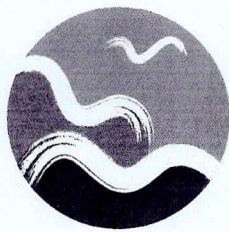


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Republic of the Philippines
Department of Environment and Natural Resources
BIODIVERSITY MANAGEMENT BUREAU
Ninoy Aquino Parks and Wildlife Center, Quezon Avenue, Diliman, 1100 Quezon City
Tel. Nos.: (632) 8924-6031 to 35 | Fax: (632) 8924-0109, (632) 8920-4417
Website: <https://bmb.gov.ph> | E-mail Address: bmb@bmb.gov.ph

MEMORANDUM

TO : The DENR Regional Executive Directors
All Regions except CAR

FROM : The Director
In concurrent capacity as Assistant Secretary for Policy, Planning and
Foreign-Assisted and Special Projects

SUBJECT : **RESCHEDULING OF THE CMEMP SOCIAL MARKETING
AND KAP SURVEY REFRESHER - ORIENTATION IN
DUMAGUETE CITY FROM ON 27 FEBRUARY - 1 MARCH TO
7-9 MARCH 2023**

DATE : **MAR 01 2023**

DENR-MIMAROPA
RECORDS SECTION
RECEIVED

MAR 06 2023

☐ INCOMING ☐ OUTGOING
BY: pre DATS NO. _____
TIME: _____

This pertains to the attached Memorandum dated 3 February 2023 inviting representatives from the DENR regional and field offices to the **Social Marketing and Knowledge, Attitude and Practice (KAP) Refresher-Orientation** in Manhattan Suites Inn, Dumaguete City.

Please be informed that the original schedule of the event is moved from 27 February - 1 March to **7-9 March 2023**.

Slots for **two (2) participants** from your respective regional/field offices are allotted for in-person attendance. Other participants may attend virtually via Zoom:

Meeting ID: 849 0283 5461
Passcode: cmempsm

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

For information and consideration.


MARCIAL C. AMARO, JR.



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



BMB202300989



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



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

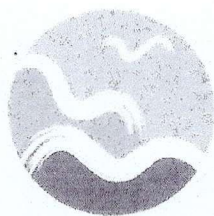
Social Marketing focal persons in the Regional/Field offices are invited to attend face-to-face, including staff from DENR-BMB.

VI. PROGRAM OF ACTIVITIES

Time	Provisional Activity	In-charge
Day 1 - 27 February 2023		
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"> • Check in / billeting • Technical setup 	CMD Secretariat
Day 2 - 28 February 2023		
7:00 - 8:30 AM	Breakfast	

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

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



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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/SM2023>.

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
BIODIVERSITY MANAGEMENT BUREAU



BMB202300446