

**DENR Administrative Order
No. 21
June 29, 1995**

**SUBJECT : Guidelines in the Implementation of the DENR
Integrated IEC-CO Program**

In the interest of the service, and in order to ensure the effective implementation of the DENR Integrated IEC-CO Program, in support of the Department's thrusts promoting sustainable development of natural resources and maintenance of quality environment, the following guidelines are hereby promulgated:

POLICY, OBJECTIVES AND DEFINITION OF TERMS

Sec. 1. Policy Statement - All information, education and communication (IEC) and community organizing (CO) activities in the DENR shall be integrated to provide unified and effective support to the thrusts of sustainable development of the natural resources and the maintenance of quality environment. All IEC-CO programs shall be pursued towards developing a national code of ethics on conservation, proper management, development and proper use of the said resources and the environment.

IEC-CO and other people empowerment strategies are likewise integrated in all program planning and project implementation activities in the DENR.

Sec. 2. Objectives of IEC-CO - The IEC-CO activities of the Department shall aim to increase the level of public awareness of the different programs, projects and activities of the DENR and encourage public support and participation in all activities geared towards the sustainable development of the country's natural resources and the maintenance of a better quality environment.

Specifically, the IEC-CO Program of the Department shall endeavor to achieve the following:

1. Increase the level of public awareness of the different programs and projects of the Department towards the sustainable management and development of natural resources and the maintenance of a quality environment;
2. Generate public interest in and organize, mobilize and operationalize the support of the people for DENR programs, projects and development activities;

3. Continuous strengthening of institutional capability through training in planning, implementing, monitoring and evaluating IEC-CO programs; and
4. Upgrade existing public knowledge and skills in natural resources conservation and development, and in environmental protection and management.

Sec. 3. Definition of Terms. As used in this Order, the following terms are construed, thus:

- a. **Print Media** - These include newspapers, both local and national, magazines, pamphlets, komiks, leaflets, flyers, posters, brochures, bulletins, periodikit, and other printed materials.
- b. **Broadcast Media** - These include DENR radio and television programs, radio releases, mini-drama, interviews, commentaries, spot reports, jingles, listeners feedbacks, etc.
- c. **Visual Media** - These will include photo exhibits, product exhibits, billboards, streamers, signs, etc.
- d. **Audio Visual Media** - These include documentary films, slide presentations, movie film clips, etc.
- e. **Interpersonal Communication** - This includes seminars, workshops, symposia, convocations, conferences, meetings, school lectures, speeches, inter-project visitations and other person-to-person communications.
- f. **Community Organizing** - means creating conditions for development through citizen participation. It is a strategy for mobilizing people to become fully and collectively involved in activities that aim to improve their lives. It is a systematic, planned and liberating process of transforming a community into an organized, conscientious, empowered, self-reliant, and just humane entity and institution.
- g. **RPAO** - means the Regional Public Affairs Office.
- h. **PPAO** - means the Provincial Public Affairs Office.

- i. **CPAO** - means the Community Public Affairs Office.

IMPLEMENTING STRATEGIES

Sec. 4. Integrated IEC-CO Program. - An Integrated IEC-CO Program for the Department shall be prepared by the Public Affairs Office in consultation with the Bureau Directors, Regional Executive Directors, heads of attached agencies, and special projects.

Sec. 5. Monthly Calendar of IEC-CO Activities. - Based on the approved DENR-IEC-CO Program, Regional Executive Directors shall prepare their respective monthly calendar of IEC-CO activities starting the CY 1995, and every year thereafter, furnishing copies thereof to the Secretary through the Director, Public Affairs Office.

Sec. 6. Single Theme IEC-CO Impact Projects. - Effective the Calendar Year 1995, a single-theme IEC-CO impact project highlighting the programs, projects and activities of the Department shall be launched and implemented each month, in coordination with other national and local government agencies, non-government organizations and other socio-civic organizations.

The monthly IEC-CO impact project in the Central Office shall be coordinated by the Director, Public Affairs Office. The Regional Executive Directors shall be responsible for the implementation of the project in their respective regions.

Sec. 7. Sharing of Resources. - Implementation of the IEC-CO Program shall require maximum utilization of available limited financial, material and human resources. In order to attain the objectives of specific IEC-CO thrusts, whatever resources available in the Department, its bureaus and special projects shall be harnessed for the optimum implementation of any urgent IEC-CO program and project.

Sec. 8. Media Relations. - The Public Affairs Office shall establish and maintain linkages and harmonious relations with the different media practitioners and organizations, including but not limited to, print media, broadcast media, visual media, audio visual media and interpersonal communication, to ensure efficient implementation of this Order.

Sec. 9. Releases of Public Statements. Aside from the Secretary and other authorized officials of the Department, the Public Affairs Officer (PAO) shall serve as the official spokesperson of the Secretary and the Department.

Sec. 10. Press and Radio Releases. All Central Office press, radio and other media releases shall be cleared by the Public Affairs Office.

Media releases covering regional activities and accomplishments shall be cleared by the Regional Executive Director.

Sec. 11. Radio Programs. - To the extent possible, the DENR shall maintain radio programs in the regions as an IEC-CO tool for disseminating information and knowledge on DENR Programs and projects and for promoting environmental education.

Sec. 12. Community Organizing. - As a tool for people empowerment, community organizing shall be pursued in order to facilitate formation of organizations of DENR clients and project participants, to transform them into self-reliant and productive communities.

Since the attainment of the objectives of community organizing requires lengthy, patient and persistent community development work, community organizing as a component of any project shall be properly and systematically planned until the phase-out of any direct institutional assistance.

Sec. 13. Community Organizers. -Trained personnel in community organizing who love to work with people shall be considered for the positions of Community Development Organizers (CDO) and Community Development Assistants (CDA).

The responsibilities of a CDO and CDA shall include, but not be limited to the following:

- a. They shall go to the people, and live among them;
- b. They shall learn, plan and work with the people;
- c. They shall start from the indigenous resources, environmentally friendly technologies and structure of the community;
- d. They shall teach by showing or demonstrating, and learn and improve their expertise by doing;
- e. They shall adopt an integrated approach by helping the people understand the interrelationships between the different factors that cause their socio-economic stagnation, in such a manner as to pave the way for the community to address the different issues in an integrated manner.

Sec. 14. Strengthening the RPAO, PPAO and CPAO. — To ensure effective implementation of the Integrated IEC-CO Programs, the Regional Public Affairs Office shall henceforth serve as a staff under the direct supervision of the Regional Executive Director. The Provincial PAO shall be supervised directly by the PENRO and the Community PAO by the CENRO.

There shall be at least one (1) Information Officer at a Provincial PAO to be designated by the DENR Secretary upon the recommendation of the Regional Executive Director. The Regional Executive Director shall designate one (1) Information Officer in each CENRO upon the recommendation of the PENRO and CENRO Officer.

Sec. 15. Training of Information Officers, CDOs and CDAs. — All newly designated Information Officers, Community Development Officers and Community Development Assistants at the PENRO and CENRO levels shall undergo IEC-CO orientation-trainings to be conducted jointly by the Public Affairs Office and the Human Resources Development Service

MANAGEMENT AND SUPERVISION

Sec. 16. Supervision. - As provided under Executive Order No. 192, series of 1987, the DENR Secretary through the Director, Public Affairs Office shall supervise and coordinate the implementation of the DENR IEC-CO Program, including the monitoring and evaluation of the Programs.

Regional Executive Directors shall submit a monthly IEC-CO progress report to the DENR Secretary through the Public Affairs Office.

GENERAL PROVISIONS

Sec. 17. Fund Requirements. The funds to be used in the implementation of this Order shall come from appropriate or designated items in the Annual General Appropriations of the Department, and from local and foreign-assisted DENR projects.

Sec. 18. Repealing Clause. -The provisions of any Administrative Orders, memoranda, circulars, and related DENR issuances which are inconsistent with this Order are hereby repealed or amended accordingly.

Sec. 19. Supplemental Guidelines. — The PAO may promulgate supplementary guidelines as may be necessary for the effective implementation of this Order.

Sec. 20. Effectivity. - This Order shall take effect immediately.

ANGEL C. ALCALA
Secretary