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Republic of the Philippines  
Department of Environment and Natural Resources  
**BIODIVERSITY MANAGEMENT BUREAU**

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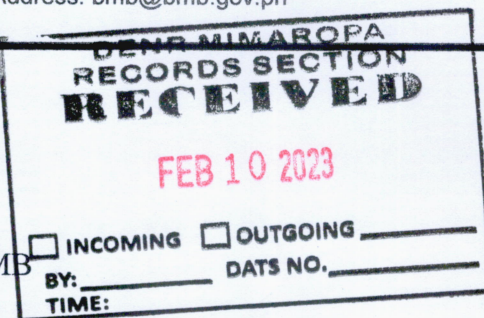
**MEMORANDUM**

FOR : The DENR Regional Executive Directors  
All Regions except CAR

FROM : The In-Charge, Office of the Director, BMB

SUBJECT : **INVITATION TO THE CMEMP SOCIAL MARKETING AND  
KAP SURVEY REFRESHER-ORIENTATION ON 27  
FEBRUARY - 1 MARCH 2023 IN DUMAGUETE CITY**

DATE : FEB 03 2023



As stipulated in the Department Administrative Order No. 2016-26, Social Mobilization and Marketing is one of the components of the Coastal and Marine Ecosystems Management Program. This component covers the development and effective implementation of a well-designed communication framework, strategies, and approaches to promote public awareness, instill social and environmental consciousness and effect behavior change with regard to the coastal and marine ecosystems.

The conduct of the related capacity building activities is part of the strategies of the program for this year to equip concerned DENR staff on the development and implementation of effective communication plans to meet the communication objectives of the Program.

This year, a Social Marketing and Knowledge, Attitude and Practice (KAP) Refresher-Orientation shall be conducted by this Bureau to:

- Provide an overview of the CMEMP Social Marketing and Mobilization Component, its roadmap and implementation updates;
- Present the salient points of the BMB Technical Bulletins 2017-10 and 2017-17 providing guidelines on the implementation and administration of CMEMP Knowledge, Attitude, and Practice (KAP) Survey and Analysis
- Present the result of 2017 KAP Analysis and CMEMP Communication Plan
- Consult the Draft DENR Administrative Order providing guidelines in the implementation of Social Marketing and Mobilization activities

To finalize the draft DENR Special Order, may we request for the **names of two (2) participants** from your respective regional/field offices who will attend the hybrid event. Other participants may attend virtually via Zoom:

Meeting ID: 849 0283 5461  
Passcode: cmempsm



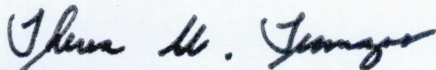
UNITED NATIONS DECADE ON  
**ECOSYSTEM  
RESTORATION**  
2021-2030



We hope to receive their names on or before **6 February 2023**. Please encode participants' details in this online matrix: <https://tinyurl.com/SMPax2023>.

Attached is a copy of the activity briefer for your reference.

For information and consideration.

  
**THERESA M. TENAZAS**  
Attorney IV

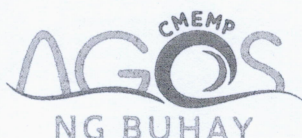


Republic of the Philippines  
Department of Environment and Natural Resources  
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**BMB202300446**





## **Activity Briefer**

### **CMEMP SOCIAL MARKETING AND KNOWLEDGE, ATTITUDE, AND PRACTICE (KAP) SURVEY REFRESHER-ORIENTATION**

**Dumaguete, Negros Oriental**

**27 February - 1 March 2023**

#### **I. BACKGROUND**

Communication is an essential factor in advocating policies, raising awareness, changing behavior, influencing public opinion and collaborating to address conflicts. It can affect outcomes in seeking technological, political, economic, behavioral or cultural solutions. Thus, a set of well-designed communication strategies is needed in order for a cause to succeed. Social Marketing and Mobilization is one of the program components that covers the communication element of CMEMP which will be part of the current communication framework of the Biodiversity Management Bureau. It responds to the fourth objective of the Program which is to enhance the formation of positive values among all stakeholders including the youth through shared responsibilities in the sustainable management of the coastal and marine resources and habitats. This component envisions to inspire positive behavior change, mainstream nature-based solutions in communicating conservation, and adhere to gender inclusivity.

The KAP Survey under CMEMP is a qualitative and quantitative method of data collection to measure the knowledge, attitude and practices of stakeholders relative to the coastal and marine environment. The results are expected to yield existing knowledge needs, social norms and way of life of the people at the barangay level which are inputs in developing the CMEMP communication plan. The communication plan encompasses a set of innovative strategies and approaches to refuel activities that will not only foster environmental consciousness but to fortify social norms that actively promote sustainable actions in contributing to the overall well-being of the people and the marine ecosystems. (source: BMB Technical Bulletin 2017-10)

#### **II. RATIONALE**

The rapidly increasing rate of biodiversity and habitat loss across the globe can be largely attributed to human behaviors. Conservation practitioners have struggled to influence behaviors through traditional awareness-raising efforts and have been slow to adopt techniques from the behavioral sciences such as social marketing to change behaviors and improve conservation outcomes. (Green, et. al., 2019)

From 2017 to present, the Coastal and Marine Division of BMB, together with Rare Philippines, conducted social marketing capacity building activities (such as development of



flagship species campaign plans and communication plans) to help DENR Regional/Field offices in their efforts to facilitate behavior change in respective communities.

This year, the Midterm KAP survey and analysis is set to be conducted and correlated with the 2017 KAP Baseline conducted by the DENR regions;/field offices.

As such, the BMB is proposing to conduct a Social Marketing and KAP refresher-consultation with concerned DENR Regional/Field office staff on 27 February - 1 March 2023.

### III. OBJECTIVES

The objectives of the said activity are as follows:

- Provide an overview of the CMEMP Social Marketing and Mobilization Component, its roadmap and implementation updates;
- Present the salient points of the BMB Technical Bulletins 2017-10 and 2017-17 providing guidelines on the implementation and administration of CMEMP Knowledge, Attitude, and PRactice (KAP) Survey and Analysis
- Present the result of 2017 KAP Analysis and CMEMP Communication Plan
- Consult the Draft DENR Administrative Order providing guidelines in the implementation of Social Marketing and Mobilization activities

### IV. METHODOLOGY

The consultation will be conducted in a hybrid format, consisting of both a zoom session and a face-to-face setup.

### V. PARTICIPANTS

Social Marketing focal persons in the Regional/Field offices are invited to attend face-to-face, including staff from DENR-BMB.

### VI. PROGRAM OF ACTIVITIES

Time	Provisional Activity	In-charge
<b>Day 1 - 27 February 2023</b>		
Before lunchtime	Travel time to Dumaguete / Arrival of Participants	Participants
12:00 - 1:00 PM	Lunch	
1:00 onwards	Preparatory activities <ul style="list-style-type: none"><li>• Check in / billeting</li><li>• Technical setup</li></ul>	CMD Secretariat
<b>Day 2 - 28 February 2023</b>		
7:00 - 8:30 AM	Breakfast	



8:30 - 8:40 AM	Preliminaries <ul style="list-style-type: none"> <li>• Opening Prayer</li> <li>• National Anthem</li> <li>• Introduction of Participants</li> <li>• Moodsetter Activities</li> </ul>	CMD Secretariat
8:40 - 8:50 AM	Welcome Remarks	PENRO Dumaguete
8:50 - 9:00 AM	Opening Message and Rationale of the Activity	<b>Armida P. Andres</b> OIC Assistant Director and CMD Chief
9:00 - 9:30 AM	Overview: CMEMP Social Marketing	<b>Grick Cordero</b> EMS I, CMD/Facilitator
9:30 - 10:30 AM	BMB Technical Bulletin 2017-10: Guidelines on the Conduct of KAP Survey for CMEMP	<b>Jhorace E. Tupas</b> Senior EMS, CMD
10:30 - 10:45 AM	Health Break	
10:45 - 11:45 NN	BMB Technical Bulletin 2017-10: Supplementary Guidelines on the Conduct of KAP Survey for CMEMP	<b>Jhorace E. Tupas</b> Senior EMS, CMD
11:45 - 12:00	Open Forum	<b>Grick Cordero</b> EMS I, CMD/Facilitator
12:00 - 1:00 PM	Lunch	
1:00 - 2:00 PM	2017 KAP Analysis: Results and Interpretation	<b>Maria Katrina L. Apaya</b> EMS II, CMD
2:00 - 3:00 PM	CMEMP Communication Plan	<b>Maria Katrina L. Apaya</b> EMS II, CMD
3:30 - 4:30 PM	CMEMP and the Behavior-Centered Design	<b>Fel Caesar T. Cadiz</b> Director, Rare Philippines
4:30 - 5:00 PM	Open Forum	<b>Grick Cordero</b> EMS I, CMD/Facilitator
<b>Day 3 - 1 March 2023</b>		
7:00 - 8:30 AM	Breakfast	
8:30 - 9:00 AM	Recapitulation	Select participant
9:00 - 10:00 AM	Salient points of the Draft DENR Administrative Order on Social Marketing and Mobilization	<b>Maria Katrina L. Apaya</b> EMS II, CMD



10:00 - 10:30 AM	Open Forum	<b>Grick Cordero</b> EMS I, CMD/Facilitator
10:30 - 10:45 AM	Health Break	
10:30 - 11:00 AM	CMEMP Social Marketing: Where are we now?	<b>John Erick B. Avelino</b> Section Chief, CMD
11:00 - 11:30 AM	CMEMP Brand Guidelines	<b>Irish Mikee W. Wigwigan</b> Technical Assistant
11:30 - 12:00 NN	Open Forum	<b>Grick Cordero</b> EMS I, CMD/Facilitator
12:00 - 1:00 PM	Lunch	
1:00 - 2:00 PM	Overall Synthesis and Ways Forward	<b>John Erick B. Avelino</b> Section Chief, CMD
2:00 - 2:15 PM	Special Message	<b>Fel Caesar T. Cadiz</b> Director, Rare Philippines
2:15 - 2:30 PM	Closing Remarks	<b>Armida P. Andres</b> OIC Assistant Director and CMD Chief
2:30 PM	Check out	