



Republic of the Philippines  
Department of Environment and Natural Resources  
**Provincial Environment and Natural Resources Office**  
**MIMAROPA Region**  
Bgy. Sta. Monica, Puerto Princesa City, Palawan  
E-mail: [penropalawan@denr.gov.ph](mailto:penropalawan@denr.gov.ph)  
Telfax No. (048) 433-5638 / (048) 433-5638

RECD

November 21, 2023

**MEMORANDUM**

**FOR** : The Regional Executive Director  
DENR MIMAROPA  
1515 DENR By the Bay Bldg., Roxas Boulevard,  
Barangay 668, Ermita, Manila

**THRU** : The OIC, ARD for Technical Services

**FROM** : The Provincial Environment and  
Natural Resources Officer

**SUBJECT** : **ACCOMPLISHTMENT REPORT ON ACTIVITY PER WFP  
El Nido Managed Resource Protected Area (ENMRPA)**

Respectfully forwarded is the Memorandum dated October 27, 2023, from CENRO Conrado M. Corpuz of Taytay, Palawan along with the copy of Ten (10) Year Communication Plan of ENMRPA which was formulated based on the action planning workshop conducted on September 21, 2023 held at La Casa Teresa, El Nido, Palawan. The workshop was attended by ENMRPA PAMO Staff and representative from partners in conservation such as El Nido Chamber of Commerce Inc (ENCCI), ENPOOA, Western Philippines University (WPU), LGU of El Nido, PPKP, LGU-MDRRMO, LGU Tourism, Palawan Council for Sustainable Development Staff (PCSDS), and ENTGA.

In addition, this serve as Means of Verification (MoVs) on the target activity on the PA Habitat Protection, item B. Communication, Education and Public Awareness (CEPA) – Communication Plan prepared under 001 Protected Area Management and Development Sub-Program of El Nido Managed Resource Protected Area (ENMRPA), El Nido, Palawan.

For information and record.

“for the PENRO”

  
RONIE B. GANDEZA  
DMO V/CHIEF, TSD *IN*  
In-Charge, Office of the PENRO



DENR-PALAWAN  
PENRO-RECORDS  
**RELEASED**  
By *[Signature]*  
Date: 23 NOV 2023 2023-3300

**COMMUNITY ENVIRONMENT AND NATURAL RESOURCES OFFICE**

by the National Highway, Poblacion, Taytay, Palawan 5312

Contact No.: 09265059335 (Globe) / 09121713889 (Smart)

Email address: [cenrotaytay@denr.gov.ph](mailto:cenrotaytay@denr.gov.ph)**DENR PENRO  
PALAWAN RECORDS  
RECEIVED**

October 27, 2023

**MEMORANDUM****BY: \_\_\_\_\_  
DATE: 11/20/2023 CN 23-1118**

FOR : The Provincial Environment and Natural Resources Officer- Palawan  
FROM : The Community Environment and Natural Resources Officer  
SUBJECT : **ACCOMPLISHMENT REPORT ON ACTIVITY PER WFP  
El Nido Managed Resource Protected Area (ENMRPA)**

<b>Activity:</b> Communication, Education and Public Awareness (CEPA)				
<b>Performance Indicator:</b> No. of Communication Plan prepared to be submitted on 3 <sup>rd</sup> quarter				
<b>Current submission:</b> Memo report of Park Operations Superintendent Mildred A. Suza dated October 24, 2023 (CN 6600 in the eDATS) submitting the Ten (10) year Communication Plan for Protected Area Management Office of El Nido Managed Resource Protected Area (ENMRPA).				
<b>Attachment:</b> 1. Memo report of FT II Lucila G. Candeleja dated October 20, 2023 2. Ten (10) year Com Plan				
<b>Gender &amp; Development (GaD) data</b>	Male = 22	Female = 10	LGBTQ+ = 0	Prefer not to say = 0
The data hereon refers to the participants and staff during the action planning workshop				
<b>Age Grouping</b>	60 and above	18-59	17 and below	
	6	26	0	32
<b>Environmental Management System (EMS Compliance)</b>	<ul style="list-style-type: none"><li>✓ Compliant to 5S organization techniques (<b>SORT</b> – keep only necessary items, <b>SET IN ORDER</b> – arrange items to promote efficient workflow, <b>SHINE</b> – clean the work area so it is neat and tidy, <b>STANDARDIZE</b> – set standards for a consistently organized workplace and <b>SUSTAIN</b> – maintain and review standard)</li><li>✓ No single use plastic</li><li>✓ PENRO Memo No. 2023-001 dated February 21, 2023</li></ul>			

This is our **Means of Verification (MoV)** on the activity. Please confirm your receipt hereof. Thank you.

**DENR CENRO  
TAYTAY, PALAWAN  
RELEASED****BY: \_\_\_\_\_  
DATE: 10-29-2023 / : 4017****CONRADO M. CORPUZ**



Republic of the Philippines  
Department of Environment and Natural Resources  
**MIMAROPA Region**  
Community Environment and Natural Resources Office  
EL NIDO MANAGED RESOURCE PROTECTED AREA  
Calle Real, Barangay Masagana, El Nido, Palawan 5313  
Contact No. Landline (048-716-0674)  
Email: entmrpa@gmail.com

OCT 24 2023

MEMORANDUM  
FOR : The Community Environment and  
Natural Resources Officer  
The Protected Area Superintendent  
El Nido Managed Resource Protected Area  
SUBMISSION OF TEN (10)-YEAR COMMUNICATION PLAN OF  
EL NIDO MANAGED RESOURCE PROTECTED AREA  
(ENMRPA) PROTECTED AREA MANAGEMENT OFFICE

FROM

SUBJECT

This pertains to the  
Communication, Education and  
under 001 Protected Area  
Resource Protected Area

Respectfully submitted,  
which was formulated based  
La Casa Teresa, Sitio Lugadia

For information, review a.

Submitted herewith is the 10-year Communication Plan in line with target activity on PA –  
Habitat Protection, Item B. Communication, Education and Public Awareness (CEPA) –  
Communication Plan prepared under 001 Protected Area Management and Development Sub-  
Program of El Nido Managed Resource Protected Area (ENMRPA), El Nido, Palawan.  
Please be informed that this plan was formulated during the action planning workshop held  
on September 21, 2023 at La Casa Teresa, El Nido, Palawan. The activity was attended by  
ENMRPA PAMO staff and representatives from partners in conservation such as El Nido  
Chamber of Commerce Inc (ENCCI), ENPOOA, Western Philippines University (WPU), Local  
Government of El Nido, PPKP, LGU-MDRRMO, LGU Tourism, Palawan Council for  
Sustainable Development Staff (PCSDS), and ENTGA.  
This serves as Means of Verification (MOV).  
For information and record.

MILDRED A. SUZA

DENR - PAO  
ENTMRPA  
El Nido, Palawan  
RELEASED  
By: \_\_\_\_\_  
Date: 10-24-2023  
C.N.: 0101



Republic of the Philippines  
Department of Environment and Natural Resources  
**MIMAROPA Region**  
Community Environment and Natural Resources Office  
**EL NIDO MANAGED RESOURCE PROTECTED AREA**  
Calle Real, Barangay Masagana, El Nido, Palawan 5313  
Contact No. Landline (048-716-0674)  
Email: [entmrpa@gmail.com](mailto:entmrpa@gmail.com)

OCT 24 2023

**MEMORANDUM**

**FOR** : The Community Environment and  
Natural Resources Officer  
Taytay, Palawan

**FROM** : The Protected Area Superintendent  
El Nido Managed Resource Protected Area

**SUBJECT** : **SUBMISSION OF TEN (10)-YEAR COMMUNICATION PLAN OF  
EL NIDO MANAGED RESOURCE PROTECTED AREA  
(ENMRPA) PROTECTED AREA MANAGEMENT OFFICE**

Submitted herewith is the 10-year Communication Plan in line with target activity on PA Habitat Protection, Item B. Communication, Education and Public Awareness (CEPA) – Communication Plan prepared under 001 Protected Area Management and Development Sub-Program of El Nido Managed Resource Protected Area (ENMRPA), El Nido, Palawan.

Please be informed that this plan was formulated during the action planning workshop held on September 21, 2023 at La Casa Teresa, El Nido, Palawan. The activity was attended by ENMRPA PAMO staff and representatives from partners in conservation such as El Nido Chamber of Commerce Inc (ENCCI), ENPOOA, Western Philippines University (WPU), Local Government of El Nido, PPKP, LGU-MDRRMO, LGU Tourism, Palawan Council for Sustainable Development Staff (PCSDS), and ENTGA.

This serves as **Means of Verification (MOV)**.

For information and record.

DENR - PAO  
ENTMRPA,  
El Nido, Palawan  
**RELEASED**  
By: \_\_\_\_\_  
Date: 10-24-2023  
C.N.: 0101

  
**MILDRED A. SUZA**



Republic of the Philippines  
Department of Environment and Natural Resources

MIMAROPA Region

**COMMUNITY ENVIRONMENT AND NATURAL RESOURCES OFFICE**

by the National Highway, Poblacion, Taytay, Palawan, 5312

Mobile: 0926-505-9335 TM 0912-171-3889 TNT

Email: [cenrotaytay@denr.gov.ph](mailto:cenrotaytay@denr.gov.ph)

October 20, 2023

**MEMORANDUM**

**FOR** : The Protected Area Superintendent  
El Nido Managed Resource Protected Area (ENMRPA)  
El Nido, Palawan

**FROM** : Forest Technician II/ Coastal and Marine Management Unit

**SUBJECT** : **DRAFT TEN (10) YEAR COMMUNICATION PLAN OF EL NIDO MANAGED RESOURCE PROTECTED AREA (ENMRPA), EL NIDO, PALAWAN**



**RECEIVED**

By: S. Bongoy

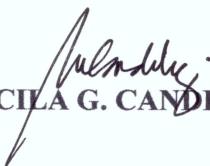
Date: 10-24-23

C.N.: 2023-2124

This pertains to the target activity on the PA Habitat Protection, item B. Communication, Education and Public Awareness (CEPA) – Communication Plan prepared under 001 Protected Area Management and Development Sub-Program of El Nido Managed Resource Protected Area (ENMRPA), El Nido, Palawan.

Respectfully submitted is the draft ten (10) year communication plan of ENMRPA which was formulated based on the action planning workshop held on September 21, 2023 at La Casa Teresa, Sitio Lugadia, Bgy. Corong-corong, El Nido, Palawan.

For information, review and consideration.

  
**LUCILA G. CANDELEJA**

# ***“El Nido is a Protected Area”:*** **A COMMUNICATION PLAN FOR EL NIDO MANAGED RESOURCE PROTECTED AREA, EL NIDO, PALAWAN**



Community Environment and Natural Resources Office – Taytay and El Nido  
El Nido Managed Resource Protected Area, El Nido, Palawan

## TABLE OF CONTENTS

<b>CHAPTER 1. ANALYSIS .....</b>	4
Introduction .....	4
Problem Analysis .....	6
Audience Analysis.....	9
Key Audiences.....	9
Socio-Demographic Data.....	10
Knowledge, Attitude and Practices of Respondents.....	12
Program Analysis .....	20
Related Policies.....	20
SWOT Analysis .....	22
Strengths .....	22
Weaknesses.....	22
Opportunities .....	22
Threats .....	23
Situation Analysis.....	24
Organizations .....	24
Communication Resources and Channels .....	24
<b>CHAPTER 2. STRATEGIC DESIGN .....</b>	25
Objectives .....	25
Beneficiary-Oriented Objectives.....	25
Implementer-Oriented Objectives .....	25
Audience Segmentation .....	26
Primary Audience .....	26
Secondary Audience.....	26
Communication Strategy .....	27
Concept Positioning.....	33
<b>CHAPTER 3. DEVELOPMENT AND TESTING .....</b>	34
Campaign Branding .....	34
Campaign Title .....	34
Campaign Logo .....	34
Campaign Messages and Materials .....	35
Summary of Campaign Materials and Messages.....	35
Communication Resources .....	39
Communication Media Preference.....	39
Communication Media and Channels .....	39
Pretest .....	40
Pretest of Campaign Branding .....	40

Pretest of Campaign Materials.....	40
<b>CHAPTER 4. IMPLEMENTATION, MONITORING, AND EVALUATION .....</b>	<b>41</b>
Campaign Activities.....	41
Gantt Chart .....	48
<b>CHAPTER 5. BUDGET PROPOSAL.....</b>	<b>51</b>
<b>CHAPTER 6. MONITORING AND EVALUATION PLAN .....</b>	<b>53</b>
<b>CHAPTER 7. PLANNING FOR CONTINUITY .....</b>	<b>57</b>
Coastal and Marine Ecosystem Management.....	57
Partnerships .....	57
Policy.....	57
<b>CHAPTER 8. REFERENCES .....</b>	<b>58</b>

## CHAPTER 1. ANALYSIS

### Introduction

For most of the locally managed marine protected areas, communication, education and awareness programs are all too often an afterthought in conservation planning. The essence is usually just the simple act of people exchanging information on biodiversity, and on the consequences of human behavior on that biodiversity, within and around a protected area. The efforts are scant for communities to be inspired in changing their harmful behaviors to conservation. In many cases, the common weaknesses of the program (Ervin *et al.*, 2010) include: 1) it targeted the wrong audience; 2) messages are too broad to act upon and lacks a specific call to action; 3) incorporate an understanding that do not include the societal values, norms, customs and behaviors; 4) provides an understanding of the key threats that are not clear for audience to understand; 5) key drivers that are causing the threats are inadequately elucidated; 6) it appeals more on rational but not to the emotional side of the recipient; 7) incentives are often not provided that will likely help remove barriers to motivate behavior change; and 8) efforts to sustain change over time are lacking. These circumstances are evident by the low participation of community in the various programs and projects being implemented in the municipality.

Community engagement is identified to be one of the socio-ecological issues in El Nido Managed Resource Protected Area (ENMRPA). Although locals are aware of El Nido as a protected area, the mind of many stakeholders is still set mostly on profit with limited regard for conservation. While efforts to conserve the protected area's resources are in placed, threats to sustainability have been increasing over the years as urbanization and development become more intense, level of visitation have increased, and more people immigrate and attempt to get a share of the economic opportunities within the PA. Proper management and safeguard are necessary so as to prevent this rare, beautiful place from becoming a lost ecological frontier and seize from being a leading tourism destination in the Philippines (ENMRPA Management Plan 2020-2029).

Having continuously faced with many challenges and key issues in terms of management, conservation, and protection, management actions and decisions were identified to address current issues and concerns in terms of its day-to-day operations as well as its long-term plan, to further strengthen and sustain the management of ENMRPA. However, the situation where no strategic communication plan was developed so far, and no monitoring implemented only added to the manner of stakeholder's behaviour that ethic of care for the sea is not developed.

There are sets of activities like workshops, lectures and campaigns that have been initiated by different institutions and the involvement of different stakeholders in the planning process is encouraged. However, the impact of those activities was limited to the people who repeatedly met the materials or participated in workshops. As no clear communication goals were set, it is hard to evaluate the progress up to this point, the development of a strategic communication plan is recognized as an asset to address the issue within the protected area. In this context, communication strategy and understanding communication process will be

considered to aid managers in mobilizing stakeholders, planning, establishing, implementing, and sustaining the protected area.

Analysis or inquiry is the first step in planning a communication campaign. All necessary details identified through analysis can guide the implementers involved through the different stages of developing a communication plan. Analysis can help the researchers and communication planners to have a better grasp of the problem (Health Communication Capacity Collaborative, 2013). Parker (1997) defines a problem as the unwanted difference between the current situation and the desired situation. In some cases, however, it is also possible to deal with complex problems. The key to addressing such problems with communication campaigns is to break them down into sub-problems.

This analysis focuses on the creation of a communication campaign for the ENMRPA, El Nido, Palawan, which aims to address the problem on the occupation of easement zones, tourist-related issues, illegal fishing activities, waste management, among others. The different methods that were used in the analysis were Key Informant Interview (KII) and facilitated survey questionnaire. In pursuant to DENR Administrative Order No. 2016-26 otherwise known as the Guidelines for the Implementation of the Coastal and Marine Ecosystems Management Program (CMEMP), the Protected Area Management Office (PAMO) of ENMRPA also conducted a two-day workshop on Social Marketing: Communication Plan and Engagement Plan at La Casa Teresa, Sitio Lugadia, Bgy. Corong-corong, El Nido, Palawan.

Social marketing is an important component for the long-term success and growth through effective communication and engagement with the different stakeholders / key audiences (such as the Barangay Officials, Fishers, Business Sectors, Local Organizations, Youth, Teachers, etc.) toward a sustainable living. Through Knowledge, Attitudes and Practices (KAP) survey, the perception of the different stakeholders on biodiversity, marine pollution and climate change were determined to identify the appropriate communication channels to address target behaviors per key audiences. Also, the CMEMP Communication and Engagement Plan will serve as strategy in building a better coastal community and improve the understanding of the implementers of the following:

- 1) Key target audiences and target behaviors.
- 2) Branding
- 3) Audience segmented strategies
- 4) Monitoring and Evaluation

The KAP Survey in ENMRPA, El Nido Palawan was conducted from March 2023 to October 2023 using the survey questionnaire prescribe in TB 2017-10 to determine the following:

- 1) Current knowledge of the stakeholders in terms of biodiversity, marine pollution and climate change;
- 2) Different attitude of the stakeholders that needed to be improved;
- 3) Different practices of the stakeholders that needed to be changed; and
- 4) Most commonly used communication channels in the community.

## Problem Analysis

Most of the barangays in El Nido have felt the impacts of resource degradation brought about by abusive and destructive human activities through the years<sup>1</sup>. This is felt by people who have shown some low satisfaction with the services provided in the municipality such as willingness to help protect the environment. Because of these circumstances, the Protected Area Management Office (PAMO) of ENMRPA with the assistance of the Local Government Unit, private sectors, El Nido-based NGOs and other stakeholders are pursuing various conservation activities such as organizing the volunteer officer, paralegal training, patrol planning, installation of billboards and signages, environmental caravan, mangrove planting, purchase of patrol boats and other enforcement equipment, and provision of livelihood trainings (ENMRPA PAMP 2020-2029). The Local Government Unit even had the initiative to establish Community- Managed Marine/Mangrove Area (CMMA), term use for marine protected area in the entire Municipality of El Nido. With its establishment, management actions and decisions were identified to address current issues and concerns to further strengthen and sustain the management of marine resources. However, due to meager fund allotted for each CMMA in El Nido, only few of these activities had materialized since the financial core support from Environmental Tourism Development Fund (ETDF), being apportioned to all Barangays within the protected area is inadequate to support these expenses. The revenue generated from the collection of the environmental user fees is divided among the municipal government, the barangay government and the people's organization. Thus, funds allocated for the Information, Education and Communication (IEC) program are insufficient to sustain the awareness program for El Nido's CMMA.

Some of the communication programs present in El Nido are lectures, school and barangay caravans, mangrove/tree planting, coastal clean-up, and environmental related seminars. These are mostly conducted by PAMO, LGUs and NGOs who share a common understanding on managing the area. Currently, the DENR role is to assist in strengthening the awareness campaign but most of the department's target activities are focusing on areas within the National Integrated Protected Area System (NIPAS).

The most observable problem of stakeholders identified in terms of behavior in ENMRPA was the change in behavior and attitude towards the rules and regulations of the protected area. This transpired during the action-planning workshop for the formulation of Communication Plan of ENMRPA held on September 21, 2023. Most locals are driven by profit and business orientation while few are following rules and guidelines imposed. They also identified the attitudes and practices of the residents as the biggest hurdles in the implementation of laws and policies for protected area governance. Furthermore, even with the imminent problems faced by the different communities, most residents still do not recognize the problems.

The communication campaign would primarily address the attitude and practices problems of the people of El Nido. The aim of the campaign is to tap barangay officials to strictly enforce all ordinances and develop a sense of collaboration among other barangay to fulfill their mandate and address possible lack of resources. To do this, re-orientation and re-

---

<sup>1</sup> Taytay-El Nido Integrated Coastal Management Plan. 2016

planning of their strategy should be done with the barangay officials. Based on the survey and analysis of the current situation, the Barangay officials have the initial knowledge and skills to achieve the goal but they lack reinforcement in translating knowledge to action and become part of who they are as officials. The same dilemma was observed with the residents. They know the importance of protecting the environment but are not convinced enough to enforce it religiously. Aside from monitoring all activities of the community members, the barangay officials will also be tasked to educate the residents and convince them to observe and impose the law.

A survey was conducted to determine the current situation of the program to the stakeholders in terms of their knowledge, attitude, and practices (KAP) towards the coastal marine management implemented in ENMPRA (Table 1). A set of KAP objectives and questionnaires were deployed. Below is the summary of identified key issues from the respondents surfaced from the survey which also shows the set KAP objectives and the key development issues that are opportunities for a communication campaign. The source and breakdown of data will be discussed in the Audience Analysis Section.

Table 1. Summary of the Identified Project Goals, Key Development Issues, and Communication Entry Points for KAP respondents (BLGU, Fisherfolk, Youth, Local Organization, Business Owners, and Teachers)

PROJECT GOAL (IDEAL SITUATION)	KEY DEVELOPMENT ISSUE (EXISTING SITUATION)	COMMUNICATION ENTRY POINT (ISSUE/ GAP)
<b>KNOWLEDGE</b>		
• All respondents are <i>highly</i> knowledgeable about what coastal and marine management is.	• Only half of the respondents were able to define coastal habitats as the corals, seagrasses, and mangroves.	• The gap in terms of knowledge on the concept of coastal and marine management is seen as an opportunity for communicators and policymakers to educate them about the concept of coastal and marine management.
• All respondents are <i>highly</i> knowledgeable about the implementing rules and regulations of CMEMP.	• Few of the respondents are knowledgeable on what CMEMP is (programs objectives, scope and coverage, implementing agencies and partners)	• The gap in terms of knowledge on CMEMP is seen as an opportunity for policy makers to educate them about CMEMP such as its basic policies, institutional mechanism, incentives, program objectives and scope and coverage.
<b>ATTITUDES</b>		
• Respondents acknowledge the importance of maintaining the coastal and marine resources	• Almost half of the respondents give precedence to concerns on coastal and marine management and protection.	• The gap in terms of the lack of precedence towards the concerns in coastal and marine management and protection among the respondents is seen as an opportunity to reinforce the

protected in their respective barangays.		importance of coastal and marine resources in a community.
	<ul style="list-style-type: none"> <li>Majority of the respondents strongly agree that there is a need to strictly implement CMEMP.</li> </ul>	<ul style="list-style-type: none"> <li>The positive attitudes of the respondents towards the strict implementation of the CMEMP are seen as an opportunity for the policymakers to motivate and mobilize them to operate on the campaign.</li> </ul>
<b>PRACTICES</b>		
<ul style="list-style-type: none"> <li>Respondents faithfully implement the CMEMP in their respective barangays.</li> </ul>	<ul style="list-style-type: none"> <li>Few of the respondents have yet advocated and participated in activities involving conservation and protection of biodiversity.</li> </ul>	<ul style="list-style-type: none"> <li>The gap in terms of the practices of respondents to advocate and participate in activities involving conservation and protection of biodiversity should be seen as an opportunity to educate and motivate them in the proper and strict implementation of CMEMP in their respective barangay.</li> </ul>
	<ul style="list-style-type: none"> <li>About half of the respondents conduct reporting to concerned agencies regarding coastal and marine violations in their respective barangays.</li> </ul>	<ul style="list-style-type: none"> <li>The gap in terms of the reporting to concerned agencies regarding coastal and marine violations in the barangays is seen as an opportunity for the policymakers to educate and motivate the respondents on the importance of reporting illegal activities in implementing the program.</li> </ul>

## Audience Analysis

### Key Audiences

The target audiences were identified to determine the type(s) of behavior needed to be changed and the corresponding key messages, as presented in Table 2.

Table 2. Target audiences and the corresponding key messages.

	<b>Fishers</b>	<b>Bgy. Officials</b>	<b>Business Operators</b>	<b>General Public</b>
Who are they?	These are members of the community that directly rely their source of livelihood to the coastal and marine resources ENMRPA.	These are members of the community that are capable of enforcing laws and policies on coastal resource management.	These are members of the community that produce goods and services out of the available resources in ENMRPA.	They are composed of the National Government, Non-Government Offices (NGOs), Civil Society Organizations (CSOs), academe and media, tourists, and other relevant community members affecting ENMRPA.
What is our communication and engagement objectives?	To encourage and capacitate individual fishers to adopt a sustainable fishing method. To prevent the “tragedy of the common.”	To encourage and capacitate Bgy. LGU to pass, implement, enforce and adopt policies towards sustainable coastal and marine practices	To encourage and capacitate business owners to align their strategy toward a sustainable business.	To encourage and capacitate the public to take responsibility and adopt sustainable coastal and marine practices.
What is their reason to believe?	Giving the coastal and marine ecosystems time replenish the natural resources to attain a sustainable livelihood and food source.	Sustainable coastal and marine resources can be achieved through collaborative effort from the barangay level	A sustainable business practices translates into not only ecological but economic benefits.	An individual practicing conservation activity that can go a long way towards a sustainable living and resources.

## Socio-Demographic Data

For the purposes of designing the strategic Communication Plan, the socio-demographic characteristic of the respondents was determined. Variables were the age, civil status, education, and gender (Table 3).

**Age.** Most (58%) of the respondents interviewed were at the age group of 20-39 years old (31.97%) and 40-54 above (24.19%) (Table 3). This means that the design of the communication plan should cope with the interest of those mid-to-late adulthood audiences because they comprised most stakeholders whose job categories fall under the marine-related activities such as fishing, tour guiding and fish vending, among others. The plan should adopt the adult principal learning.

**Gender.** On the target audiences, female (55.68%) outnumbered the male (44%) with a thin percentage (Table 3). In a larger perspective, male (51.95%) ratio is larger than female (48.0%) in El Nido (NSO, 2020). Even with the disproportionate distribution, such composition will hopefully capture the gender communication needs of the stakeholders. Moreover, the design of the plan should concentrate on both sexes.

Table 3. Socio-demographic characteristics of 21 Barangays surveyed

CHARACTERISTIC		FREQUENCY (N=2534)	PERCENTAGE (%)
1. Age Group			
15-19		581	22.93
20-39		810	31.97
40-54		613	24.19
55-79		530	20.92
	Total	2534	100.00
2. Sex			
Male		1115	44.00
Female		1411	55.68
LGBT		8	0.32
Prefer Not to Say		0	0.00
	Total	2534	100
3. Civil Status			
Single		975	38.48
Married		1416	55.88
Widowed		96	3.79
Separated		19	0.75
Others		28	1.10
	Total	2534	100

4. Highest Educational Attainment				
No formal Schooling		46	1.82	
Elementary Level		415	16.38	
Elementary Graduate		345	13.61	
Hightschool Level		797	31.45	
Hightschool Graduate		480	18.94	
College Level		251	9.91	
College Graduate (4-year course)		142	5.60	
Vocational Courses		45	1.78	
Post Graduate		13	0.51	
No answer		0	0.00	
	Total	2534	100	

**Civil Status.** Among the respondents, 55.88% are married and 34.48% are single, which compose the large percentage of the respondents (Table 3). The huge ratio of married respondents implies the high dependency towards resources because of the need to sustain and support their families. This implies that the communication plan should address majority of the married stakeholders since they would affect the practices towards marine resource management, and they comprise most of the stakeholders who have direct stake in the protected area.

**Educational Attainment.** Majority of the respondents attained the highest educational attainment at hightschool level (31.45%) and hightschool graduate (18.94%), while there are some college undergraduates (9.91%) and college graduate (5.60%) (Table 3). However, NSO (2010) data cited that majority of age group belonging to 17 to 35 years old and over for both El Nido have at least reached primary level of education (58%). This gives an impression of respondents' income or its socio-economic status and this suggests that the communication plan should embrace the primary to secondary level of teaching.

## Knowledge, Attitude and Practices of Respondents

### Knowledge

The survey questionnaire distributed also inquired about the level of understanding that each sector has on CMEMP program. It included a multiple choice question with multiple correct answers. The questions cover the topics on coastal habitat, biodiversity, different ecosystems, climate change, and waste management in the protected area.

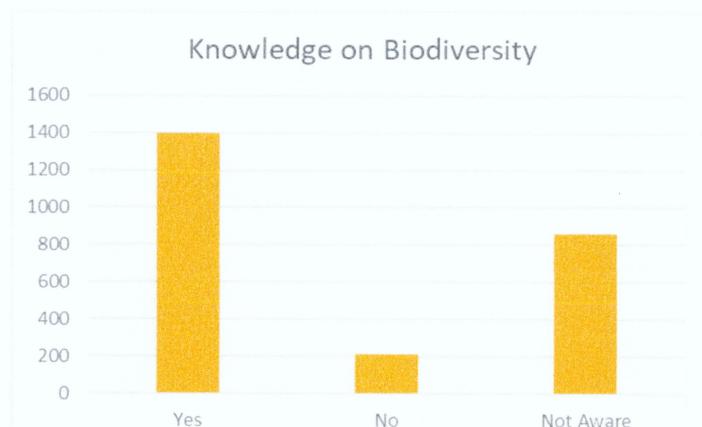


Figure 1. Knowledge of respondents on Biodiversity

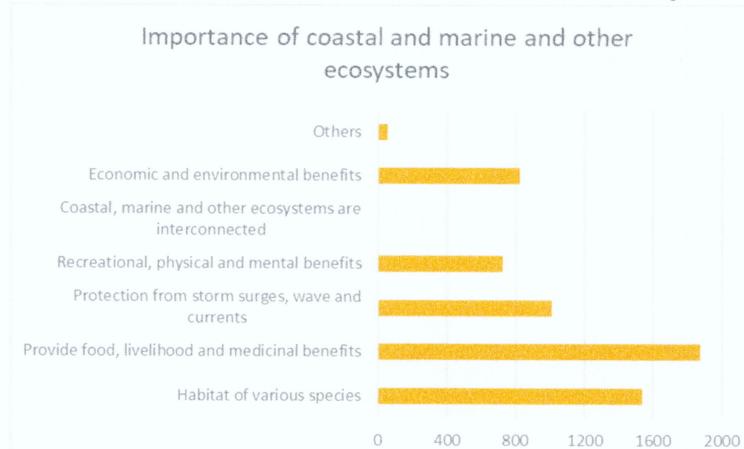


Figure 2. Knowledge of respondents on the importance of marine and other ecosystems

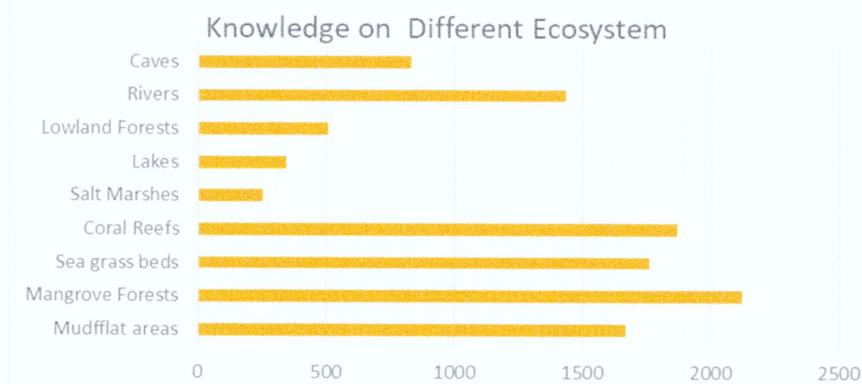
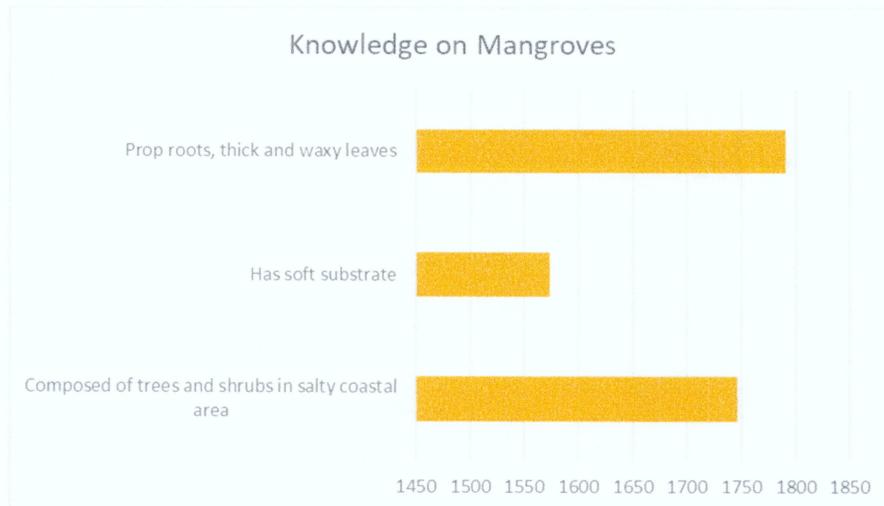
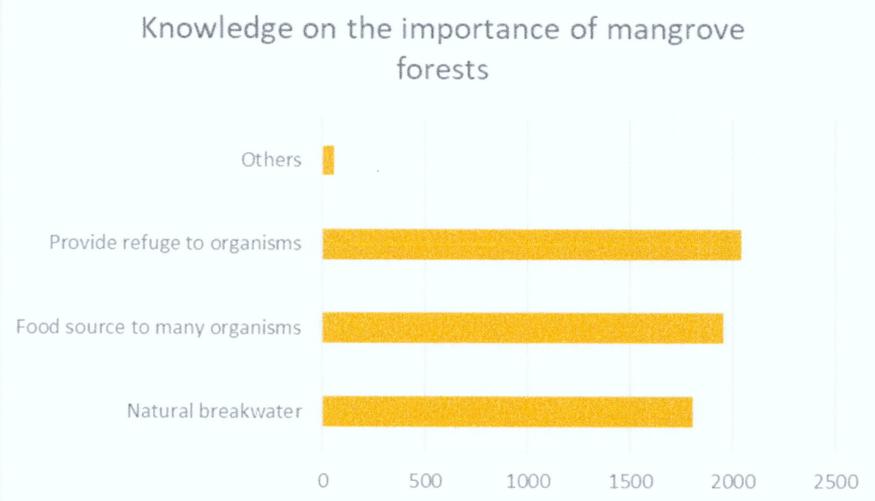


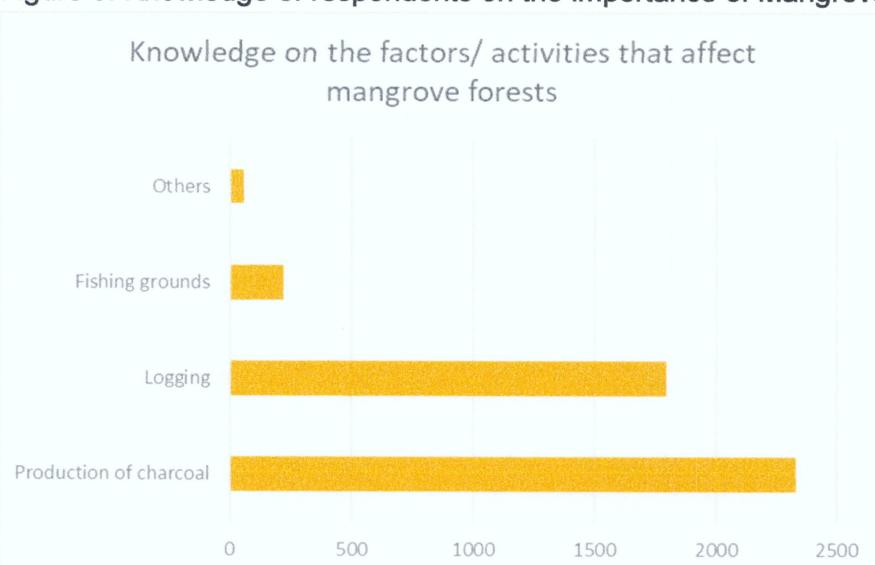
Figure 3. Knowledge of respondents on the different Ecosystems



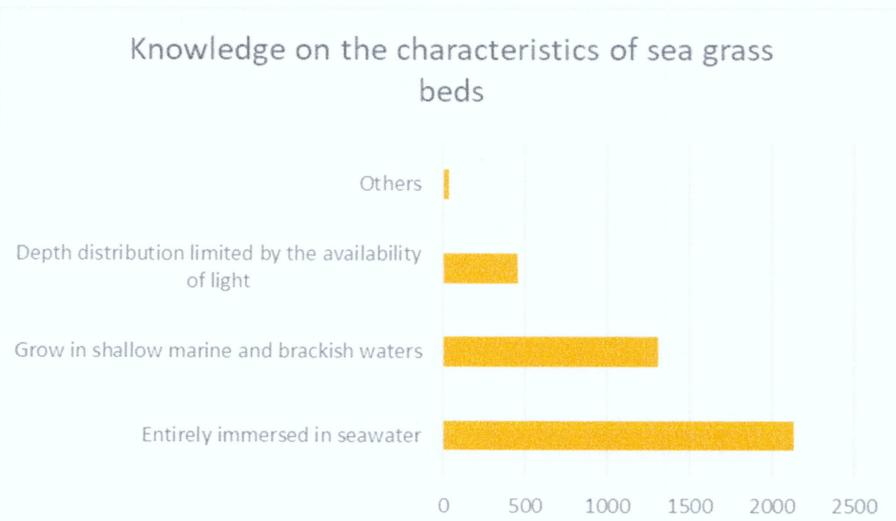
**Figure 4. Knowledge of respondents on Mangroves**



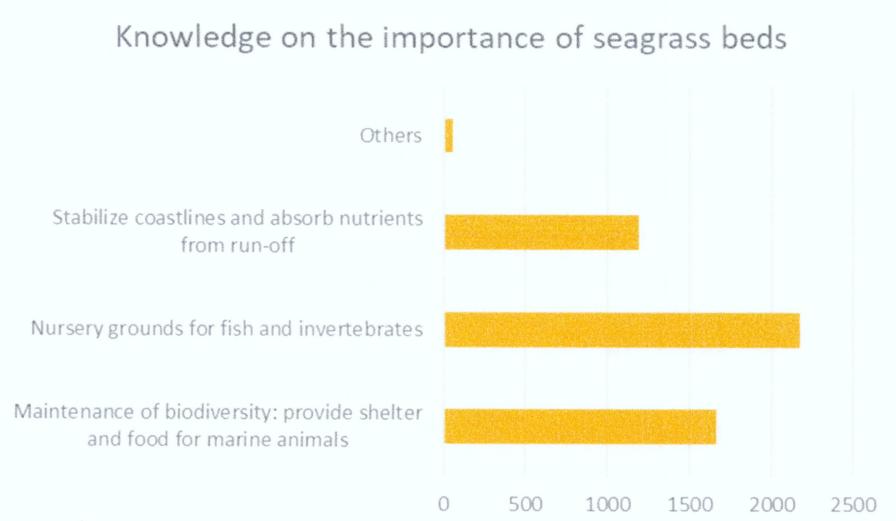
**Figure 5. Knowledge of respondents on the importance of Mangroves**



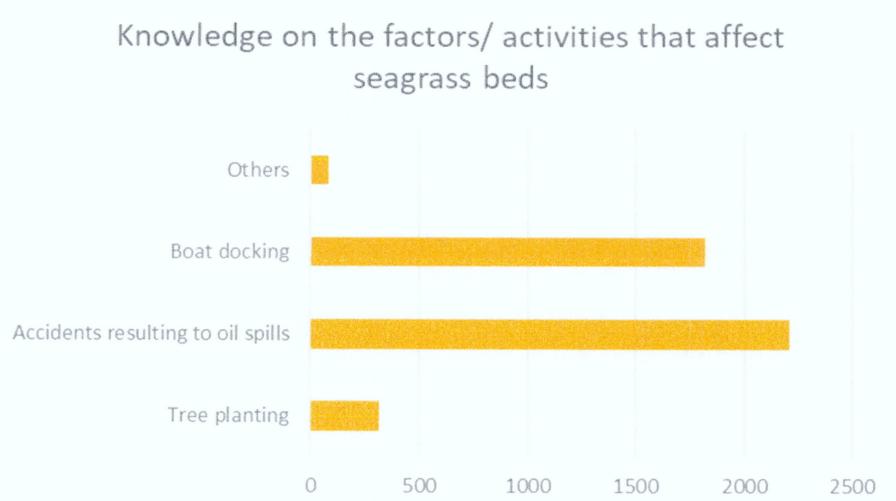
**Figure 6. Knowledge of respondents on the factors affecting Mangroves**



**Figure 7. Knowledge of respondents on Seagrass**



**Figure 8. Knowledge of respondents on the importance of Seagrass**



**Figure 9. Knowledge of respondents on the factors affecting Seagrass**

### Knowledge on the characteristics of coral reefs

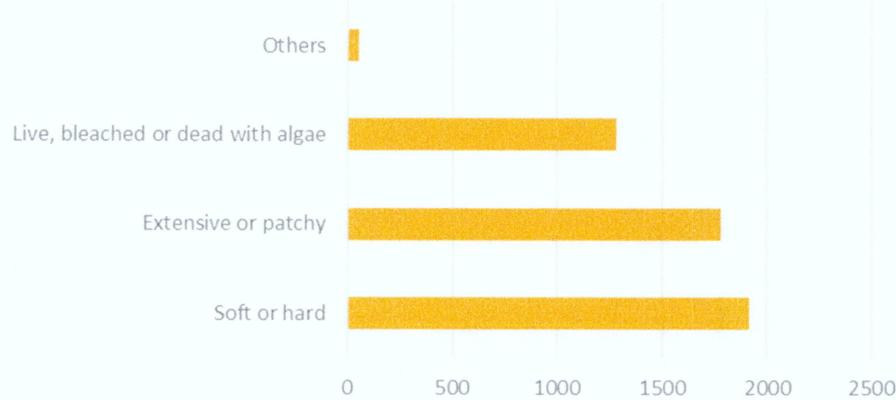


Figure 10. Knowledge of respondents on Corals

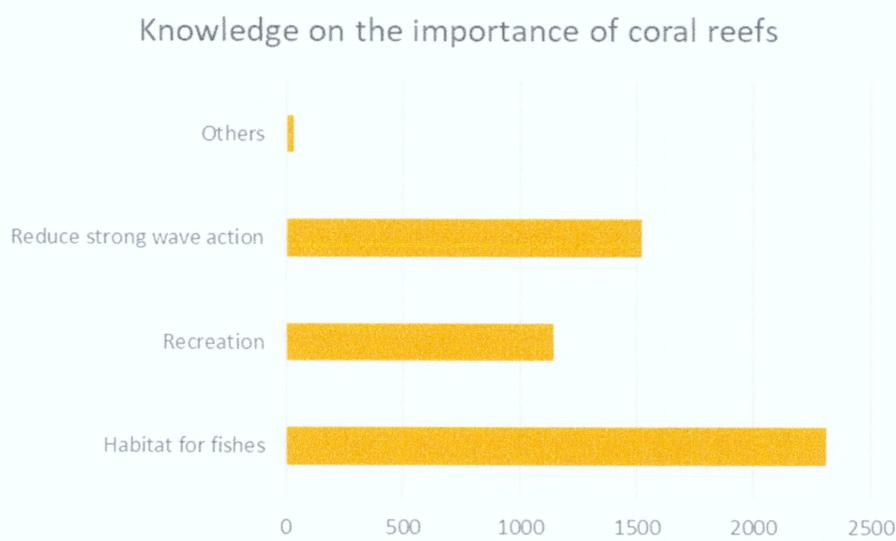


Figure 11. Knowledge of respondents on the importance of Corals

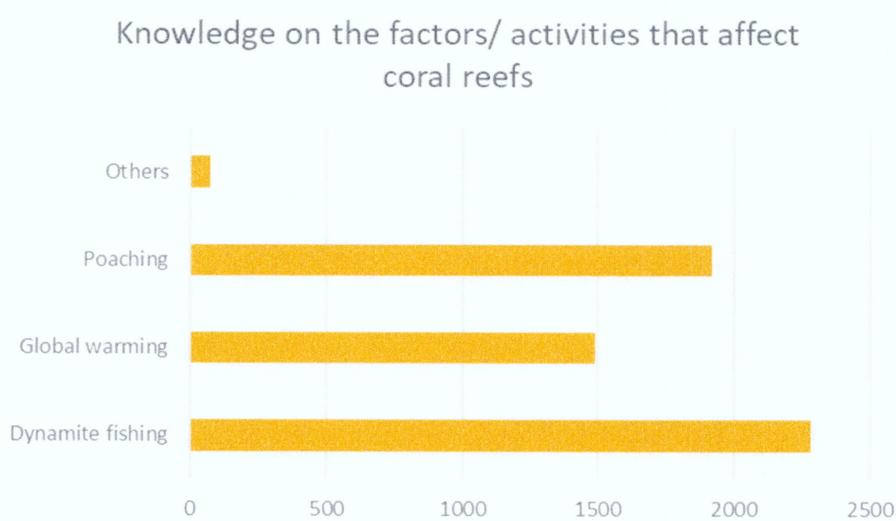
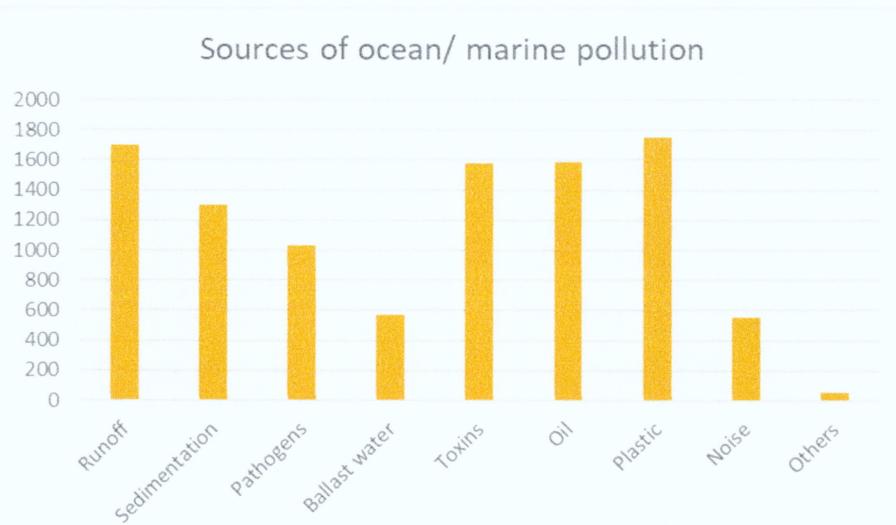
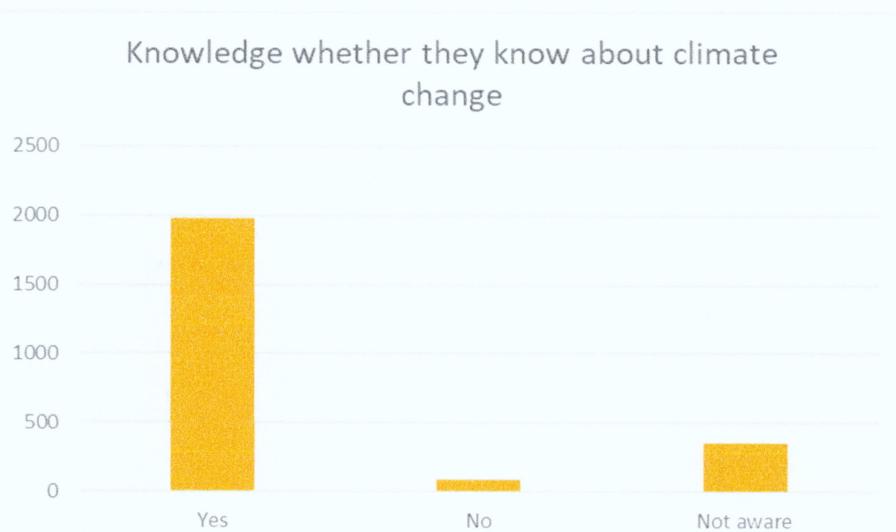


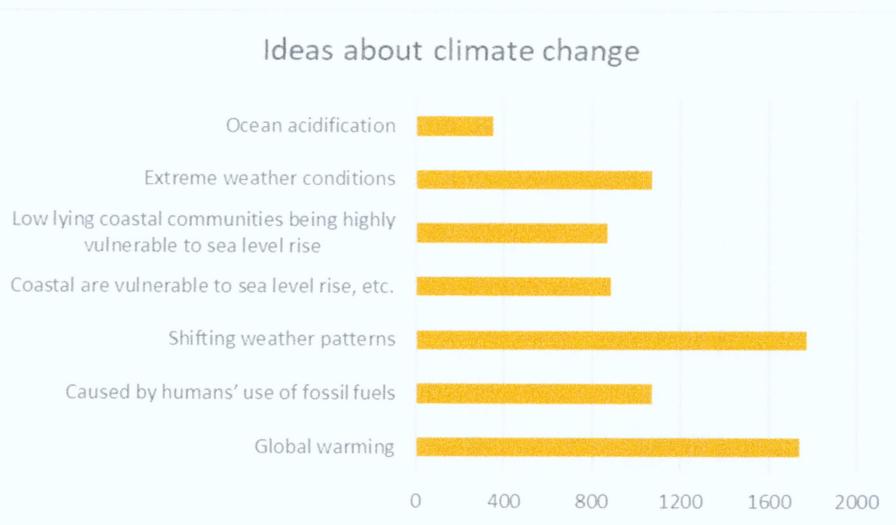
Figure 12. Knowledge of respondents on the factors affecting Corals



**Figure 13. Knowledge of respondents on the Sources of Ocean Pollution**



**Figure 14. Knowledge of respondents whether they know about climate change**



**Figure 15. Knowledge of respondents about climate change**

## **Attitude**

More than half (60%) of those surveyed said that there is a need to protect the various ecosystems because it affects their source of livelihood and 60% said that they are willing to help and protect the various ecosystems by promoting sustainable use of biodiversity resources. Same percentage believes that it is every Filipino citizen's obligation and responsibility to protect the country's biodiversity and the need to find ways to start in respective areas/communities. Additionally, 54% decided to be more conscious of their actions so that they could contribute to increase resilience against the adverse impacts of climate change, and 51% said that they will support and participate in local and national government efforts/programs in protecting biodiversity.

On the other hand, 23% disagreed that they depend on people who are more knowledgeable in protecting biodiversity because they know better and 31% also disagreed that they blame other people for floods and other calamities that are happening because of their irresponsible actions. Moreover, around 31% said that they do not want to contribute to the country's biodiversity conservation activities because it is not their primary concern. Table 4 shows the breakdown of the attitude of the percentage of attitude of the respondents per given scenario. Reinforcement on increasing the positive stigma may come useful in this campaign.

## **Practice**

When it comes to practices of respondents, 72% said that they use tin cans, plastic straws, plastic bottles and other plastic materials sometimes, 78 % never throw garbage such as plastic straws, candy wrappers, plastic bottles, etc. anywhere especially when they cannot see garbage bins nearby. It is good to note that majority of the respondents (95%) said that they never cut mangroves for charcoal production, and about half (51%) said that they directly harvest fish and other resources from the ocean for their family's daily sustenance.

On the other hand, about half (56%) said that they join tree planting activities and clean-up drives in their community sometimes, and 48% said that they immediately call the attention of the local enforcers sometimes when illegal activities affecting the environment is happening in their respective area.

The campaign should also look into the percentage of respondents who said that they never (65%) advocate and participate in activities involving conservation and protection of biodiversity in their community. Thus, the campaign should give more focus on encouraging people to participate. Table 5 shows the breakdown of the practice based on the objectives of the program.

**Table 4. Frequency Distribution of the Attitudes Assessment of respondents according to the KAP survey**

ATTITUDE	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	F	%	F	%	F	%	F	%	F	%
1. Need to protect the various ecosystems because it affects their source of livelihood	1478	60.57	832	34.098	60	2.46	23	0.94	47	1.93
2. Willingness to help and protect the various ecosystems by promoting sustainable use of biodiversity resources	1470	60.25	837	34.303	91	3.73	16	0.66	26	1.07
3. Believes that it is every Filipino citizen's obligation and responsibility to protect the country's biodiversity and the need to find ways to start in respective areas/communities	1488	60.59	769	31.311	139	5.66	33	1.34	27	1.10
4. The desire to show to family, relatives and friends the ways to conserve and protect biodiversity	1409	55.23	977	38.299	119	4.66	19	0.74	27	1.06
5. They decided to be more conscious of their actions so that they could contribute to increase resilience against the adverse impacts of climate change	1348	54.98	890	36.297	159	6.48	16	0.65	39	1.59
6. They will support and participate in local and national government efforts/programs in protecting biodiversity	1259	51.56	803	32.883	242	9.91	93	3.81	45	1.84
7. They depend on people who are more knowledgeable in protecting biodiversity because they know better	281	11.54	434	17.831	673	27.65	565	23.21	481	19.76
8. They tend to disregard critical issues about biodiversity because of lack of knowledge	219	9.08	338	14.007	636	26.36	703	29.13	517	21.43
9. They do not want to contribute to the country's biodiversity conservation activities because it is not their primary concern	206	8.50	204	8.416	545	22.48	760	31.35	709	29.25
10. They blame other people for floods and other calamities that are happening because of their irresponsible actions.	256	10.82	264	11.153	657	27.76	737	31.14	453	19.14

Table 5. Frequency Distribution of the Practices Assessment of respondents according to the KAP survey

PRACTICES	Never		Sometimes		Always	
	F	%	F	%	F	%
1. They use tin cans, plastic straws, plastic bottles and other plastic materials	441	18.15	1772	72.92	217	8.93
2. They throw garbage such as plastic straws, candy wrappers, plastic bottles, etc. anywhere especially when they cannot see garbage bins nearby.	1887	78.23	480	19.90	45	1.87
3. They directly harvest fish and other resources from the ocean for their family's daily sustenance	1182	51.64	507	22.15	600	26.21
4. They cut mangroves for charcoal production	2291	95.82	92	3.85	8	0.33
5. They join tree planting activities and clean-up drives in their community	702	29.34	1348	56.33	343	14.33
6. They take photos of beautiful natural scenic spots and post them on social media to encourage friends and relatives to visit	1240	51.75	914	38.15	242	10.10
7. In the community, they are advocating and participating in activities involving conservation and protection of biodiversity	1974	65.78	328	10.93	699	23.29
8. On illegal activities affecting the environment in their respective area, they immediately call the attention of the local enforcers	901	37.60	1171	48.87	324	13.52

## Program Analysis

### Related Policies

The social dimensions of protected areas play an important role in management success, yet these social dimensions are little understood. Conservation success is often predicated on local support for conservation which is strongly influenced by perceptions of the impacts that are experienced by local communities and opinions of management and governance (Bennett and Dearden, 2014). One of the reasons for the failure of some protected area is the lack of respect for the boundaries and regulations of the local communities, which intensifies the need to assess the attitudes of stakeholders affected by protected area (Silva and Lopes, 2015).

Several agencies are advocating the involvement of local communities in the conservation efforts through some of the awareness program and communication aspects. However, the term "aware" is only described as a passive condition instead of being 'informed', 'acquainted', 'conscious' and at best 'knowing' (Hattam *et al.*, 2014). Ervin *et al.* (2010) suggested that with a clear understanding of the societal and conservation context, planners will need to develop a strategy aimed at changing the knowledge and attitudes of target audiences. Changing knowledge and attitudes is not necessarily enough to change behavior, but it is usually a fundamental prerequisite. The goal of changing knowledge and attitudes is for members of a community to begin to understand and care about the relationships between human behavior and environmental outcomes (Ervin *et al.*, 2010).

So far, numerous small scale communication efforts aimed at conservation and protection, of which many in protected areas were made with the goal of raising awareness and moving people to action. The willingness and ability to make adaptations in response to change, is influenced by economic, cultural and institutional factors operating at scales from individual to national economies (Hattam *et al.*, 2014). Because knowledge and attitudes are not always enough to change behaviors, Ervin *et al.* (2010) mentioned that planners need to examine additional approaches. Studies have shown that one strategy for changing behavior is to remove barriers that prevent change from happening easily. The other strategy is to create incentives that motivate positive behavioral changes. To ensure the effective participation of all stakeholders in the management of protected areas, Hamú *et al.* (2004) suggested that it is important to use a holistic communication approach that integrates methods.

An article of Davis *et al.* (2014) reported the concepts and strategies in engaging communities in marine protected areas. The results address the need to gather information about approaches to community engagement in protected area planning and management. In practice, communication is not considered a cross-cutting process intended to achieve the objectives of conservation and sustainable development of protected areas. To achieve the participation of all stakeholders, Hamú *et al.* (2004) considered that communication must respect the rhythms, time frames, spaces and languages of the various stakeholders. They must be given their due strategic value, and it must be acknowledged that they are two-way processes, which are of fundamental importance in supporting the social processes which allow appropriate management of protected areas.

The identification of different related policies of the CMEMP limits and boundaries as well as the Implementing Rules and Policies of the objective of the program. These information then located the existing status of the stakeholders in terms of the goals of Department of Environment and Natural Resources (DENR) in Environmental Management and other devolved duties assigned to the LGUs. These related policies can be the anchor of the communication plan itself and may serve as the guiding framework and foundation of the communication plan.

## SWOT Analysis

It is important to profile the capability of the organization that will implement the designed communication plan to successfully meet its strategies and goals. This can help plan and strategize the best ways how the organization will manage, support, and sustain the campaign. Through the determination of strengths, weaknesses, opportunities, and threats (SWOT), the capability of the organization was assessed and how would they handle the communication plan. The six (6) stakeholders based on the DENR-BMB Technical Bulletin 2017-10 were invited in a planning workshop and subjected for the SWOT analysis of this communication plan as the implementer of the program.

### Strengths

The program and office head is knowledgeable and has a background on environmental issues because of their involvement in the regular workshops/engagement for conservation given that coastal and marine is one of the pressing issues of the municipality. They are enthusiastic about the rehabilitation program. For some from the Local Government Unit, their authority is one of their strengths in enforcing certain rules and regulations to their constituents that have corresponding penalties. Also, LGUs have access to public funds that will shoulder the costs of the campaign. Lastly, it also gained a full support of the office of the mayor even if leadership will change.

In terms of support and authority, the LGU responsible for the environmental management (according to Section 17 of Department of Environmental Management AO No. 30) should be directly monitored by the DENR. Support in trainings, maintenance of imposed projects, and coordination is secured by the law of the Philippines.

### Weaknesses

Currently, the Coastal and Marine Ecosystem Management Program in MSPLS is being implemented jointly by the Protected Area Management Office (PAMO) of and the CENRO Staff. In fact, the PASu heads the Conservation and Development Section (CDS) with the support from the Local Government Unit, Non-Government Organizations, and private sector. However, CMEMP is not just the program being overseen and implemented by the DENR. Since the PAMO is currently accountable for liabilities of the program, workloads are divided. It is also difficult to concentrate on one program only with the lack of manpower. This could be a potential threat that can interfere in the sustainability of the program. The program, as of now, is catering 10 coastal barangays in the protected area for the mangrove, coral and seagrass assessment for over 3,000+++ hectares which are targeted to be accomplished before the last week of November, 2023. The protected area only has Protected Area Superintendent (PASu), Assistant Protected Area Superintendent (APASu), one (2) Forest Technician II, all holding a permanent position, one (1) CMEMP Extension Officers and job orders who performs the job and were assigned on other targets/activities of the protected area.

### Opportunities

El Nido municipality has already harmonized the marine management zoning and development plan in the Comprehensive Land and Water Use Plan (CLWUP) of the Local Government Unit (LGU). Also incorporated therein are the salient provisions of Local

Government Code (R.A. 7160), Strategic Environmental Plan (SEP) Law, and NIPAS Act (R.A. 7586) with regards to coastal marine areas. This started in early 2000 wherein the management of coastal resources was the primary concern for protection and conservation.

Knowing the importance of coastal ecosystem, the LGU and DENR allocate funds for the sustainability of CRM activities. Funding comes from the regular budget of the DENR aside to the Integrated Protected Area Fund (IPAF). Ten percent of Eco-Tourism Development Fund (ETDF) is also allocated by the LGU for the protection and conservation of coastal resources. Aside from these, the LGU has a trust fund derived from the penalties and fines of violators of the Municipal Fishery Code which is utilized for the coastal and marine resources conservation and protection.

### **Threats**

Since the communication plan will have the barangay officials as its primary stakeholders, the acceptance and level of participation of the barangay depends on the relationship of the barangay head to the implementers. Some of the establishments owners and the residents may not be in favor of the rules and regulations governed by the program. It will take time and effort before all the secondary stakeholders fully acknowledge the program and practice it. Even with the penalties, other players of the protected area still find it hard to adhere to the rules.

## Situation Analysis

### Organizations

There are five governing laws on the protection and conservation of marine resources and ecosystem in the municipality of El Nido. These are the Local Government Code (R.A. 7160), Strategic Environment Plan (SEP) Law (R.A. 7160), National Integrated Protected Area System (NIPAS) Act of 1992, Presidential Decree 1067 otherwise known as the Water Code of the Philippines and Presidential Decree No. 2152 declaring the entire Palawan as Mangrove Swamp Forest Reserve.

The protected area, established under the NIPAS Act covering an area of 90,321 hectares, is managed by the Protected Area Management Board (PAMB). The board is mandated under the Act to approve policies, guidelines, plans and programs and other related documents including the Manual of Operations for the management of the area and these are being implemented by a DENR-designated Protected Area Superintendent (PASu). The board is composed of representatives from the provincial, municipal and barangay local government; relevant government agencies; Indigenous People (IP); private sector; and NGOs. The DENR chairs the PAMB, and the PASu serves as the head secretariat assisted by his/her staff.

### Communication Resources and Channels

Currently, ENMRPA has produces communication materials such as posters, Audio Visual Presentation material, booklets, pamphlets, calendar, etc. that introduce El Nido as a protected area. These are being distributed in 21 barangays during Communication, Education and Public Awareness (CEPA) activities to raise awareness on CMEMP programs and protected area conservation. However, not everyone can see and notice those materials since these are distributed to those who repeatedly came and participated in forums, diloagues and other face-to-face mediums of communication. Most of the activities conducted are only attended by some residents residing near the barangay halls and the families of the barangay officials.

On the other hand, El Nido has access to different barangay halls and different government owned facilities which the staff can utilize to hold seminars and forums. The local governance of the affected municipalities is also able of issuing an order requiring all establishments to adopt CMEMP programs and to put up posters in relation to CMEMP. In relaying the information, El Nido can also mobilize different churches, schools and hospitals. These identified places are where the concentration of population occurs so it means more people can get to know about the program.

The municipality can also mobilize different organizations of the community to help them in the campaign plan of the program. They have access to different associations under their watch and can make ordinances requiring establishments owners and transport groups to promote and use the campaign materials. This is possible because the LGU has the power to mobilize the constituents to adopt the program. Lastly, the municipality can also tap over local cable television provider and radio stations to air different plugs on CMEMP to their local channel. Overall, the municipality of El Nido is capable of accessing different communication channels all over the community.

## CHAPTER 2. STRATEGIC DESIGN

### Objectives

#### Beneficiary-Oriented Objectives

At the end of the ten-year implementation of the Communication Plan for CMEMP in ENMRPA, the management has achieved respondents who:

1. by 85% increase can correctly define coastal habitats as the corals, seagrasses, and mangroves;
2. by 8% increase can correctly enumerate at least three (3) policies governing the implementation of CMEMP;
3. by 80% increase can monitor and report illegal activities to authority concerning CMEMP in their respective barangays;
4. by 60% increase can practice and adopt activities in relation to CMEMP program; and
5. by 70% increase can describe the importance of practicing activities contributory to the ridge to reef approach protection in their home and workplace

#### Implementer-Oriented Objectives

At the end of the ten-year implementation of Communication Plan for CMEMP in El Nido, the implementers of the program in El Nido must be able to:

1. Disseminate informational materials on the definition of CMEMP to the barangay levels;
2. Disseminate informational materials on at least three (3) policies governing the implementation of CMEMP;
3. Mobilize barangay officials to monitor illegal activities in their respective barangays;
4. Capacitate barangay officials on enforcing penalties to the violators of the protected area;
5. Convince the residents to practice and promote practice of ridge to reef approach protection to other people;
6. Disseminate promotional materials on the the importance of practicing ridge to reef approach protection in their home and workplace; and
7. Mobilize residents to monitor and report illegal activities to authority concerning CMEMP.

## Audience Segmentation

### Primary Audience

The Municipality of El Nido plans to fully mobilize each barangay to participate in Coastal and Marine Ecosystem Management Program. All barangay officials of El Nido must be tapped to participate and advocate the program. The communication plan would primarily target the barangay captains because theirs is the capability to govern or implement. They also have the power to direct other barangay officials and the residents. The main task of all barangay officials would be able to apply, practice, and enforce in their respective barangays.

Based on the result of the survey, there is no significant difference on the data on the gender of all stakeholders so the communication plan would target all gender. The messages will therefore be gender-neutral so as to get maximum participation of the stakeholders.

The campaign will also target the knowledge of barangay officials on CMEMP because more or less half of the barangay officials have low knowledge on the different indicators and policies under CMEMP. However, their skills show that they can properly implement and practice CMEMP policies thus their skills only need to be reinforced. They also have a high rate of acceptance in terms of attitude towards CMEMP. It is important to take note however that they lack in strictly observing, encouraging and implementing rules and regulations of the municipality with regards to CMEMP.

### Secondary Audience

The municipality of El Nido has identified the residents of each barangay as the secondary audience of the CMEMP communication plan. The residents are the end-users and end-beneficiaries of the program. They are also the main determinants of the success of the program so all communication strategies will also be aligned with their needs.

The program will specifically target residents who are 20 years old up to 59 years old because they comprise the majority of the respondents. Specifically, the campaign will mainly target females since most of the respondents were women who stays at home during weekdays. Since the campaign aims to target every household to participate in the program, the focus of the campaign will be married women with families of their own.

The residents of the municipality of El Nido have knowledge on CMEMP and policies. They are, however, capable of doing conservation practices and as such their skills should further to be reinforced. Their attitude towards the program is almost equally divided. Those who have negative views on the program must therefore be motivated to think otherwise.

## **Communication Strategy**

The main goal of this campaign is to mobilize all stakeholders to implement CMEMP that is being conducted in the municipality. This campaign will highly depend on interpersonal communication and will be supplemented by communication materials. Furthermore, the campaign will target the affective domain of the stakeholders to achieve the goals of the program. This is based on the audience analysis conducted with the stakeholder. This does not mean that other domains will be ignored, but instead other domains will also be tapped in terms of content and further suggested actions.

One of the main activities that will be conducted throughout the implementation of the campaign is a series of trainings and seminars. This would mainly tackle the best practices that can be used by each barangay, the economic benefits of adopting the program, and best practices to mobilize and involve the community.

For the barangay officials, communication materials and activities would have mixed approaches of instructing, motivating, and persuading. These approaches would make them realize the importance of proper monitoring and implementation of the program. The campaign would take the middle ground of informing and motivating. On the other hand, the approach that will be used for the residents of each barangay would be a combination of entertaining, informing, and motivating.

The specific communication material and activity that will be used in each objective are given in Table 6.

Table 6. Communication strategy of “*EL NIDO is a PROTECTED AREA*” based on the issue identified during the action planning workshop for the formulation of action plan of ENMRPA!

ISSUES	OBJECTIVE	CORE CONTENT	MATERIAL	ACTIVITY
1. Occupation of Easement Area	<ul style="list-style-type: none"> <li>• Disseminate informational materials on the definition of CMEMP.</li> <li>• Explain the importance of salvage zone area</li> <li>• Describe the risk factors of living at the easement area</li> </ul>	<ul style="list-style-type: none"> <li>▪ Definition of CMEMP</li> <li>▪ Salient provisions of PD 1067 and RA 11038</li> <li>▪ Vulnerability of coastal areas to Climate Change effect (e.g. storm surge, tsunamis, super typhoon)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pamphlet (Take home material after forum)</li> <li>▪ Posters and flyers indicating the efforts made to clean-up the easement areas</li> <li>▪ AVP on the result of Inventory and demolition of structures</li> </ul>	<ul style="list-style-type: none"> <li>▪ Forum</li> <li>▪ Dialogue</li> <li>▪ Radio Plugging</li> <li>▪ Posting to social media (e.g. facebook)</li> </ul>
2. Poor Solid Waste Management	<ul style="list-style-type: none"> <li>• Disseminate informational materials on at least three (3) important provisions of RA 9003.</li> <li>• Disseminate information of the importance of Reduce, Reuse and Recycle approach</li> <li>• Convince the barangay officials to improve their SWM plan</li> <li>• Mobilize barangay officials to monitor the waste segregation and trash disposal in their respective barangays.</li> <li>• Encourage community to practice waste segregation at source or household level</li> </ul>	<ul style="list-style-type: none"> <li>▪ RA 9003 provisions</li> <li>▪ Municipal ordinances on SWM</li> <li>▪ Methods to enforce penalties to violators of the SWM program</li> <li>▪ Importance of monitoring the implemented SWM program</li> <li>▪ Practices and behavior regarding SWM</li> <li>▪ Importance of Reduce, Reuse and Recycle approach and the segregation at source</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pamphlet: (Take home material after forum)</li> <li>▪ Calendar featuring the important provisions of SWM program of municipality</li> </ul>	<ul style="list-style-type: none"> <li>▪ Forum</li> <li>▪ School visit/ IEC</li> <li>▪ Recycling Arts Contest</li> </ul>

ISSUES	OBJECTIVE	CORE CONTENT	MATERIAL	ACTIVITY
3. Deteriorating water quality	<ul style="list-style-type: none"> <li>• Disseminate the information on the importance of Reduce, Reuse and Recycle approach</li> <li>• Convince the barangay officials to improve their SWM plan</li> <li>• Encourage the community to have a wastewater treatment facility or connect to the centralized Sewage Treatment Plan of El Nido</li> <li>• Present the result of the monthly water quality monitoring of Water Quality Management Area</li> <li>• Discuss the pros and cons of polluted water quality and the provisions of RA 9275</li> </ul>	<ul style="list-style-type: none"> <li>▪ RA 9003 provisions</li> <li>▪ RA 9275 provisions</li> <li>▪ Result of the water quality monitoring</li> <li>▪ Consequence of having Polluted Water</li> <li>▪ LGU Ordinances on the mandataroy construction of wastewater treatment facility including fines and penalties</li> <li>▪ Connection fees</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pamphlet (Take home material after forum)</li> <li>▪ Posters and flyers indicating the efforts made to clean-up the easement areas</li> <li>▪ Calendar re: WQMA and efforts made to address waste water issue</li> </ul>	<ul style="list-style-type: none"> <li>▪ Public Dialogue</li> <li>▪ School visit/ IEC</li> <li>▪ Investors Forum</li> <li>▪ A Day with a barangay Caravan</li> </ul>
4. Coral Bleaching	<ul style="list-style-type: none"> <li>• Disseminate information on the importance of coral reefs</li> <li>• Inform tourists on the DOs and DONTs during tour</li> <li>• Assess the travel and tour operators during tour operation</li> <li>• Disseminate the effects of Climate Change to coastal environment</li> <li>• Discuss the ways to protect coral reef and mitigating measures to combat climate change</li> </ul>	<ul style="list-style-type: none"> <li>• Importance and ways to protect coral reefs areas</li> <li>• DOs and DONTs during tour</li> <li>• Effects of Climate Change to coastal environment</li> </ul>	<ul style="list-style-type: none"> <li>▪ Posters, flyers and tshirts for Green Fins</li> <li>▪ Billboards on Reef Importance to tourism industry</li> </ul>	<ul style="list-style-type: none"> <li>▪ Environmental Risk Assessment (On-board assessment)</li> <li>▪ Public Dialogue</li> <li>▪ School visit/ IEC</li> <li>▪ A Day with a barangay Caravan</li> <li>▪ Radio Plugging</li> <li>▪ Poster Making Contest</li> </ul>

ISSUES	OBJECTIVE	CORE CONTENT	MATERIAL	ACTIVITY
5. Coral breakage and Seagrass scouring	<ul style="list-style-type: none"> <li>• Disseminate information on the importance of coral reefs and seagrasses</li> <li>• Inform tourists on the DOs and DONTs during tour</li> <li>• Assess the travel and tour operators during tour operation</li> <li>• Disseminate the effects of Climate Change to coastal environment</li> <li>• Discuss the ways to protect coral reef and seagrasses and mitigating measures to combat climate change</li> </ul>	<ul style="list-style-type: none"> <li>• Importance and ways to protect coral reefs and seagrass areas</li> <li>• DOs and DONTs during tour</li> <li>• Effects of Climate Change to coastal environment</li> <li>• Importance of using mooring buoys when docking</li> </ul>	<ul style="list-style-type: none"> <li>▪ Posters, flyers and tshirts for Green Fins</li> <li>▪ Calendar promoting the beautiful coral reef and seagrasses of the protected area</li> <li>▪ Signage to inform boat operators to use mooring buoys</li> </ul>	<ul style="list-style-type: none"> <li>▪ Environmental Risk Assessment (On-board assessment)</li> <li>▪ Public Dialogue</li> <li>▪ School visit/ IEC</li> <li>▪ A Day with a barangay Caravan</li> <li>▪ Radio Plugging</li> <li>▪ Poster Making Contest</li> </ul>
6. Crown of Thorns Infestation	<ul style="list-style-type: none"> <li>• Disseminate information on the importance of coral reefs</li> <li>• Inform tourists on the DOs and DONTs during tour</li> <li>• Assess the travel and tour operators during tour operation</li> <li>• Disseminate the effects of Climate Change to coastal environment</li> <li>• Discuss the ways to protect coral reef and seagrasses and mitigating measures to combat climate change</li> <li>• Discuss the taxonomy and effects of crown of thorns infestation to coral reefs</li> <li>• Disseminate information for crown of thorns removal</li> </ul>	<ul style="list-style-type: none"> <li>• Importance and ways to protect coral reefs</li> <li>• DOs and DONTs during tour</li> <li>• Effects of Climate Change to coastal environment</li> <li>• Effects of COT to coral reef</li> <li>• Ways to remove/ address COT infestation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Calendar promoting the beautiful coral reef of the protected area</li> <li>▪ Training on COT removal</li> </ul>	<ul style="list-style-type: none"> <li>▪ Environmental Risk Assessment (On-board assessment)</li> <li>▪ Public Dialogue</li> <li>▪ School visit/ IEC</li> <li>▪ Capacity-building seminar for registered Divers</li> <li>▪ Radio Plugging</li> <li>▪ Poster Making Contest</li> </ul>

ISSUES	OBJECTIVE	CORE CONTENT	MATERIAL	ACTIVITY
7. Declining fish catch	<ul style="list-style-type: none"> <li>Mobilize community to take part in protected area management</li> <li>Explain the management and identify salient provisions of RA 11038 and RA 10654</li> <li>Describe the different measures for protected area sustainability</li> <li>Identify potential partners on marine law enforcement</li> <li>Develop mechanism on strengthening law enforcement activities</li> </ul>	<ul style="list-style-type: none"> <li>MPA Enforcement Protocol Guide</li> <li>Protected Area management</li> <li>The role and functions of the Management Bodies</li> <li>Distribution of fund support from the LGU</li> <li>Fines and penalties for violations</li> <li>Management zones and designated areas for fishing</li> <li>List of allowable and prohibited activities</li> <li>Municipal Fishery Ordinance</li> <li>Different types of fishing gears and methods</li> <li>Common fishing ground and fishing location</li> </ul>	<ul style="list-style-type: none"> <li>Pamphlet to be disseminated during meetings</li> <li>AVP on best practices of Law Enforcement group</li> <li>Posters on different types of fishing gears</li> </ul>	<ul style="list-style-type: none"> <li>Advocacy (radio plugging)</li> <li>Information and knowledge sharing (Fora with resource speaker from LGU El Nido and DENR)</li> <li>Awareness raising (Posting of banners, maps of the different fishing gears and methods at strategic areas)</li> <li>Information and knowledge sharing (large meetings with resource speakers from DENR and BFAR)</li> </ul>
8. Mangrove cutting	<ul style="list-style-type: none"> <li>Mobilize community to take part in protected area management</li> <li>Explain the management and identify salient provisions of RA 11038 and PD 705</li> <li>Identify potential partners on marine law enforcement</li> </ul>	<ul style="list-style-type: none"> <li>Methods to enforce penalties to violators of PD 705</li> <li>Importance, role and services provided by mangroves</li> </ul>	<ul style="list-style-type: none"> <li>Pamphlet to be disseminated during meetings</li> <li>AVP on best practices of Law Enforcement group</li> </ul>	<ul style="list-style-type: none"> <li>Paralegal Training on enforcing laws and policies in protected area</li> <li>Advocacy (radio plugging)</li> <li>Information and knowledge sharing (e.g. Forum)</li> </ul>

ISSUES	OBJECTIVE	CORE CONTENT	MATERIAL	ACTIVITY
9. Over registration of Motor Bancas	<ul style="list-style-type: none"> <li>Disseminate informational materials on the result of the carrying capacity</li> <li>Convince the boat operators to have coding for operation to decongest the docking areas</li> <li>Discuss the pros and cons of over registered bancas</li> <li>Identify potential partners on marine law enforcement</li> <li>Develop mechanism on strengthening law enforcement activities</li> <li>Mobilize community to take part in protected area management</li> </ul>	<ul style="list-style-type: none"> <li>Carrying capacity result</li> <li>Pros and cons of over registered bancas</li> </ul>	<ul style="list-style-type: none"> <li>Calendar</li> <li>Jingle</li> <li>Pamphlet to be disseminated during meetings</li> </ul>	<ul style="list-style-type: none"> <li>Disseminate calendars in each barangay</li> <li>Jingle making contest</li> </ul>
10. Poaching of Marine fauna species (e.g. marine turtles)	<ul style="list-style-type: none"> <li>Disseminate informational materials on the provisions of RA 9147 and RA 11038</li> <li>Disseminate information on the role and importance of each marine fauna species</li> <li>Describe the different measures for protected area sustainability</li> <li>Identify potential partners on marine law enforcement</li> <li>Develop mechanism on strengthening law enforcement activities</li> <li>Mobilize community to take part in protected area management</li> </ul>	<ul style="list-style-type: none"> <li>MPA Enforcement Protocol Guide</li> <li>Protected Area management</li> <li>Fines and penalties for violations</li> <li>List of allowable and prohibited activities on wildlife</li> <li>Municipal Fishery Ordinance</li> </ul>	<ul style="list-style-type: none"> <li>Pamphlet to be disseminated during meetings</li> <li>Jingle</li> <li>AVP on the diversity of wildlife in the protected area</li> <li>Booklet of different species of wildlife in the protected area</li> </ul>	<ul style="list-style-type: none"> <li>Advocacy (radio plugging)</li> <li>Information and knowledge sharing (Fora with resource speaker from PCSD and DENR)</li> <li>Information and knowledge sharing (large meetings)</li> <li>Launching of booklets</li> <li>Deputization of Wildlife Enforcement Officer</li> <li>Jingle making contest</li> </ul>

The specific communication material and activity that will be used in each objective for the residents of each barangay is shown in Table 6. The barangay representatives and volunteers will interact with the residents during implementation, and personally interact with the people who will carry out the campaign. This campaign will not only provide the public with information but also assess respondents capabilities in interacting with the residents of their respective barangays.

In addressing the communication gaps of the residents regarding the program, the barangay officials will serve as implementers. Poster calendars, pamphlets, posters, flyers and other print materials will be produced, and be posted in public places. Moreover, seminars, capacitation training and jingle making and poster making contests will also be conducted, which will be facilitated by the Protected Area Management Office.

### **Concept Positioning**

This program will draw attention on the active participation of the barangay officials and other stakeholders on the implementation and monitoring of the program. It will tap all barangay offices in the municipality on implementing the program which can help bridge the involvement of every household or resident in the municipality. The involvement of every resident is essential to the success of the program since the program and its policies would be futile if the stakeholders will be indifferent about it.

The title of campaign is “EL NIDO IS A PROTECTED AREA!”. The main concept of this campaign is to encourage everyone starting from the barangay officials up to households or the residents to participate in the Coastal and Marine Ecosystem Management program of ENMRPA. This was selected and is used to serve as a form of encouragement and informing everyone that ENMRPA is a protected area, thus activities are being regulated by the Protected Area Managementb Board. This word is also used to invoke a feeling of belongingness.

The creation and production of materials will be led by the PAMO but the additional design will be incorporated to their customized materials (for each barangay). Furthermore, the interpersonal strength of this campaign will be during the dissemination. Each barangay is suggested to participate in a house-to-house dissemination of the calendars and posters. This activity will allow residents to ask questions and for the barangay representatives and volunteers from other sectors to explain and interact with the residents. The activity aims to catalyze an agreement between the residents and officials in their pursuit to protect the coastal and marine resources of their community.

Overall, this concept is one of a kind because it will try to reach the maximum capacity of each barangay officials in mobilizing their locale, investing time to involve other sectors in disseminating the objectives of the campaign and creating a unified awareness on the program. This campaign requires the participation of every unit of the community to influence their neighbors in doing the best practices in coastal and marine management.

## CHAPTER 3. DEVELOPMENT AND TESTING

### Campaign Branding

#### Campaign Title

The title of the campaign will be, “*EL NIDO IS A PROTECTED AREA!*” This signifies the concept of doing a task or an action together to protect El Nido’s resources. This campaign title means community involvement. Every community member will be involved in promoting and taking their part for CMEMP in their respective barangays. At the same time, they will also encourage other community members to do the same. On the other hand, for barangay officials, this will imply that all officials will enforce CMEMP policies and encourage other officials from other barangays to implement these policies as well, using the campaign materials to guide them in doing so. Both barangay officials and community members will do their part in promoting the program while encouraging others to do their part in protecting and conserving the remaining coastal and marine resources.

#### Campaign Logo

The logo of the campaign is composed of texts and illustrations that is highly related to the campaign title and to the goal of the campaign. The overall look of the logo will be patterned to the program campaign. The logo followed the color scheme used in the overall municipal campaign. It shows the green (dark and yellow green), blue, and yellow colors, which was used to establish a relationship and branding of the municipality of El Nido. Moreover, the color scheme and overall design of the logo would place the campaign as part of the municipality’s programs.



Figure 16. Campaign logo

## Campaign Messages and Materials

### Summary of Campaign Materials and Messages

The messages of the campaign are aligned with the objectives identified in the campaign's Strategic Design. Different approaches will be used in the corresponding materials to address the communication need. Some materials may adopt an instructional approach, or some could make use of the dramatic approach to encourage the stakeholders to participate in the campaign.

Wall calendars, ten-page handouts, booklets, flyers, tshirts, posters and promotional audio-visual presentations are among the materials to be produced for the campaign. These materials are intended for the primary stakeholders, the barangay officials, to disseminate and reinforce information regarding the program. Topics to be covered vary from the definition of CMEMP, municipal ordinances and other provisions about the program, and methods to improve the implementation of the program within the barangay, including the methods of enforcing penalties to violators.

The wall calendars will be printed on a double-sided matte type of paper with dimensions 8.5 inches by 11 inches. Each month will be complemented by a brief statement regarding CMEMP activities. One page will be allotted per month; wherein specific dates are marked for environmental activities and observance of CMEMP related activities. One page will also be allotted for the CMEMP statement that has an accompanying picture that relates to the statement.

Another print material that will be produced are handouts that will be printed "half-sheet" with dimensions 5.5 inches by 8 inches on a 60# glossy paper. It will cover topics on all provisions stated above, municipal ordinances, and methods of enforcing penalties to violators. These handouts will be distributed during capacity-building seminars and trainings of barangay officials, and during forums and seminars of residents, all of which they can take home.

A series of posters will also be produced, which will adopt a dramatic approach instead of informational print materials previously mentioned. There will be six posters strategically placed in public areas such as hospitals and churches, or public vehicles such as tricycles and jeepneys. The first two posters will be centered on the importance of CMEMP activities of the campaign; the next two posters will be about activities related to coastal protection; and the last two will be on raising awareness of practices of the residents. Each poster will be printed on large classic felt paper with dimensions of 24 inches by 36 inches.

The color scheme of the print materials will be consistent with green as the dominant color and yellow used for headings. As aforementioned, each material will focus on a specific topic and will be distributed to the stakeholders during forums or trainings organized by the PAMO.

In addition, an AVP that is one minute and thirty seconds long will be produced to promote the campaign. It will include interviews and best practices of the residents answering the question, “Anong magagawa mo para sa El Nido?” The AVP will also include video clips of residents practicing conservation activities during one of the monthly clean-ups. A jingle specifically made for the campaign will serve as the AVP’s background music. All the materials (summarized in Table 7) will be presented during the campaign launch.

Table 7. Summary of final campaign messages

MATERIAL	SAMPLE MESSAGE	TOPICS COVERED	TREATMENT/APPROACH
1. Calendar (CMEMP Program)	<ul style="list-style-type: none"> <li>▪ Ang paninirahan sa tabing ilog o dagat banta sa kalusugan ng yamang tubig (supplemented by a picture).</li> <li>▪ <i>Ang Solid Waste Management ay ang maayos na pagpaplano kung paano natin itatapon nang maayos ating mga basura</i> (supplemented by a picture).</li> <li>▪ <i>Ang mga bahura, lusay ay nagsisilbing pananggalang sab anta ng storm surge at malalakas na bagyo</i></li> <li>▪ <i>Ang 20 matatandang Crown of Thorns ay kayang sumira ng isang (1) m<sup>2</sup> ng bahura sa loob ng isang araw sa pamamagitan ng panginginain nito sa coral polyps</i></li> <li>▪ <i>Ang pagdami ng mga bangka sa aplaya ay nakakasira sa magandang</i></li> </ul>	<ul style="list-style-type: none"> <li>▪ Definition of CMEMP</li> <li>▪ Salient provisions of PD 1067 and RA 11038</li> <li>▪ Vulnerability of coastal areas to Climate Change effect (e.g. strom surge, tsunamis, super typhoon)</li> <li>▪ Consequence of polluted water</li> <li>▪ Result of the carrying capacity</li> </ul>	<ul style="list-style-type: none"> <li>▪ Informative</li> <li>▪ Direct</li> <li>▪ Instructional</li> <li>▪ Direct</li> </ul> <p>Instructional with examples; shows consequence/reward of action</p>

MATERIAL	SAMPLE MESSAGE	TOPICS COVERED	TREATMENT/APPROACH
	<i>tanawin ng isang lugar at maaring dahilan sa unti unting pagkasira ng mga bahura at lusay dahil sa pag-angkla ng mga ito.</i>		
2. Audio-visual presentation (MOS and Program Jingle)	<p>[VERSE]  Tara na, tayo'y magsimula na  Oras na, para ikaw at ako ay sumama  Tawagin na si nanay, tatay, ate, at si kuya  Sa pagsulong ng malusog na karagatan, lahat ay sasaya.</p> <p>[PRE-CHORUS]  Lagi nating tatandaan ang pangangalaga ng kapaligiran  Ay hakbang sa sustenableng kinabukasan  Wag kakalimutan, wag kakaligtaan</p> <p>[CHORUS]  Ang ENMRPA ay protected area!  Tayo na't magkaisa  Sama sama sa pangangalaga,  Magtulungan at Magka-isa</p>	Promotion of participation on CMEMP among the residents of El Nido	<ul style="list-style-type: none"> <li>Dramatic, shows the consequences and rewards of participating in the campaign. may show "before and after" type of scene</li> <li>Encouraging, highly visual, persuasive</li> </ul> <p>Dramatic, emphasis on community and sceneries in El Nido</p>
3. Billboards and signages	<ul style="list-style-type: none"> <li>Use mooring buoys when docking</li> <li>Do not put your anchor within this area (corals and seagrass)</li> </ul>	<ul style="list-style-type: none"> <li>Mooring buoys deployed (number)</li> <li>Hectares being protected</li> </ul>	Informative, direct and formal
4. Series of Posters, flyers, booklets, and pamphlets	<ul style="list-style-type: none"> <li><i>Ang paninirahan sa tabing ilog o dagat banta sa kalusugan ng</i></li> </ul>	<ul style="list-style-type: none"> <li>Definition of CMEMP</li> <li>Salient provisions of</li> </ul>	Encouraging, dramatic, actual people

MATERIAL	SAMPLE MESSAGE	TOPICS COVERED	TREATMENT/APPROACH
	<p><i>yamang tubig (supplemented by a picture).</i></p> <ul style="list-style-type: none"> <li>▪ <i>Ang Solid Waste Management ay ang maayos na pagpaplanu kung paano natin itatapon nang maayos ating mga basura (supplemented by a picture).</i></li> <li>▪ <i>Ang mga bahura, lusay ay nagsisilbing pananggalang sab anta ng storm surge at malalakas na bagyo</i></li> <li>▪ <i>Ang 20 matatandang Crown of Thorns ay kayang sumira ng isang (1) m<sup>2</sup> ng bahura sa loob ng isang araw sa pamamagitan ng panginginain nito sa coral polyps</i></li> <li>▪ <i>Ang pagdami ng mga bangka sa aplaya ay nakakasira sa magandang tanawin ng isang lugar at maaring dahilan sa unti unting pagkasira ng mga bahura at lusay dahil sa pag-angkla ng mga ito.</i></li> </ul>	<p>PD 1067 and RA 11038</p> <ul style="list-style-type: none"> <li>▪ Vulnerability of coastal areas to Climate Change effect (e.g. strom surge, tsunamis, super typhoon)</li> <li>▪ Consequence of polluted water</li> <li>Result of the carrying capacity</li> </ul>	<ul style="list-style-type: none"> <li>▪ Encouraging, highly visual, involves different sectors of society</li> <li>▪ It will be placed strategically in public markets, jeepneys, tricycles, and public places such as churches and hospitals.</li> </ul> <p>There will be 6 sets to be released.</p>

## Communication Resources

### Communication Media Preference

The respondents prefer television (23%), social media (22%) and key persons from DENR, LGU, and Bgy. Officials (22%) as an effective way to communicate (Figure 17). Other channels/media includes radio, news paper, print media, law enforcers and group meetings or seminar are also given responses. Given this result, the campaign can try TV advertisement through the local TV or social media posting like facebook and Instagram as communication media/channel while approach would be more of awareness raising, advocacy and social mobilization.

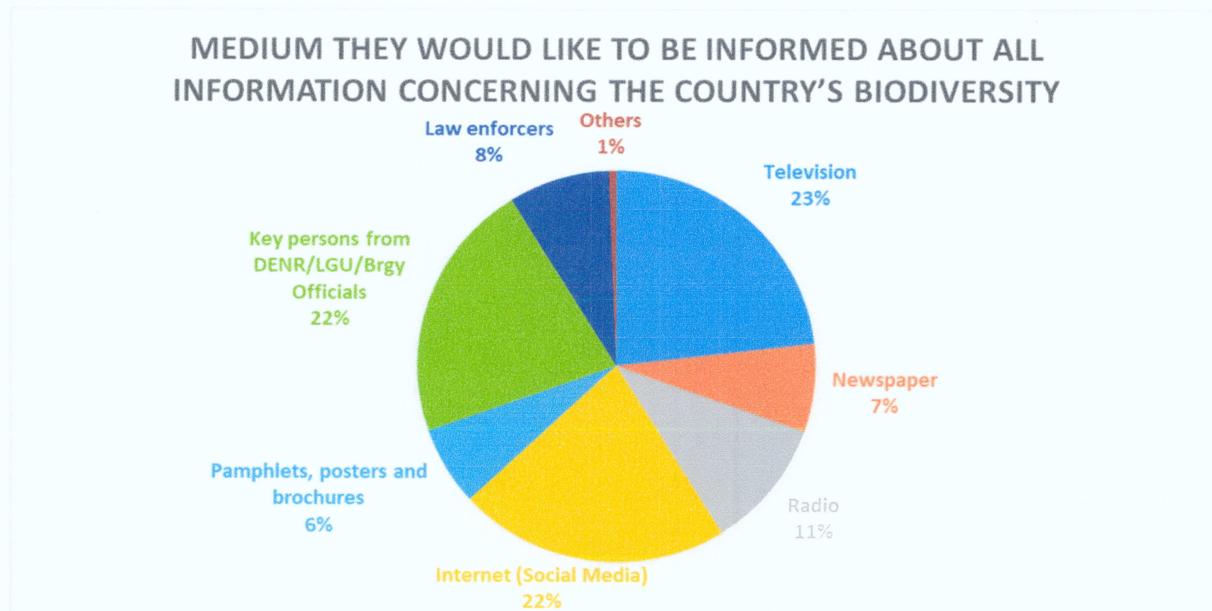


Figure 17. Communication Media Preference of the respondents

### Communication Media and Channels

Survey results revealed that majority of the respondents have access to cellular phone, television set and other communication facilities for large meetings. Barangay hall, GLOBE cell site, museum, tourism establishments such as resorts, primary and secondary academic institutions are the common structures that can be found in the municipality. These communication resources can be good venues/channels in disseminating information for the communication plan.

## Pretest

The pretest will be conducted in several barangays of El Nido. The pretest will use a survey method in measuring the attractiveness, comprehensibility, acceptability, self-involvement, and persuasion/call-to-action. The respondents will also be interviewed to get additional comments regarding the materials. Overall, the respondents among others are gatekeepers, barangay officials and municipal officers, and residents. The data that will be gathered will be used to revise the materials and the campaign branding of the communication plan.

### Pretest of Campaign Branding

Overall, the respondents will check if the campaign slogan, logo, and title are appropriate and favorable. The first pretest of the three elements of the campaign branding will be done with the identified primary audience of the campaign. The second pretest of the campaign branding will be done with the secondary audience and other stakeholders of the campaign. The campaign title “El Nido is a Protected Area” aimed to have an adjectival rating of “agreeable” and should satisfy the stakeholders in terms of measuring the attractiveness, comprehensibility, acceptability, self-involvement, and persuasion/call-to-action. The pretest with the municipal office should get a positive review after the result of the pre-test.

### Pretest of Campaign Materials

The campaign jingle will also be subjected for pre-testing to get feedback from the respondents. The campaign aims that the message of the jingle will be relayed clearly, and packaged well enough to be understood. The language used should also be appropriate for the stakeholders. Both the self-involvement and action aspect of the jingle should receive a 100% approval rating from the barangay officials and the residents. The calendar should also be received well, faring high in all aspects of the material.

## CHAPTER 4. IMPLEMENTATION, MONITORING, AND EVALUATION

### Campaign Activities

#### Activity #1: Forum

At the start of the forum, the organizers will announce to the participants that the forum is highly competitive and series of awards await outstanding barangays and officials who will show much participation and knowledge sharing during the forum and the next campaign activities.

This forum will act as a refresher and among the topics to be discussed during the forum is the basic principles on CMEMP like definition, context, and importance. This will be facilitated by the PAMO and some personnel from CENRO Taytay. The discussion on the context of CMEMP will then be supplemented by other set of speakers on the provisions and the implementing rules and regulation of RA 11038. Ideally, this should be facilitated by a DENR representative either from the municipality or the national office.

In total, there will be three (3) topics to be discussed by different resource speakers. Every after each topic, there will be an activity (quiz) to test the knowledge of the respondents. The primary quiz questions are from the KAP survey forms. There will be additional questions that will be derived from the discussion of the speakers.

During this forum, the campaign materials will also be disseminated to further supplement their knowledge on CMEMP. Aside from the poster calendars and the pamphlet, there will also be additional prizes for barangay offices which have been significantly participative in the said forum. The award will be for the represented barangay and not the representatives themselves, although each will also receive a certificate.

The forum will be held in a day. The program will start at 9:00am until 4:30pm. The organizing team will have to provide lunch and snacks for the participants to ensure that the participants have enough energy to participate. Each resource person will be given at most an hour to speak, after which, open forum and evaluation in the form of quiz will be done.

Before the resource speakers start his/her discussion, the organizer will have to disclose the objectives of the forum. They should also perform a facilitated evaluation of the barangay offices' status on CMEMP-related activities. This will help the participants recall their current condition so that they may ask questions that are directly of their concern.

At the end of the forum, the organizer will brief the officials on the preceding activities that are directly related to forum held on that day. The competition on the best offices will extend until all activities are done. The officers can refer to their materials on the next activities as they will be using them (calendar and handouts) in the next set of activities.

Table 8. Proposed program for the forum

TIME	ACTIVITY	PERSON-IN-CHARGE/RESOURCE PERSON
8:30-9:15	<ul style="list-style-type: none"> <li>▪ Registration</li> </ul>	<ul style="list-style-type: none"> <li>▪ Registration</li> <li>▪ Ushering Team</li> </ul>
9:15-9:30	<ul style="list-style-type: none"> <li>▪ Welcoming Remarks</li> </ul>	<ul style="list-style-type: none"> <li>▪ Program Team</li> </ul>
9:30-10:00	<ul style="list-style-type: none"> <li>▪ Group Dynamics and Expectations Check</li> </ul>	<ul style="list-style-type: none"> <li>▪ PAMO</li> <li>▪ Ushering Team</li> </ul>
10:30-11:15	<ul style="list-style-type: none"> <li>▪ 1st Talk: Context of CMEMP</li> </ul>	<ul style="list-style-type: none"> <li>▪ PAMO/NGO</li> </ul>
11:15-11:45	<ul style="list-style-type: none"> <li>▪ Open Forum and Quiz</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ushering Team</li> </ul>
11:45-1:00	<ul style="list-style-type: none"> <li>▪ LUNCH</li> </ul>	
1:00-1:45	<ul style="list-style-type: none"> <li>▪ 2nd Talk: RA 11038 and other governing policies on coastal and marine environment</li> </ul>	<ul style="list-style-type: none"> <li>▪ DENR Representative</li> </ul>
1:45-2:15	<ul style="list-style-type: none"> <li>▪ Open Forum and Quiz</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ushering Team</li> </ul>
2:15-2:30	<ul style="list-style-type: none"> <li>▪ Group Dynamics</li> </ul>	<ul style="list-style-type: none"> <li>▪ Program Team</li> </ul>
2:30-3:15	<ul style="list-style-type: none"> <li>▪ 3rd Talk: Programs and projects on CMEMP</li> </ul>	<ul style="list-style-type: none"> <li>▪ CENRO Taytay resource speaker</li> </ul>
3:15-3:45	<ul style="list-style-type: none"> <li>▪ Open Forum and Quiz</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ushering Team</li> </ul>
3:45-4:00	<ul style="list-style-type: none"> <li>▪ Awarding of Certificates</li> </ul>	<ul style="list-style-type: none"> <li>▪ PAMO</li> <li>▪ Documentation Team</li> </ul>
4:00-4:00	<ul style="list-style-type: none"> <li>▪ Orientation of the next campaign activities</li> <li>▪ Closing Remarks</li> </ul>	<ul style="list-style-type: none"> <li>▪ Campaign Head</li> </ul>

### Activity #2: Training

The next activity is more mobile and interactive than the first activity. Training aims to clearly instruct barangay officers on how to conduct apprehension on coastal and marine related illegal activities. This may be more of a refresher than an intensive demonstration.

The activity will be headed by the Legal Division of the PENRO and representative from the Enforcement and Monitoring Section (EMS) of CENRO Taytay and they may invite additional resource speakers/ demonstrators. The training will require three (3) representatives (preferably the same set of representative in the first activity) to this training. The proposed program for this event is shown in Table 9, where all activities are hands on and evaluation measures are also practical.

The activity will only take place in the morning as other activities will take place in another day. The program will start at 8:00am and will end before lunch time. PAMO may provide the participants lunch and snacks. Brief training on how to warn and give out penalties will also be done in preparation for the next campaign activity. All activities are facilitated by PAMO, volunteers and possibly an outsourced NGO.

Table 9. Proposed program for the Training

TIME	ACTIVITY	PERSON-IN-CHARGE/ RESOURCE PERSON
7:30-8:00	▪ Registration	▪ Registration ▪ Ushering Team
8:00-8:15	▪ Orientation	▪ PAMO Program Team
8:15-8:30	▪ Expectations Check	▪ PAMO Program Team
8:30-9:00	▪ Activity 1: Segregation and Open Question	▪ PAMO /NGO
11:15-11:45	BREAK SNACK	
9:15-9:30	▪ Activity 1:Practical Evaluation	▪ PAMO Facilitators ▪ Documentation
9:30-10:15	▪ Activity 2: Creating composit Team	▪ PAMO /NGO
10:15- 10:15	▪ Activity 3: Issuing of Penalties	▪ PAMO /NGO
10:15-10:45	▪ Activity 3:Application with co-participants	▪ PAMO Facilitators ▪ Documentation
10:45-11:00	▪ Open forum	▪ PAMO /NGO
11:00-11:15	▪ Closing	▪ PAMO Program Team

### Activity #3: Capacity-building seminar

The next campaign activity also involves lacking a thought and pressing CMEMP issues that are experienced by barangay officials. This capacity building aims to equip barangay representatives on issues and challenges that they may have or will encounter as they implement the program.

This type of capacity building will allow the barangay representatives to lay on the table their problems and allow a certain group to come up with solutions. The solutions are made by both the barangay officials and representatives from the CENRO and PAMO. Aside from this, PAMO will orient the barangay representatives on their access to facilities and other available resources that the PAMO can procure for the success of the implementation of the program. Successful barangays which are consistent in implementing CMEMP will also be asked to talk about their strategies.

PAMO will also explain the importance of monitoring and maintenance by discussing general answers to the *whys* and giving out actual practices on how to monitor and maintain the implementation. From here, another set of ways to give out penalties (please reward) as one method of maintenance will be shared.

The activity will last for a whole day as this requires intensive small group discussion. Different barangays will be grouped together (3 barangay in one group). Each group are to present their cases and their group members together with CENRO facilitators will help each other plan on ideas that will help them to complete or address current challenges to their implementation. One barangay per group shall present their case to the whole assembly.

The latter part of the activity will be facilitated by the PAMO to explain the different tasks of monitoring and evaluation. The points given are present in the campaign materials (pamphlet) and will act as the check list of each barangay. The CENRO representative will also give the dos and don'ts in giving out penalties and warnings to establishments and even private residents.

Table 10. Proposed program for Capacity Building

TIME	ACTIVITY	PERSON-IN-CHARGE/ RESOURCE PERSON
7:30-8:00	▪ Registration	▪ Registration ▪ Ushering Team
8:00-8:10	▪ Welcoming Remarks	▪ Program Team
8:10-8:30	▪ Orientation and Group Assignments	▪ PAMO Program ▪ Ushering Team
8:30-8:50	▪ Expectations Check	▪ PAMO Program ▪ Ushering Team
8:50-9:00	▪ Get to know and Group Dynamics	▪ PAMO Program ▪ Ushering Team
9:00-10:00	▪ First round of Problem solving	▪ PAMO Facilitators
10:00-10:15	BREAK	

TIME	ACTIVITY	PERSON-IN-CHARGE/ RESOURCE PERSON
10:15-11:15	▪ Second Round of Problem Solving	▪ PAMO Facilitators
11:15-12:30	LUNCH	
12:30-1:30	▪ Third Round po Problem Solving	▪ PAMO Facilitators
1:30-2:00	▪ Synthesis and Presentation Preparation	▪ PAMO Facilitators
2:00-2:30	▪ Penalties Orientation	▪ PAMO resource speaker
2:30-3:30	▪ Presentation of Case Studies	▪ Documentation Team
3:30-4:00	▪ Practice of penalty issuance	▪ Ushering Team
4:00-4:30	▪ Debriefing per group and ▪ Closing Remarks	▪ PAMO Campaign Head

#### Activity # 4: Posting posters in public places

The next campaign activity will involve more people and more hands at work. This will be the launching and dissemination day for the campaign posters. The activity is simple but requires planning from each barangay. It will also need to open the activity to volunteers to further expand awareness and make the workload more distributed.

This will be a half day activity for te participants to install the posters in different areas like restaurants, walls, private establishments and other places. There will also be orientation on the dos and don'ts of poster posting. After the orientation, the people will start posting the posters, hand out materials and distribution to passersby, explaining the campaign.

Table 11. Proposed program for putting up posters.

TIME	ACTIVITY	PERSON-IN-CHARGE/ RESOURCE PERSON
7:30-8:00	▪ Assembly time ▪ Registration	▪ Registration
8:00-8:15	▪ Welcoming Remarks (playing of jingle)	▪ Program Team

TIME	ACTIVITY	PERSON-IN-CHARGE/ RESOURCE PERSON
8:15-8:30	▪ Orientation	▪ PAMO Program Team
8:30-9:30	▪ Start of dissemination	▪ Documentation Team
9:30-10:00	▪ Distribution of snacks and closing remarks	▪ PAMO Program Team ▪ Ushering Team

#### **Activity #5: Seminar for residents**

The next campaign activity is a seminar that aims to convince the residents to practice and promote the program to other people. The overall campaign hopes to foster collaboration among community members through keeping their marine and coastal environment protected. Through this seminar, residents can be inspired to make their good practices a habit, and can realize the importance of citizen involvement in major projects of their community.

The seminar will be handled by the barangay officials and volunteer individuals or NGOs who are equipped to discuss the practice to residents, and have the capacity to encourage the residents to adopt and promote these practices. During the seminar, there shall be lectures and discussion on a given topic and an open forum will be conducted after the lectures where participants can raise questions during the open forum. Since the goal of the campaign activity is to promote collaboration among community members, the facilitators of the seminar will ask the participants to perform a series of team-building activities that highlight the importance of collaboration. Participants will be given handouts/pamphlets so they have materials to read about, which they can also take home as sorts of learning handouts/pamphlets.

It will be a one-day seminar that will start from 8:00 in the morning and end at 4:00 in the afternoon. The lectures will be given in the morning session, and the team-building activities will be facilitated in the afternoon session. Snacks will be distributed during the morning break, as well as meals for lunch break. The schedule of activities for the seminar is shown in Table 12.

Table 12. Proposed program for seminar

TIME	ACTIVITY	PERSON-IN-CHARGE/ RESOURCE PERSON
8:00-9:00	<ul style="list-style-type: none"> <li>▪ Assembly time</li> <li>▪ Registration</li> </ul>	▪ Registration
9:00-9:15	<ul style="list-style-type: none"> <li>▪ Welcoming Remarks</li> </ul>	▪ Event Head
9:15-9:30	<ul style="list-style-type: none"> <li>▪ Orientation (AM Session)</li> </ul>	▪ Host
9:30-10:30	<ul style="list-style-type: none"> <li>▪ First Lecture</li> <li>▪ Open Forum</li> </ul>	▪ Resource Person
10:30-11:00	<ul style="list-style-type: none"> <li>▪ Distribution of snacks</li> </ul>	▪ Program Team
11:00-12:00	<ul style="list-style-type: none"> <li>▪ Second Lecture</li> <li>▪ Open Forum</li> </ul>	▪ Resource Person
12:00-1:00	<ul style="list-style-type: none"> <li>▪ LUNCH BREAK</li> <li>▪ Distribution of meals for lunch</li> </ul>	▪ Program Team
1:00-1:15	<ul style="list-style-type: none"> <li>▪ Orientation (PM Session)</li> </ul>	▪ Host
1:15-1:30	<ul style="list-style-type: none"> <li>▪ Distribution of handouts/pamphlets</li> <li>▪ Brief lecture</li> </ul>	▪ Program Team
1:30-3:20	<ul style="list-style-type: none"> <li>▪ Team-building activities</li> </ul>	▪ Activity Facilitators
3:20-3:30	<ul style="list-style-type: none"> <li>▪ Presentation of certificates</li> </ul>	▪ Program Team
3:30-3:45	<ul style="list-style-type: none"> <li>▪ Closing Remarks</li> <li>▪ Dispersal</li> </ul>	▪ Event head

#### Activity #6: House to house dissemination of materials

In order to make the campaign successful, a supplement to the seminar will be the next activity. House to house dissemination will be the application component of the campaign of the barangay officials. Each barangay will mobilize volunteers and barangay officials to disseminate campaign materials to all their respective households.

This activity will be done in the morning and will end at around lunch time. The volunteers, possible partner NGOs and the barangay officials will have a direct interaction with the residents. They will not only hand the calendars out but they will also answer inquiries and explain briefly the aim of the campaign. Table 13 shows the proposed program.

Table 13. Proposed program for door-to-door distribution

TIME	ACTIVITY	PERSON-IN-CHARGE/ RESOURCE PERSON
7:30-8:00	▪ Assembly	▪ Registration
8:00-8:30	▪ Welcoming Remarks ▪ Orientation	▪ Barangay Office
8:30- 10:00	▪ Door to door distribution	▪ Barangay Office
10:00-10:30	▪ Snacks/Break	▪ Barangay Office
10:30-10:45	▪ Closing ▪ Dispersal	▪ Barangay Office

### Gantt Chart

The Gantt chart is comprised of the activities for the one-year implementation plan. Each activity is allotted a week for contingency. The preparation of the campaign starts at January 2024. The launch of the campaign will start on October 2024, during the 26<sup>th</sup> anniversary of the protected area to ensure that all campaign activities are already prepared by then.

Table 14. Gantt chart of production, implementation, monitoring, and evaluation

ACTIVITY	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>Development and Testing</b>												
1. Plan and design poster												
2. Pretest poster												
3. Revise poster												
4. Finalize poster												
5. Form management and production team												
6. Review budget plan for the campaign												
7. Set dates and venues for trainings, seminars, and forums												
8. Contact catering services for trainings, seminars, and workshops												
9. Pretest video concept												
10. Revise video concept												
11. Write script for video												
12. Pretest script for video												
13. Revise script for video												
14. Construct storyboard for video												
15. Pretest storyboard												
16. Revise storyboard												
17. Produce video												
18. Pretest video												
19. Revise and finalize video												
20. Plan and design calendar												
21. Pretest calendar												
22. Revise calendar												
23. Prepare handouts for barangay officials in seminars, forums, and trainings												
24. Pretest handouts with experts												
25. Revise handouts												

ACTIVITY	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
26. Reproduce handouts, posters, and calendars												
27. Prepare activities and materials for the sustainability plan of the campaign												
<b>Implementation and Monitoring</b>												
28. Conduct forum for barangay officials												
29. Conduct training for barangay officials												
30. Conduct capacity-building seminar for barangay officials												
31. Disseminate calendars												
32. Conduct seminar for residents												
33. Put up posters in public places												
34. Put up posters in public places												
<b>Monitoring and Evaluation</b>												
35. Observe and document campaign activities												
36. Conduct pre-test and post-test evaluation tests												
37. Conduct monthly cleanups per barangay												
38. Evaluate if barangay officials practice CMEMP												
39. Evaluate if residents practice best practices related to the program												
40. Conduct summative evaluation												

## CHAPTER 5. BUDGET PROPOSAL

The budget for the one-year implementation plan includes all costs of activities that will be conducted. This includes activities for forum, training, capacity building seminar, and dissemination of calendars. On the other hand, the activities for the residents of each barangay are seminar, dissemination of poster calendar and putting up posters in public places.

Table 15. Proposed budget for the Campaign

ITEM	UNIT PRICE	QUANTITY	AMOUNT
<b>1. Personnel Services (PS)</b>			
<b>FORUM</b>			
A. Speakers (3)	1000/hour	7 hours	21,000
B. Technicians	1000/day	1 day	1,000
C. Documentation staff	1000/day	1 day	1,000
D. Video editor	500/hour	24 hours	12,000
<b>TOTAL</b>			<b>35,000</b>
<b>TRAINING</b>			
A. Trainers (2)	1000/hour	4 hours	8,000
B. Technicians	1000/day	1 day	1,000
C. Documentation staff	1000/day	1 day	1,000
D. Video Editor	500/hour	24 hours	12,000
<b>TOTAL</b>			<b>22,000</b>
<b>CAPACITY-BUILDING</b>			
<b>SEMINAR</b>			
A. Technicians	1000/day	1 day	1,000
B. Documentation staff	1000/day	1 day	1,000
C. Video Editor	500/hour	24 hours	12,000
<b>TOTAL</b>			<b>14,000</b>
<b>SEMINAR (FOR RESIDENTS)</b>			
A. Speaker (2)	1000/hour	8 hours	16,000
B. Technicians	1000/day	1 day	1,000
C. Documentation staff	1000/day	1 day	1,000
D. Video editor	500/hour	24 hours	12,000
<b>TOTAL</b>			<b>30,000</b>
<b>2. Food</b>			
A. Forum (10)	50,000/ forum	10 forums	500,000
B. Training (5)	100,000/training	5 trainings	500,000
C. Capacity-building seminar (3)	100,000/ capacity building	3 Capacity buildings	300,000
D. Seminar (3)	50,000/ seminars	3 seminars	150,000
E. Putting up posters	500/pax/ day	20 enumerators	10,000
<b>TOTAL</b>			<b>1,460,000</b>

### 3. Supplies

#### A. Paper

1. Development and Testing	250/ream	1 ream	250
2. Implementation and Monitoring			
i. Pamphlet	250/ream	5 reams	1,250
ii. Special paper (Certificates)	200/pack	15 packs	3,000
iii. Glossy paper (Poster Calendar)	500/pack 250/ream	30 packs 1 ream	15,000 250
3. Monitoring and evaluation			
B. Printing (ink)	850/set	10 sets	8,500
C. Projector			

**TOTAL** **28,250**

#### 4. Others

A. Communication (invitations, calls and letters)	5,000	5,000
B. Venue		
C. Transportation (full tank gasoline)	50,000	50,000

**TOTAL** **55,000**

**Subtotal** **1,644,250**

**5. Administrative Costs (PS + S + MOOE) x 0.10** **164,425**

**Grand Total** **1,808,675**

## CHAPTER 6. MONITORING AND EVALUATION PLAN

The communication campaign focuses on empowering the target audience and players of the coastal and marine environment together with the residents of El Nido with knowledge on CMEMP. The following table shows the breakdown of the standards, indicators, data sources, data gathering method, tasking, and schedule of the campaign's objective.

Table 16. Monitoring and evaluation plan

OBJECTIVE	STANDARDS	INDICATOR	DATA SOURCE	DATA GATHERING METHOD	TASKING	SCHEDULE
1. 85% percent of the respondents can correctly define coastal habitat as the corals, seagrass and mangroves	<ul style="list-style-type: none"> <li>53% below: very low</li> <li>54%-64%: low</li> <li>65%-74%: moderate</li> <li>75%-85%: high</li> <li>85% above: very high</li> </ul>	<ul style="list-style-type: none"> <li>Increase in the percentage who define coastal habitat as the corals, seagrass and mangroves.</li> <li>Increase of passing score percentage in the post-test</li> </ul>	<ul style="list-style-type: none"> <li>Pre- test and post-test results</li> </ul>	<ul style="list-style-type: none"> <li>Quiz/ questionnaire through the forum</li> </ul>	<ul style="list-style-type: none"> <li>Documentation Team to document the seminar and capacity building trainings and workshop activities.</li> <li>Facilitators and PAMO staff for registration, distribution, and compilation and conduction of quizzes.</li> </ul>	<ul style="list-style-type: none"> <li>Date of Forum</li> <li>Summative evaluation schedule</li> </ul>
2. 80% of the respondents can correctly enumerate at least three (3) policies in the Implementing Rules and Regulations of CMEMP	<ul style="list-style-type: none"> <li>48% below: very low</li> <li>49%-59%: low</li> <li>60%-70%: moderate</li> <li>71%-80%: high</li> <li>80% above (high)</li> </ul>	<ul style="list-style-type: none"> <li>Increase in the percentage of respondents who can enumerate at least three (3) policies in the Implementing Rules and Regulations of CMEMP</li> <li>Increase in the passing score in the post-test.</li> </ul>	<ul style="list-style-type: none"> <li>Pre-test and post-test results</li> </ul>	<ul style="list-style-type: none"> <li>Quiz/ Questionnaire through the forum</li> </ul>	<ul style="list-style-type: none"> <li>Documentation Team to document the seminar and capacity building trainings and workshop activities.</li> <li>Facilitators and PAMO staff for registration, distribution, and compilation, and conduction of quizzes</li> </ul>	<ul style="list-style-type: none"> <li>3<sup>rd</sup> month of the campaign</li> <li>12<sup>th</sup> month of the campaign launch</li> </ul>

OBJECTIVE	STANDARDS	INDICATOR	DATA SOURCE	DATA GATHERING METHOD	TASKING	SCHEDULE
3. 80% of the respondents can monitor and report illegal activities to authority	<ul style="list-style-type: none"> <li>42% below: very low</li> <li>43%-55%: low</li> <li>56%-67%: moderate</li> <li>68%-80%: high</li> <li>80% above: very high</li> </ul>	<ul style="list-style-type: none"> <li>Increase in the percentage of respondents who can monitor and report illegal activities to authority</li> <li>Increase in the number of barangays who will submit logbook of apprehension activities</li> </ul>	<ul style="list-style-type: none"> <li>Pre-test and post-test results</li> <li>Monitoring plan and logbook of apprehensions</li> </ul>	<ul style="list-style-type: none"> <li>Quiz or examination: through the forum</li> <li>Documents and records</li> </ul>	<ul style="list-style-type: none"> <li>Documentation Team to document the seminar and capacity building trainings and workshop activities.</li> <li>Facilitators and PAMO staff for registration, distribution, and compilation, and conduction of quizzes</li> </ul>	<ul style="list-style-type: none"> <li>Date of Forum</li> <li>Summative evaluation schedule</li> </ul>
4. 60% of the respondents can practice and adopt activities in relation to CMEMP program.	<ul style="list-style-type: none"> <li>57% below: very low</li> <li>58%-67%: low</li> <li>68%-76%: moderate</li> <li>77%-85%: high</li> <li>85% above: very high</li> </ul>	<ul style="list-style-type: none"> <li>Increase in the number of the respondents who can practice and adopt activities in relation to CMEMP program.</li> <li>Monitoring plan for each barangay</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation sheets to be disseminated</li> <li>Pre-test and post-test results</li> </ul>	<ul style="list-style-type: none"> <li>Questionnaires after the training</li> <li>Documents and records</li> </ul>	<ul style="list-style-type: none"> <li>Documentation Team to document the best practices</li> <li>Facilitators and PAMO staff for registration, distribution, and compilation, and conduction of questionnaires/evaluation sheet</li> </ul>	<ul style="list-style-type: none"> <li>Month of October</li> <li>Monitoring and Evaluation of the campaign (Month of October until end of campaign)</li> </ul>

OBJECTIVE	STANDARDS	INDICATOR	DATA SOURCE	DATA GATHERING METHOD	TASKING	SCHEDULE
5. 70% of the respondents can describe the importance of practicing activities contributory to the ridge to reef approach protection.	<ul style="list-style-type: none"> <li>42% below: very low</li> <li>43%-55%: low</li> <li>56%-67%: moderate</li> <li>68%-80%: high</li> <li>80% above: very high</li> </ul>	<ul style="list-style-type: none"> <li>Increase in percentage of respondents who can describe the importance of practicing activities contributory to the ridge to reef approach protection</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring reports</li> <li>Pre-test and post-test results</li> </ul>	<ul style="list-style-type: none"> <li>Documents and records</li> </ul>	<ul style="list-style-type: none"> <li>Documentation of reports</li> <li>Monitoring and evaluation of reports</li> </ul>	<ul style="list-style-type: none"> <li>Month of October</li> <li>Monitoring and Evaluation of the campaign (Month of October until end of campaign)</li> </ul>
6. 60% of the residents should encourage other people to practice CMEMP related activities.	<ul style="list-style-type: none"> <li>5% and below: very low</li> <li>6%-24%: low</li> <li>25%-43%: moderate</li> <li>44%-60%: high</li> <li>60% above: very high</li> </ul>	<ul style="list-style-type: none"> <li>Increase in percentage of residents who encourage other people to practice CMEMP related activities</li> </ul>	<ul style="list-style-type: none"> <li>Survey forms</li> <li>Monitoring reports</li> <li>Evaluation sheets to be disseminated</li> </ul>	<ul style="list-style-type: none"> <li>Quizzes during forum</li> </ul>	<ul style="list-style-type: none"> <li>Documentation of event</li> <li>Registration and Facilitator of handling of materials and quizzes</li> <li>Record and analyze quiz results</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring and Evaluation of the campaign (Month of June until end of campaign)</li> </ul>

# CHAPTER 7. PLANNING FOR CONTINUITY

## **Coastal and Marine Ecosystem Management**

The communication campaign focuses on empowering barangay officials together with the residents of El Nido with knowledge on CMEMP. The campaign also centers on increasing the participation and collaboration of the primary and secondary stakeholders in the program. However, being informed about CMEMP (the definition, practices, and policies) is just the starting point for the success of the campaign. This alone would not guarantee the sustainability of the campaign and the behavior communicated to the stakeholders. After the campaign, it is proposed to have a committee specifically for the CEPA. A monthly meeting for the committee that will evaluate and monitor the program even after the campaign is also suggested to check the progress and status of each barangay.

## **Partnerships**

The PAMO will partner with different organizations and institutions that will help them in implementing the program. The campaign already has partnership with the Local Government Unit, Non-Government Organizations in conducting workshop, forums, and capacity-building seminars. The PAMO would also tap different community organizations such as the senior citizens, people's organization, youth organizations, and religious organizations to participate in the campaign that would give incentives to the individuals and to the organization.

The Department of Education would propose and have memorandum that would enforce and include the teaching of CMEMP to grade school students for them to appreciate it early.

## **Policy**

There is an existing national policy regarding CMEMP and numerous ordinances across the nation. The PAMO together with the other partner organizations can draft a proposal on for each barangay to adopt the said policies that will strengthen its sustainability by enforcing monitoring schemes and by expanding its reach in involving the community.

Penalties and reinforcements will also be supplemental to maintain the obedience from their constituents. Aside from this, the barangay are to consider partnerships with a legal counsel to impose the legality of the penalties and for the campaign to be taken seriously by all types of residents and private institution in each barangay. Incentives for outstanding barangays will also be encouraged as a source of sustainability.

## CHAPTER 8. REFERENCES

Davis K, Ferris-Smith M, Lee M, Miller S, Otts J and M Zilinskas, 2014. Engaging communities in marine protected areas: concepts and strategies from current practice. National Oceanic and Atmospheric Administration. 96 pp.

DENR Administrative Order No. 2016-26 otherwise known as the Guidelines for the Implementation of the Coastal and Marine Ecosystems Management Program (CMEMP)

DENR Technical Bulletin 2017-10 otherwise known as the Guidelines on the conduct of Knowledge, Attitude and Practices (KAP) Survey for the Coastal and Marine Ecosystems Management Program (CMEMP)

DENR Technical Bulletin 2017-17 otherwise known as the Supplementary Guidelines on the conduct of Knowledge, Attitude and Practices (KAP) Survey for the Coastal and Marine Ecosystems Management Program (CMEMP)

Ervin J, Butler P, Wilkinson L, Piper M and S Watkins, 2010. Inspiring support and commitment for protected areas through communication, education and public awareness programs: a quick guide for protected area practitioners. Quick Guide Series, J. Ervin ed. Arlington, VA: Rare Conservation.

El Nido Managed Resource Protected Area (ENMRPA) Protected Area Management Plan (PAMP). 2020-2029. 202 pages.

Hattam CE, Mangi SC, Gall SC and LD Rodwell, 2014. Social impacts of a temperate fisheries closure: understanding stakeholders' views. *Marine Policy*, 45:269–278.

Hamú D, Auchincloss E, and W Goldstein, 2004. (eds.) Communicating Protected Areas, Commission on Education and Communication, IUCN, Gland, Switzerland and Cambridge, UK. xiv + 312 pp.

Health Communication Capacity Collaborative, 2013.

Taytay-El Nido Integrated Coastal Management Plan. 2016.

# **APPENDIX A**

## **ANALYSIS INSTRUMENT**

# Knowledge, Attitude and Practices (KAP) Survey Questionnaire for CMEMP

## GENERAL INFORMATION (PANGKALAHATANG IMPORMASIYON)

1. Petsa at oras ng Panayam

---

2. Pangalan ng Taga-panayam (*Interviewer/Enumerator*) (*Unang Pangalan, M.I., Apelyido*)

---

3. Numero ng Palatanungan (*Questionnaire*)

---

4. Geo-tag ID

---

5. Pangalan ng MPA (*Marine Protected Area*)

---

6. Lokasyon (*Barangay, City/Municipality, Province*)

---

## RESPONDENT'S PROFILE (MAIKLING TALAMBUHAY NG KINAKAPANAYAM)

7. Kinabibilangang Grupo ng Tagasagot  
*Isang bilog lang ang maaaring markahan.*
  - Opisyal ng Lokal na Pamahalaan/Barangay
  - Pinuno ng sambahanan (mga mangingisda)/local na mga organisasyon/samahan Asawa ng mangingisda/magsasaka
  - Kabataan (edad 15 pataas)
  - May-ari ng Negosyo
  - Pinuno ng Paaralan/Guro
8. Pangalan ng Tagasagot (*Respondent*) (*First Name, M.I., Last Name*)  

---
9. Edad  
*Isang bilog lang ang maaaring markahan.*
  - 15-19 taong gulang
  - 20-24
  - 25-29
  - 30-34
  - 35-39
  - 40-44
  - 45-49
  - 50-54
  - 55-59
  - 60 pataas

#### 10. Kasarian

*Isang bilog lang ang maaaring markahan.*

- Lalaki
- Babae
- Lesbian
- Gay
- Bisexual
- Transgender
- Kung wala sa mga pagpipilian, tukuyin: \_\_\_\_\_

#### 11. Bilang ng taon ng paninirahan sa lugar.

---

- 12. Kung mas mababa sa limang (5) taon ang paninirahan sa lugar, ilagay ang dating tirahan.

---

#### 13. Relihiyon

*Isang bilog lang ang maaaring markahan.*

- Katoliko
- Iglesia ni Cristo
- Saksi ni Jehova
- Mormon
- Protestant
- Islam
- Seventh Day Adventist Baptist
- Born Again Christian
- Other: \_\_\_\_\_

#### 14. Civil Status

*Isang bilog lang ang maaaring markahan.*

- Single
- Married
- Widowed
- Separated
- Other: \_\_\_\_\_

#### 15. Bilang ng Miyembro ng Pamilya

## 16. Edukasyon

*Isang bilog lang ang maaaring markahan.*

- Walang pormal na pag-aaral
- Elementarya
- Nakapagtapos ng
- Elementarya Sekondarya
- Nakapagtapos ng Sekondarya
- Kolehiyo
- Nakapagtapos ng Kolehiyo
- Bokasyonal na Kurso
- Post-graduate

## 17. Kinabibilangang Organisasyon (kung mayroon)

---

### KNOWLEDGE / KAALAMAN

## 18. Alam mo ba kung ano ang samu't-saring buhay (Biodiversity)?

*Isang bilog lang ang maaaring markahan.*

- Oo
- Hindi
- Walang ideya

## 19. Kung oo ang iyong sagot sa naunang sagot, anu-ano ang mga bumubuo sa samu't-saring buhay (Biodiversity)?

*Markahan lahat ng maaaring sagot.*

- Mga hayop at maliliit na *organisms*
- Mga puno at halaman
- Mga estuwyaryo/baybayin
- Mga ilog/lawa/batis
- Mga kuweba

## 20. Anu-ano ang mga kahalagahan at benepisyong hatid ng mga yamang dagat sa inyong lugar?

*Markahan lahat ng maaaring sagot.*

- Tirahan ng mga hayop
- Pinagkukunan ng pagkain, hanapbuhay at gamot
- Proteksyon mula sa mapaminsalang hagupit ng bagyo at *storm*
- surge* Nagsisilbing libangan at pinagdadausan ng iba't ibang aktibidad Nakatutulong sa paglago ng ekonomiya
- Iba pa : \_\_\_\_\_

21. Anu-anong iba't-ibang ecosystems sa inyong lugar?

Markahan lahat ng maaaring sagot.

- Mudflat areas*
- Mga bakawan*
- Mga damong*
- dagat Mga bahura*
- Mga batis Salt Marshes Mga lawa*
- Lowland forests*
- Mga ilog*
- Mga kuweba*

22. Anu-anong katangian ng *Mudflat Areas*?

Markahan lahat ng maaaring sagot.

- Putikang lugar na dulot ng mga alon at ilog*
- Matatagpuan sa mga lugar kung saan ang agos ng tubig ay dahan dahan Bahain dulot ng madalas na pagbabago ng antas ng tubig*
- Iba pa: \_\_\_\_\_*

23. Nakakaapekto ba nang tuwiran ang kondisyon ng *Mudflat Areas* sa mga pinagkukunan natin at ng mga ibat't ibang hayop ng pagkain?

Isang bilog lang ang maaaring markahan.

- Oo*
- Hindi*
- Walang ideya*

24. Anu-anong kahalagahan ng *Mudflat Areas*?

- Ito ang pinagkukunan ng pagkain at nagsisilbing tirahan ng mga waterbirds*
- Nagsisilbing itluran at pangalagaan ng mga isda*
- Sagana sa nutrinang kailangan ng iba't-ibang species*
- Iba pa: \_\_\_\_\_*

25. Anu-anong bagay na nakakaapekto sa ating *Mudflat Areas*?

Markahan lahat ng maaaring sagot.

- Panahon*
- Lokasyon ng Mudflats*
- Pagtatanim ng puno*
- Iba pa: \_\_\_\_\_*

26. Anu-ano ang mga katangian ng mga Bakawan?

*Markahan lahat ng maaaring sagot.*

- Binubuo ng mga punong kahoy at damo sa tabing-dagat Malambot ang lupang kinatataamnan
- Litaw na mga ugat, makapal at madulas na dahon Iba pa: \_\_\_\_\_

27. Nakakaapekto ba ang kondisyon ng ating mga Bakawan sa pinagkukunan ng pagkain iba't-ibang hayop?

*Isang bilog lang ang maaaring markahan.*

- Oo
- Hindi
- Walang ideya

28. Anu-ano ang mga kahalagahan ng mga Bakawan?

*Markahan lahat ng maaaring sagot.*

- Natural breakwaters
- Pinagkukunan ng pagkain ng iba't-ibang hayop
- Nagsisilbing tahanan ng iba't-ibang hayop
- Iba pa: \_\_\_\_\_

29. Anu-ano ang mga bagay na nakakaapekto sa ating mga Bakawan?

*Markahan lahat ng maaaring sagot.*

- Pag-uuling
- Pagtotr
- oso
- Pangin gisda
- Iba pa: \_\_\_\_\_

30. Anu-ano ang mga katangian ng mga Damong-dagat?

*Markahan lahat ng maaaring sagot.*

- Nakalubog sa tubig-dagat
- Tumutubo sa mababaw na parte ng dagat
- Nakadepende sa sikat ng araw
- Iba pa: \_\_\_\_\_

31. Tuwiran bang nakakaapekto ang mga damong-dagat sa produksyon ng mga isda?

*Isang bilog lang ang maaaring markahan.*

- Oo
- Hindi
- Walang ideya

32. Anu-ano ang mga kahalagahan ng mga damong-dagat?

*Markahan lahat ng maaaring sagot.*

- Pagpapanatili ng samu't-saring buhay
- (Biodiversity) Pagpapalaki ng mga isda
- Nagpapatatag at naglilinis ng tabing-dagat Iba pa:

---

33. Anu-ano ang mga bagay na nakakaapekto sa ating mga Damong-dagat?

*Markahan lahat ng maaaring sagot.*

- Pagtatanim ng mga puno
- Mga aksidente sa dagat na nagdudulot ng pagtagas ng langis Pagdaong ng mga barko o bangka
- Iba pa: \_\_\_\_\_

34. Anu-ano ang mga katangian ng mga Bahura

*(Coral Reefs)? Markahan lahat ng maaaring sagot.*

- Maaaring malambot o matigas Malawak o Kakaunti
- Buhay o patay at may mga lumot
- Iba pa: \_\_\_\_\_

35. Ano-ano ang mga kahalagahan ng Bahura (Coral Reefs)?

*Markahan lahat ng maaaring sagot.*

- Tirahan ng mga isda Lugar
- pasyalan/libangan
- Sumasangga sa malalakas na alon
- Iba pa: \_\_\_\_\_

36. Anu-anong mga bagay na nakakaapekto sa ating Bahura (Coral Reefs)?

Markahan lahat ng maaaring sagot.

- Pagamit nga dinamita sa pangingisda
- Global Warming
- Ilegal na pangongolekta ng mga korales
- Iba pa: \_\_\_\_\_

37. May alam ka ba tungkol sa polusyon sa dagat? (Ocean and Marine Pollution)?

Isang bilog lang ang maaaring markahan.

- Oo
- Hindi
- Walang ideya

38. Anu-anong mga pinanggagalingan ng polusyon sa dagat?

Markahan lahat ng maaaring sagot.

- Duming nagmumula sa mga kanal, pagpuputol ng mga puno, pagsasaka, at iba pa Duming dulot ng pagguho ng lupa dahil sa pagmimina, pagsasaka at *costal dredging* Mga mikrobyong nagdudulot ng sakit na nagmumula sa mga hayupan *Ballast water*
- Mga nakalalasong kemikal
- Krudo mula sa mga sasakyen, mga malalaking makinarya, industriya at iba pa Mga plastik
- Ingay na nagmumula sa mga *supertankers*, at iba pang malalaking makinarya Iba pa: \_\_\_\_\_

39. Umaambag ba nang tuwiran ang mga tao sa polusyon sa dagat?

Isang bilog lang ang maaaring markahan.

- Oo
- Hindi
- Walang ideya

40. May alam ka ba tungkol sa *Climate Change o dagliang pagbabago ng klima o panahon*?

Isang bilog lang ang maaaring markahan.

- Oo
- Hindi
- Walang ideya

**41. Para sa iyo, ano ang *Climate Change*?**

*Markahan lahat ng maaaring sagot.*

- Pagtaas ng temperature ng mundo
- Sanhi ng paggamit ng *fossil fuels* na nagkakalat ng *carbon dioxide* at iba pang *greenhouse gases* sa hangin
- Pabago-bagong panahon
- Ang mga tabing-dagat ay madaling maapektuhan ng pagtaas ng lebel ng dagat, pag-init ng dagat/karagatan, at pagsama ng panahon
- Ang mga nakatira sa mabababang lugar sa tabing dagat ay matass ang posibilidad na maapektuhan ng pagtaas ng lebel ng tubig
- Ang matinding tag-init at matinding tag-ulang ay maaring makapaminsala ng hanapbuhay tulad ng sakahan at palaisdaan
- Ocean Acidification*

**42. Umaambag ba nang tuwiran ang mga tao sa *Climate Change*?**

*Isang bilog lang ang maaaring markahan.*

- Oo
- Hindi
- Walang ideya

**ATTITUDE**

**43. Nararamdam ko na kailangang protektahan ang mga tirahan ng mga hayop dahil nakakaapekto ito sa ating pinagkukunan ng pagkain.**

*Isang bilog lang ang maaaring markahan.*



**44. Kusa akong tutulong upang mapangalagaan at maprotektahan ang mga nabanggit na likas yaman sa pamamagitan ng pagpapalaganap ng tamang paggamit nito.**

*Isang bilog lang ang maaaring markahan.*



**45. Obligasyon at responsibilidad ng bawat Pilipino ang pangalagaan at protektahan ang mga likas na yaman ng Pilipinas at kailangan ko itong simulant sa aking komunidad.**

*Isang bilog lang ang maaaring markahan.*



46. Gusto kong ipakita sa aking pamilya, kamag-anak at mga kaibigan ang mga pamamaraan ng pagrotekta at pangangalaga sa samu't-saring buhay.

*Isang bilog lang ang maaaring markahan.*

Lubos na	1	2	3	4	5	Lubos na hindi
Sumasang-ayon	<input type="radio"/>	Sumasang-ayon				

47. Nagpasya akong maging mas maingat sa aking mga aksyon patungkol sa pagpoprotekta at pangangalaga ng kalikasan laban sa *Climate Change*.

*Isang bilog lang ang maaaring markahan.*

Lubos na	1	2	3	4	5	Lubos na hindi
Sumasang-ayon	<input type="radio"/>	Sumasang-ayon				

48. Susuportahan at makikilahok ako sa mga programa ng local at pambansang gobyerno sa pagpoprotekta ng samu't-saring buhay.

*bilog lang ang maaaring markahan.*

Lubos na	1	2	3	4	5	Lubos na hindi
Sumasang-ayon	<input type="radio"/>	Sumasang-ayon				

49. Iniaasa ko sa ibang tao ang pangangalaga ng samu't-saring buhay dahil sila ang mas nakakaalam.

*Isang bilog lang ang maaaring markahan.*

Lubos na	1	2	3	4	5	Lubos na hindi
Sumasang-ayon	<input type="radio"/>	Sumasang-ayon				

50. Naisasantabi ko ang pagpapahalaga sa mga isyu patungkol sa samu't-saring buhay dahil sa aking kawalang-kaalaman.

*Isang bilog lang ang maaaring markahan.*

Lubos na	1	2	3	4	5	Lubos na hindi
Sumasang-ayon	<input type="radio"/>	Sumasang-ayon				

51. Ayokong makilahok sa mga programa ng gobyerno na nangangalaga at pumoprotekta sa samu't- saring buhay dahil hindi ko ito pangunahing responsibilidad.

*Isang bilog lang ang maaaring markahan.*

Lubos na	1	2	3	4	5	Lubos na hindi
Sumasang-ayon	<input type="radio"/>	Sumasang-ayon				

52. Sinisisi ko ang ibang tao dahil sa malawakang pagbaha at iba pang kalamidad sanhi ng kanilang irresponsableng mga gawain.

*Isang bilog lang ang maaaring markahan.*

Lubos na	1	2	3	4	5	Lubos na hindi
Sumasang-ayon	<input type="radio"/>	Sumasang-ayon				

53. Sa huling anim (6) na buwan, nakilahok ka na ba sa mga programa ng gobyerno o ng DENR sa inyong lugar?

*Isang bilog lang ang maaaring markahan.*

- Regular (isang beses sa isang buwan)
- Paminsan-minsan (Isang beses sa loob ng anim na buwan) Hindi

54. Kung regular o paminsan-minsan kang nakikilahok, bakit?

*Isang bilog lang ang maaaring markahan.*

- Dahil obligasyon ko ito
- Para matuto ng mga bagong impormasyon Para maliwanagan
- Iba pa: \_\_\_\_\_

#### PRACTICES

55. Gumagamit ako ng lata, plastik na straw, plastik na bote at iba pang plastik na mga bagay.

*Isang bilog lang ang maaaring markahan.*

- Hindi
- Minsan
- Palagi

56. Tinatapon ko ang mga basura ko kahit saan lalo na kung wala akong makitang malapit na basurahan sa paligid.

*Isang bilog lang ang maaaring markahan.*

- Hindi
- Minsan
- Palagi

57. Direkta akong nanghuhuli ng isda at iba pang pagkain sa dagat para sa aking pamilya.

*Isang bilog lang ang maaaring markahan.*

- Hindi
- Minsan
- Palagi

58. Kung palagi mo itong ginagawa, magbigay ng pamamaraan ng paghuli/pagkuha.

59. May iba pa akong pinagkakakitaan.

*Markahan lahat ng maaaring sagot.*

- Manukan
- Babuyan
- Pagkakarpintero
- Pagsasaka
- Iba pa: \_\_\_\_\_

60. Pinuputol ko ang mga bakawan upang gawing panggatong.

*Isang bilog lang ang maaaring markahan.*

- Hindi
- Minsan
- Palagi

61. Nakikilahok ako sa mga *Tree Planting* sa aking komunidad.

*Isang bilog lang ang maaaring markahan.*

- Hindi
- Minsan
- Palagi

62. Kinukuhanan ko ng litrato ang iba't-ibang mga tanawin sa aming lugar at pinapaskil ko sa *social media* upang makahikayat ng mas maraming bisita.

*Isang bilog lang ang maaaring markahan.*

- Hindi
- Minsan
- Palagi

63. Sa aming tahanan, tumutulong ako sa pangangalaga ng samu't-saring buhay sa pamamagitan ng tamang pagtapon ng basura.

*Isang bilog lang ang maaaring markahan.*

- Oo
- Hindi
- Kung oo, paano? \_\_\_\_\_

64. Sa aming komunidad, nakikilahok ako sa mga gawain na nangangalaga at nagpoprotekta sa samu't-saring buhay.

*Isang bilog lang ang maaaring markahan.*

- Oo
- Hindi
- Kung oo, paano? \_\_\_\_\_

65. Kung may nakikita akong iligal na mga gawain sa aming lugar na nakakasira sa kalikasan, agad akong humihingi ng tulong sa mga awtoridad.  
*Isang bilog lang ang maaaring markahan.*

- Hindi
- Minsan
- Palagi

#### COMMUNICATION CHANNELS

66. Sa paanong paraan mo gustong malaman ang mga impormasyon tungkol sa samu't-saring buhay?  
*Markahan lahat ng maaaring sagot.*

- Telebisyon Dyaryo Radyo
- Internet at *Social Media*
- Mga pamphlets, posters, at brochures
- Mga opisyal ng DENR, LGU at Baranggay
- Mga tagapagpatupad ng batas
- Iba pa: \_\_\_\_\_

67. Sa iyong palagay, ano sa mga sumusunod ang tatlong pinkaepektibong paraan ng pagpapalaganap ng kamalayan tungkol sa samu't-saring buhay?  
*Markahan lahat ng maaaring sagot.*

- Telebisyon Dyaryo Radyo
- Internet at *Social Media*
- Mga pamphlets, posters, at brochures
- Mga opisyal ng DENR, LGU at Baranggay
- Mga tagapagpatupad ng batas
- Iba pa: \_\_\_\_\_

#### MARAMING SALAMAT!

68. Oras ng tapos ng pakikipanayam : \_\_\_\_\_