

TRAINING ON GENDER-RESPONSIVE BEHAVIOR CHANGE CAMPAIGN ON CLIMATE CHANGE (September 30– October 1, 2021)

Program Flow

Objectives

- a. To enhance the skills of DENR regional Gender and Development Focal Points and information officers in communicating the concerns on climate change to communities and influence their behavior to continue to reduce their carbon footprint and adopt a gender-responsive, climate-smart and resilient lifestyle.
- b. Specific:
 - b.1 To increase the level of knowledge of participants on impacts of, regional trends, imperatives on adaptation and mitigation in climate change;
 - b.2 To discuss issues on gender, climate change and disasters, including recommended programs and actions
 - b.2 To discuss behavioral solutions to climate change;
 - b.4 To develop communication plans on gender-responsive climate change needs behavior change campaigns at the regional level
 - b.5 To ensure the inclusion of gender-responsive programs on climate change adaptation and mitigation at the local level, including campaigns on climate change needs behavior change.

Module

Resource Speakers will conduct two-day training- workshop with DENR which will consist of:

- **Day 1:** Climate Change, GAD, Behavior Change Communication, DENR Campaign Strategy
- **Day 2:** Practicum: Audience Insighting, Messaging

The two-day intensive online training will be a mix of lectures and activities specifically designed for up to 134 participants, or at 8 pax per Regional Office (2 pax DENR Regional GAD Focal Point System, 2 DENR Regional Information Officers, 1 EMB Regional GAD Focal Point, 1 EMB Regional Information Officer, 1 MGB Regional GAD Focal Point, 1 MGB Information Officer)

Below is the proposed flow of the training:

DAY 1 (September 30, 2021)	
9:00 AM to 9:05 AM (5 minutes)	Welcome Remarks <i>Speaker: Director Elenida Basug</i> <i>DENR Gender and Development Office, and DENR Climate Change Service</i>
9:05 AM to 9:15 AM (10 minutes)	Opening Message <i>Speaker: Atty. Analiza Rebuelta-Teh</i> <i>DENR Undersecretary, Finance, Information Systems and Climate Change</i>
9:15 AM to 9:25 AM (10 minutes)	Opening Preliminaries <i>Facilitator: DENR</i>
9:25 AM to 10:30 AM (60 minutes)	Session 1: Learning Session: Impacts and Regional Trends in Climate Change, and Imperatives for Climate Change Adaptation and Mitigation <i>Speaker: Ms. Thelma Cinco</i> <i>DOST -PAGASA</i>

10:30 AM to 10:45 AM (15 minutes)	Open Forum: Q&A
10:45 AM to 12:00 AM (75 minutes)	Session 2 : Learning Session on Gender, Climate Change and Disasters: Issues, and Recommended Programs and Actions <i>Speaker: Prof. Marion Tan</i> <i>UP College of Social Work and Community Development</i>
12:00 PM to 1:00 PM	Lunch Break
1:00 PM to 1:05 PM (5 minutes)	Energizer
1:05 PM to 1:30 PM (25 minutes)	Open Forum: Q&A
1:30 PM to 3:00 PM (90 minutes)	Session 3: Behavior Change for the Environment and Climate <i>Speaker: Rocky Sanchez Tirona</i> <i>Managing Director, Fish Forever- Rare</i>
3:00 PM to 3:15 PM (15 minutes)	Open Forum: Q&A
3:15 PM to 3:30 PM (15 minutes)	Synthesis, Assignments, Reminders

DAY 2 (October 1, 2021)	
9:00 AM to 9:05 AM <i>(5 minutes)</i>	<i>Recapitulation</i>
9:05 AM to 11:00 AM	General Framework for Action Planning <i>Speaker: Psyche Roxas</i> <i>Communications Specialist</i>
11:00 AM to 11:15 AM <i>(15 minutes)</i>	Open Forum: Q&A
11:15 AM to 12:00 noon <i>(45 minutes)</i>	Group Work
12:00 noon to 1:00 PM	Lunch Break
1:00 PM to 1:30 PM <i>(30 minutes)</i>	Continuation of Group Work
1:30 PM to 3:00 PM <i>(30 minutes)</i>	Presentation of Group Outputs

3:00 PM to 3:05 PM (5 minutes)	Energizer
3:05 PM to 4:45 PM (40 minutes)	Critiquing of Group Outputs
4:45 PM to 5:00 PM	Closing
Expected Outputs	<ol style="list-style-type: none"> 1. Development of Regional Communications Plans for Gender-responsive Climate Change Needs Behavior Change Campaigns 2. Development of Regional Action Plans to Ensure Inclusion of Gender-responsive Programs on Climate Change Adaptation and Mitigation at the local level

Timeline

Activity	Date
Training Day 1	September 30, 9 AM to 3 PM
Workshop Day 1	October 1, 9 AM to 3 PM