness of the field/extension workers as FP and information communicators.

### **Extent or Integrating Messages**

Full integration of population and environment messages needs to be effected in the action Plan.

### **Distribution or Materials**

Arbitrary distribution of IEC materials and consequent wastage can be minimized by identifying strategic location where materials may be distributed by the IEC staff - in an effective and efficient manner.

Strategic distribution points are the Social Forestry Program Office, the MCH-FP clinic, the health clinic, or the barangay hall.

### **Activities in Campaign**

Sample activities to disseminate the integrated messages aside from the multi-media mixes through captive audiences are as follows:

1. Traditional media: Zarzuela, song and dance contests, puppetry, community theater, balagtas (poetic debates).
2. Sports activities with integrated messages in the form of streamers, t-shirts, etc.
3. Garage sale.
4. Medical and dental check up with give-away medicines from DOH or drug companies.
5. Contests of best farm; best crops; cleanest farm; healthiest baby; model parents, etc.
6. Periodikit, a community paper that can be posted in a strategic place.

## **Timing of One-Week Intensive, Climactic Campaign**

The best time for the intensive, climactic one-week campaign can take place during fiesta time; harvest time; May festival; population week; environment week; or any occasion that can further gather a captive audience where VTR's or movies or streamers can be displayed with the integrated messages.

## **Conducting Assessment Meetings**

In the course of the field implementation, staff meetings should be called on a regular basis to thresh out problems and assess the field activities and feedback from the beneficiaries. Periodic reports prepared by the field coordinator will be useful in assessing the progress of the campaign. Possible changes to be considered would help minimize the flaws in implementation.

## **Giving Acknowledgement**

Due credit should be given to all those whose resources have been utilized for the field implementation. This practice not only creates goodwill among the community workers and other persons representing supportive agencies but also makes the audiences realize the scope and intensity of the national population and environment program.

## **PARTICIPATORY MONITORING**

Based on the extent to which the IEC group monitor the field campaign, the approach may be a combination of both direct and indirect participation. This means that the IEC group actively conducts and introduces the multi-media mix in the field, and at the same time solicits the cooperation of local leaders in the community, the Social Forestry personnel and extension workers of other agencies by observing campaign activities. This maximizes the effectiveness of the IEC group, the local leaders, the Social Forestry personnel, and the extension workers.

## **Person in-charge**

During the implementation of the Action Phase, the Provincial Environment Natural Resources Information Officer shall take charge of the monitoring scheme in cooperation with those mentioned above.

The PENRO coordinators shall submit monthly monitoring report the central office duly endorsed by their Regional Executive Directors.

### **Monitoring System**

In the conduct of field activities, the monitoring team may answer those questions regarding the monitoring system that is followed.

How were the field activities conducted? Who were contacted? How was the attendance per activity? Was it difficult to invite people to attend the activities? What was the level of audience enthusiasm and cooperation based on observed reactions? What kind of help were solicited? What help was give?

### **Action on Campaign Strategies**

Describe the different approaches utilized including a discussion of why certain multi-media mixes were chosen and tried.

### **Distribution of Support Materials**

Focus on how support materials are distributed and used.

### **Comments on other Organizations**

What other organizations and/or agencies were involved and what were the nature of their participation?