

DENR Memorandum Circular
No. 30
August 25, 1993

SUBJECT : Implementing DENR's National IEC Program for 1993

Pursuant to DENR's mandate which is the conservation, management, development and proper use of the country's environment and natural resources, as well as the licensing and regulation of all natural resources as may provided by law in order to ensure equitable sharing of the benefits derived therefrom for the welfare of the present and future generations of Filipinos, a National Information, Education and Communications (IEC) Program for 1993 is hereby adopted for implementation in the Central and Regional Offices down to the PENRO and CENRO levels to insure the people's acceptance and support of the various environmental protection and natural resources conservation initiatives.

I. Objectives

The Information, Education and Communications Program aims to further enhance public awareness, support and participation in the country's continuing quest for ecological equilibrium and the sustainable development of natural resources.

Thus, by the end of 1993, the concepts, strategy, objectives, target beneficiaries, costs, funding sources, institutional constraints and potential problems of the Department's programs on:

Supporting devolved functions: ISF, pollution, small-scale mining, land surveys; Community-based forest management as alternative to TLAs, reduction of TLAs; reforestation and afforestation; watershed protection and rehabilitation; development of forest and related industries; upland livelihood and community organizing; land disposition and management; ancestral domain claims;

Support and regulation of the mining industry; coastal and marine protection and development; environmental protection and rehabilitation; protected areas and biodiversity enhancement; medium term Philippine development plan - environment and natural resources sector; other significant programs, projects, policies, etc. Shall have been explained on a face-to-face medium from the:

- A. Central Office to: Office of the President; at least 75% of Cabinet members; at least 50% of Congress persons; 100% of senators; 100% of editors and publishers of Metro Manila-based newspapers; at least 85% of top radio/tv

commentators and columnists in Metro Manila; 100% of program beneficiaries; 100% of NGOs working with DENR; 100% of DENR management; and 90% of DENR rank and file.

- B. Regional Offices to: 100% of governors and mayors; 100% of RDC members; at least 50% of provincial, municipal/city and barangay councils; at least 50% of RTC judges and prosecutors; 100% of editors/publishers of local newspapers; at least 75% of practicing journalists and broadcasters; at least 75% of parish level religious leaders, 100% of bishopric religious leaders; and all executive committee members of at least 75% of DENR-accredited NGOs and POs.

In addition: at least 10,000 column inches of text report on DENR activities shall have been printed in national and 60,000 column inches in provincial newspapers, and the following Department Officers shall have accumulated the following minimum radio and TV interviews and public speeches:

Secretary	-	10 hrs. radio/TV and 20 speeches (occasions)
Undersecretaries	-	8 hrs. radio/TV and 15 speeches
Asst. Secretaries	-	5 hrs. " 10 "
Staff Off. Dir.	-	7 hrs. " 10 "
Bureau Directors	-	7 hrs. " 15 "
Asst. Bu. Dir.	-	6 hrs. " 10 "
Reg. Exec. Dir.	-	10 hrs. " 20 "
Reg. Tech. Dir.	-	10 hrs. " 15 "
PENROs	-	10 hrs. " 15 "
CENROs	-	5 hrs. " 15 "

II. Target Publics

- A. External Public - Office of the President, Cabinet, members of Congress, media/opinion makers, local officials, DENR program beneficiaries, prospective beneficiaries, non-government organizations, civic, religious organizations, general public.
- B. Internal Public - DENR management, DENR rank and file

III. Program Strategies

A. Public Information and Communication

1. **Print Media** - national and local newspapers, vernacular magazines, campus publications
2. **Broadcast Media** - Metro Manila-based and local radio stations, Metro Manila-based and local TV stations
3. **Interpersonal Communication** - Press conferences/media briefings/media visits, speeches, conferences, meetings, dialogues

B. Public Education

Trainings/workshops, school visits/lectures/film showings, nature walks/camping, flip charts, "How To" primers/posters

IV. Key Messages

1. DENR needs people's PARTICIPATION and PARTNERSHIP, to ventilate issues and to monitor compliance to regulations.
2. DENR seeks to deliver services BY WAY OF ORGANIZED and INFORMED local communities.
3. DENR is moving toward community-based management of natural resources, access and use, away from commercial and high financed corporate options.
4. DENR is aware and is doing something about corruption among its rank.
5. The DENR is closely linked with other departments, bureaus, agencies, offices and other instrumentalities of government.

V. IEC Channels/Instruments

	TARGET PUBLICS CHANNEL/INSTRUMENT	IEC
1.	Public Officials	reports, bulletins, brochures, interpersonal communication
2.	Media/Opinion Makers	fact sheets, press/photo releases, feature articles editorial feeds, column items, letters to editors, press conference, media briefing/ media visits
3.	NGOs, POs, Business	brochures, vital DENR Groups issuances, meetings, conferences
4.	Students	school visits, lectures, videos, brochures
5.	Program Beneficiaries	flip charts, "how to" primers, assemblies/dialogs, community organizing, farmers' training
6.	DENR Management	management conferences, in-house bulletins/newsletters, vital documents/issuances
7.	DENR rank and file	training/lectures, handbook, in-house bulletins/newsletters
8.	General Public	mass media, billboards, posters, special events, film documentaries

VI. Responsibility Centers

1.	President, Cabinet members Secretary, Undersecretaries	
2.	Legislature	Undersecretaries, ASECs
3.	Regional Development	Regional Executive Directors

Community members

4. Local Government Officials PENROs, CENROs
5. NGO leaders, parish church Special Concerns Office
6. National Media Public Affairs Office
7. Local Media REDs, RPAOs, PENROs, CENROs
8. Students EMB-EED, RPAOs, PAWB-RSUD
9. Program beneficiaries REDs, PENROs, CENROs
10. DENR Management Secretary, USECs, ASECs, REDs, Bureau Directors
11. DENR rank and file HRDS, FASPs
12. General public PAO, RPAOs, REDs, PENROs, CENROs

IEC Packets (Speakers' kit, handouts) shall be prepared by each responsibility center but are to be first submitted for review to the Director, Public Affairs Office. The Department EXECOM will approve all packets.

IV. Budget

National level activities	PAO Budget
Regional activities	RPAO Budget PHP200,000/reg
Provincial activities	PHP20,000/PENRO
Community activities	PHP10,000/CENRO

Budget to cover travel, charts and handouts

VIII. SUMMARY OF FASPs SECTORAL IEC CONCERNS

1. Forest Protection and Law Enforcement

ENR-SECAL Monitoring & Enforcement Component
Regions 2,4,7,10 & NCR

2. Forest Management

RP-German Integrated Rainforest Management Project

(Region 2 - Quirino province)

Pilot Project on community-based management of logged over areas in the
Philippines (Region 5 & 9)

Natural Resources Management Program (R2,4,8,10 & 11)

Forestry Sector Loan II (national)

3. Watershed rehabilitation

ENR-SECAL-RRMP

Aurora Integrated Area Development Project

(Aurora Province)

4. Upland development

RP-German Cebu Upland Project (R7)

Low-Income Upland Development (Mindoro Island)

FMB's Integrated Social Forest Program

5. Mangrove development

Fisheries Sector Loan Program (Manila Bay)

ERDB's Development of pilot mangrove forestation scheme in typhoon belt and
red tide prone areas of R8 (Samar)

6. Environmental protection

RP-German Industrial Pollution Control in Cebu (R7)

Pasig River Rehabilitation Project (NCR)

Manila-Cavite Project

Aquasilviculture Project

7. Protected areas and wildlife development

ENR-SECAL-IPAS Component

Flying Lemur and Philippine Tarsier Project

Project CARE

8. Land Management

Natural Resources Management & Development Program
LMB-CARP

9. Human Resource Development

HRD in Environmental Planning and Management for Sustainable Development
in the Philippines (national)
Local Development Assistance Program
Energy Sector Loan
Development and Management of the Los Banos
Experiment Station

10. IEC

Population Environment IEC Program PPSO's publications on policies, ENR
critical information, statistical profiles, etc. ERDB's Technology Transfer program
PAWB's Guided Tour of NAPWNC-Tulong-aral para sa Kalikasan, dalaw-turo, salin-
turo, special media production, nature awareness summer camp, exhibit and display -
ERDB's publication

11. Research and Development

- UNDP-FAO Bamboo Research and Development Project
- ERDB's CARP-ISF R 7 D - R & D Reforestation Program, socio-
economic Valuation and Productivity, assessment of major lakes

IX. Program Monitoring

The IEC Council through the Public Affairs Office shall monitor the
implementation of this Program by the Central Office (including staff bureaus), Regional
Offices, PENROs and CENROs. Periodic reports shall be submitted to the Chairman,
IEC Council. Validation of data reported shall be done whenever the need arises.

X. Program Evaluation

The Public Affairs Office and the Planning and Policy Service Office shall evaluate the accomplishments/ implementation of the Program and submit progress reports on the status of all program activities in the Central and Regional Offices to the Secretary through the Chairman of the IEC Council.

FOR STRICT COMPLIANCE.

ANGEL C. ALCALA
Secretary