

*Water is Life to Me*



# **MDGF 1919 STRATEGIC COMMUNICATIONS PLAN**

**AUGUST 2010**

This publication was produced for review by the MDGF 1919 – Output 2.4 Component. It was prepared by the Department of the Interior and Local Government (DILG), through its partner, the United Nations Children’s Fund (unicef) in consultation with the National Economic Development Authority.

**MDGF 1919-WATER IS LIFE TO ME  
STRATEGIC  
COMMUNICATIONS PLAN  
AS OF 24 AUGUST 2010**

## **Acknowledgment**

The principal author of this document is Felipe C. Canlas, who was engaged by the United Nations Children's Fund (unicef) from 8 February 2010 to 8 August 2010, in response to the request of the Department of the Interior and Local Government (DILG) for technical assistance (TA) on the development of a Strategic Communications Plan.

The DILG is implementing the Millennium Development Goal Fund (MDGF) 1919 program known as "Enhancing Access to and Provision of Water Services with the Active Participation of the Poor." With the adoption of the MDGF 1919 Branding Guidelines in May 2010, the program is now branded as the "Safe and Clean Water for the Poor and by the Poor" program with "Water is Life to Me," as a tagline.

This TA aims to support DILG's initiatives in promoting the MDGF 1919 Program. It is designed to strengthen the program's information, education, and communication campaign both at the national and local levels.

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# **MDGF 1919 Strategic Communications Plan**

## **Introduction**

This document is the Strategic Communication Plan (*CommPlan*) for Output 2.4 of the Millennium Development Goal Achievement Fund (MDGF) 1919 Program.

The foremost goal of Output 2.4 also known simply as the IEC Component is to come up with a communication plan firmed up by sound research. Output 2.4 is also the responsible lead in the development and roll-out of information, education, and communication (IEC) campaign for the program.

Considered to be a vital component of the program's communication blueprint, the *CommPlan* is expected to lay out coherent and doable strategies on how to reach out and engage partners and stakeholders in the water, sanitation, and governance sectors.

While this document stands on its own merits, this Strategic Communication Plan shall continue to be a work in progress mainly because it still lacks the breadth and depth of information needed on the 36-partner municipalities of the MDGF 1919 Program. Such information is to be provided by the on-going Baseline Research component of the program, which is expected to be finished before the year ends.

To compensate for this shortness of information on the ground, the IEC Component Team conducted sampling research and combination of workshop-consultation activities in the five regions covered by the program. The team used focus group discussion and key informant interview as research methodologies. The IEC team also completed a series of consultation with partners at the regional, provincial, and municipal levels.

The research and analysis for this Strategic Communication Plan are thus supported by four pillars:

1. The Focus Group Discussions performed by the Center for Advanced Philippine Studies (CAPS) with the Barangay Water and Sanitation (BAWASA) teams of Barangays Masao and Mangcamagong in Tungawan, Zamboanga Sibugay and Basud, Camarines Norte, respectively.
2. The Focus Group Discussions performed by the MDGF 1919 IEC Team with BAWASA organizations in Barangay San Vicente-Ilihan in Sibagat, Agusan Del Sur and Marapanghe in Kibawe, Bukidnon.
3. Key Informant Interviews (KII) on select provincial and municipal water and sanitation (WATSAN) teams and information officers from the regional (RIO), provincial (PPIO), and municipal (MIO) levels.

4. The series of seminars and workshops on Communication for Development (C4D) organized by unicef in September 2009 and April 2010 in Manila and in July 2010 at DavaoCity.

From these series of consultations, interviews, and discussions with partners, the IEC Component has come up with four communication styles that shall guide MDGF 1919 partners in effectively reaching out to their target participants and stakeholders.

- **SIMPLICITY:** So that messages are easily understood and ideas are communicated directly and effectively.
- **BOLDNESS:** To express confidence and uniqueness and ultimately, to get noticed in a cluttered world
- **CONFIDENCE:** So that information are conveyed with authority and convince people to share in MDGF 1919's vision
- **CONTEMPORARY:** To appeal to new and younger audiences and to be relevant and unmistakably understood

Finally, this *CommPlan* adheres to the principles of Communication for Development. The three core strategies it shall employ are identified as C4D methodologies: policy advocacy and support for local chief executives, social mobilization for communities and water service providers, and behavior change communication for water facility users and non-users.

**Part I: MDGF Objectives and Results Framework, Partners and Communication Strategies**

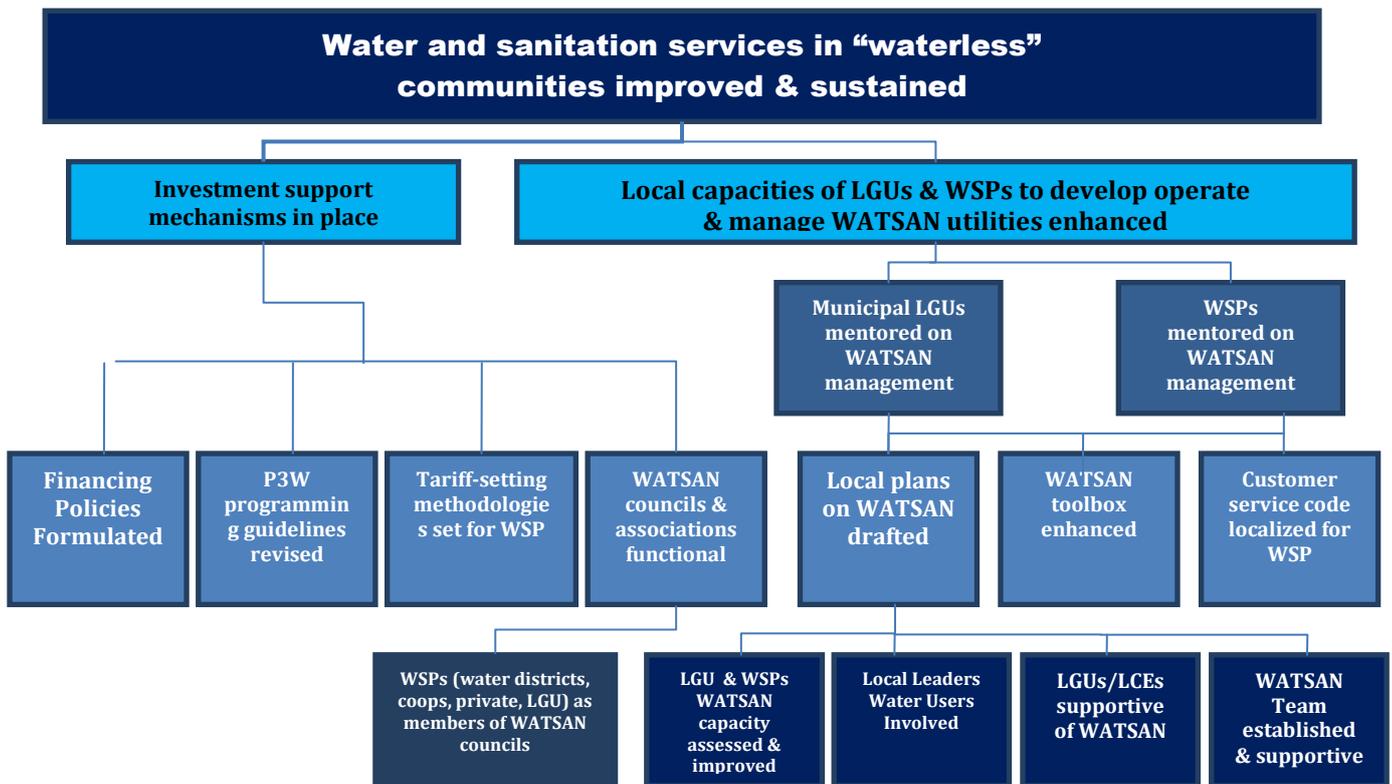
*“Tell Me and I Will Forget;  
Show Me and I May Remember;  
Involve Me and I Will Understand.”*

- Confucius

**A. Communication Objectives and the MDGF 1919 Results Framework**

Working to improve water supply and sanitation services in the 36 identified waterless municipalities, the communication objective of the MDGF 1919 program is to raise awareness and advocacy on (1) MDGF 1919 Program and its mission to improve access to sustainable water supply system by the poor, (2) localized water supply customer service code, and (3) sanitation.

By raising awareness and advocacy on these three components, the MDGF 1919 Program hopes to enhance capacities of local government units and local water service providers to develop, operate, and manage water and sanitation utilities. The Communication Results framework worked out by MDGF 1919 stakeholders during the first C4D workshop in September 2009 serves as a guidepost towards this end.



## **B. Communication Partners**

Employing the C4D framework of participatory planning, the program's main partner-audiences are categorized into two major stakeholder groups: national and local. Under local partners, Local Government Units, Local Water Service Providers including Barangay Water and Sanitation Teams, and Local Communities/Residents are identified as major participants in the communication process.

### **1. National Leaders and Policy Makers, National Government Agencies, Prospective Donors and Investors in Rural Water Service Delivery**

Almost twenty years after the promulgation of the Decentralization Law, the Philippine governance structure generally remains centralized. National policies and administrative regulations still affect in significant ways when and how basic services are delivered at the local level.

Outcome 1 of the MDGF 1919 program attempts to identify and institute national policies aimed at facilitating investment in local water supply management. For this to be realized, a strong coalition composed of key national officials and vital government and private institutions advocating for reforms in the water sector must be built and supported.

Such network shall complement local and grassroots initiatives by working for the development, passage and implementation of administrative and strategic policies aimed at improving access to water by the poor.

### **2. Local Government Units and Local Chief Executives (LCEs)**

Governors, mayors, and village captains (Barangay) play crucial roles in improving access to sustainable safe drinking water. Research indicates varying levels of awareness on issues and concerns related to water supply by local chief executives; with the barangay captains usually being the most knowledgeable on local water supply issues.

The attitude of LCEs towards water and sanitation is generally positive. However, LCEs attach low priority on the water supply and sanitation needs of their constituents as they often favor curative measures over preventive actions. With the latter's success requiring the use of IEC instruments and strategies, it follows that a lot of local government units also do not allocate resources and do not commit manpower to implement IEC programs.

With their executive prerogative, LCEs' active involvement and support is a key ingredient in the successful promotion of water and sanitation initiatives under the MDGF 1919 program.

### 3. Water Service Providers and Barangay Water and Sanitation (BAWASA) Organization

Water service providers (WSPs) are important role players in the delivery of safe and clean water to local communities. This is especially true in the case of BAWASA organizations, which are responsible in providing accessible safe drinking water to poor villagers in the rural areas.

The 36 identified waterless municipalities included in the program are waterless not by fate but by choice. As the front liners in the local water supply service delivery sector, the WSPs are major actors in social mobilization and policy advocacy.

For them to become reliable partners of the program, the WSPs in these municipalities will need to be capacitated and empowered. Their transformation from being mere recipients of technical assistance to active partners is necessary if they are to develop and adopt their own local water supply customer service code, which will professionalize their ranks, improve service delivery, and expand service coverage.

### 4. Local Communities and Water Facility Users/Non-Users

Without the support of local residents in the target communities, the program is bound to failure. If the program is ever to succeed, residents must get involved in the management of the village water supply service association (BAWASA).

Water users must not only diligently pay their monthly dues but should also act as links in convincing non-users to get connected to the local water supply service. On the other hand, the program must be able to convince non-users to see the benefits of paying for level 2 and 3 water systems.

More importantly, the program also realizes that local residents demand respect; they want involvement not just consultation – to be participants in the decision-making process and not mere collateral in the attempts to resolve water and sanitation issues in their areas.

## C. Stakeholder/Partner Analysis

An effective engagement with prospective communication partners requires conscientious data gathering about their level of awareness, knowledge competency, attitude towards and current practice in the field of water supply and sanitation.

Initial research<sup>1</sup> indicates very high level of awareness and knowledge on local water and sanitation situations by all partners. There is also positive

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<sup>1</sup>For sample table listing of the AKAP of target partners, please see the appendix.

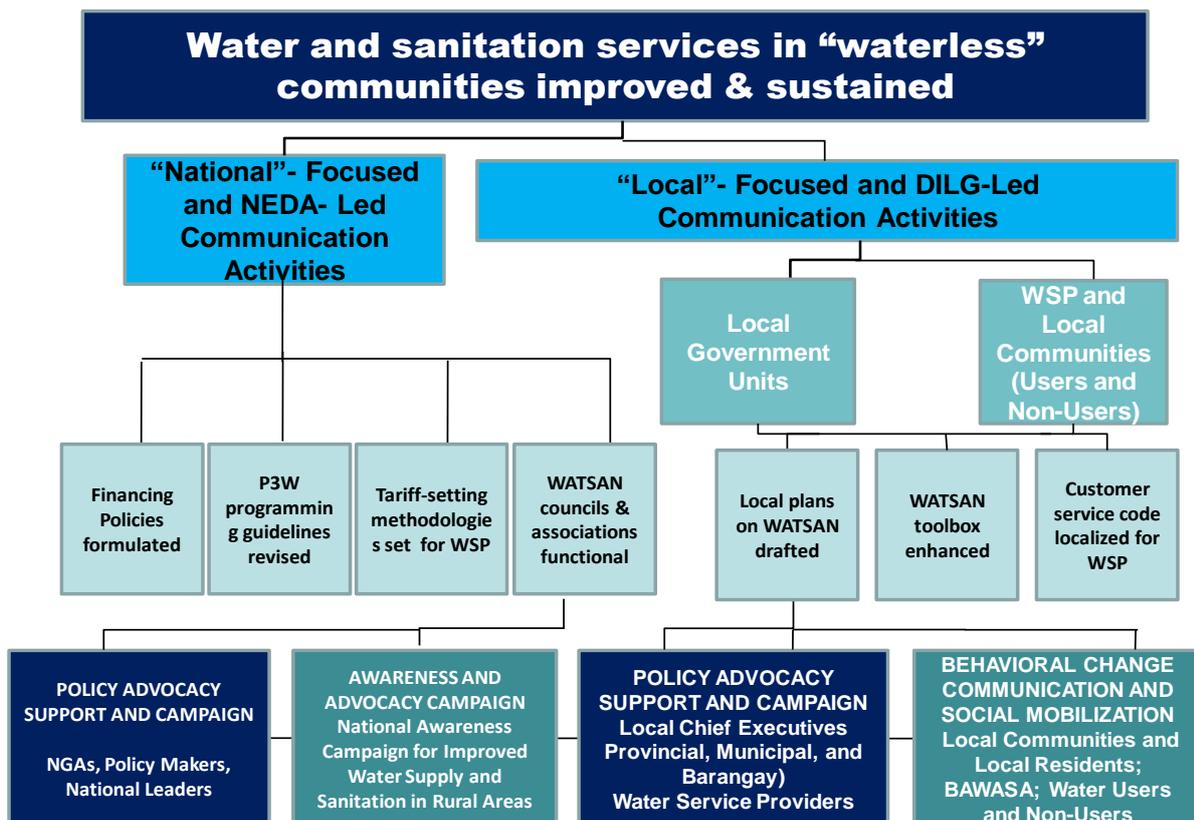
attitude towards the need to improve water supply service and sanitation condition in the 36 municipalities under the MDGF 1919 Program.

There remains a very big gap however between the positive attitude and actual practice of local chief executives as they continue to consider water and sanitation as a low priority by not allotting enough budget.

In complete contrast to the high level of awareness and knowledge on water supply and sanitation, the local partners exhibited very low awareness and knowledge about the customer service code for water. Conversely, BAWASA surveyed have been practicing in part some of the provisions and standards set forth in the proposed customer service code without their knowledge.

Taking these results into consideration, the MDGF 1919 shall be adopting a communication strategy anchored on Communication for Development (C4D) to address the issues identified above. C4D does not preach and teach. It does not show partners how to communicate either. It involves them not so much so that they can understand but more importantly, so that they can decide for themselves and take action.

Following this dictum and adhering to the Communication Results Framework presented above, the MDGF 1919 Communication Strategy Framework shall be as follow:



## **Part II. Key Messages for MDGF 1919 Stakeholders**

### **A. Umbrella Message**

“MDGF 1919 works with the rural poor to improve their access to safe and clean drinking water.”

### **B. Taglines**

“Water is Life to Me.”  
“Safe and Clean Drinking Water for the Poor and by the Poor.”

### **C. Key Messages**

#### **1. National Partners/Agencies and Potential Private and Public Investors**

- ➔ MDGF-1919 makes investment in waterless communities sustainable
- ➔ Investing in waterless communities saves lives

#### **2. LGUs, Local Chief Executives, and WSPs**

- ➔ MDGF 1919 is your partner in bringing safe and clean drinking water to the poor
- ➔ Tubig! Not Too Big!
- ➔ No budget is too big para sa malinis at ligtas na tubig

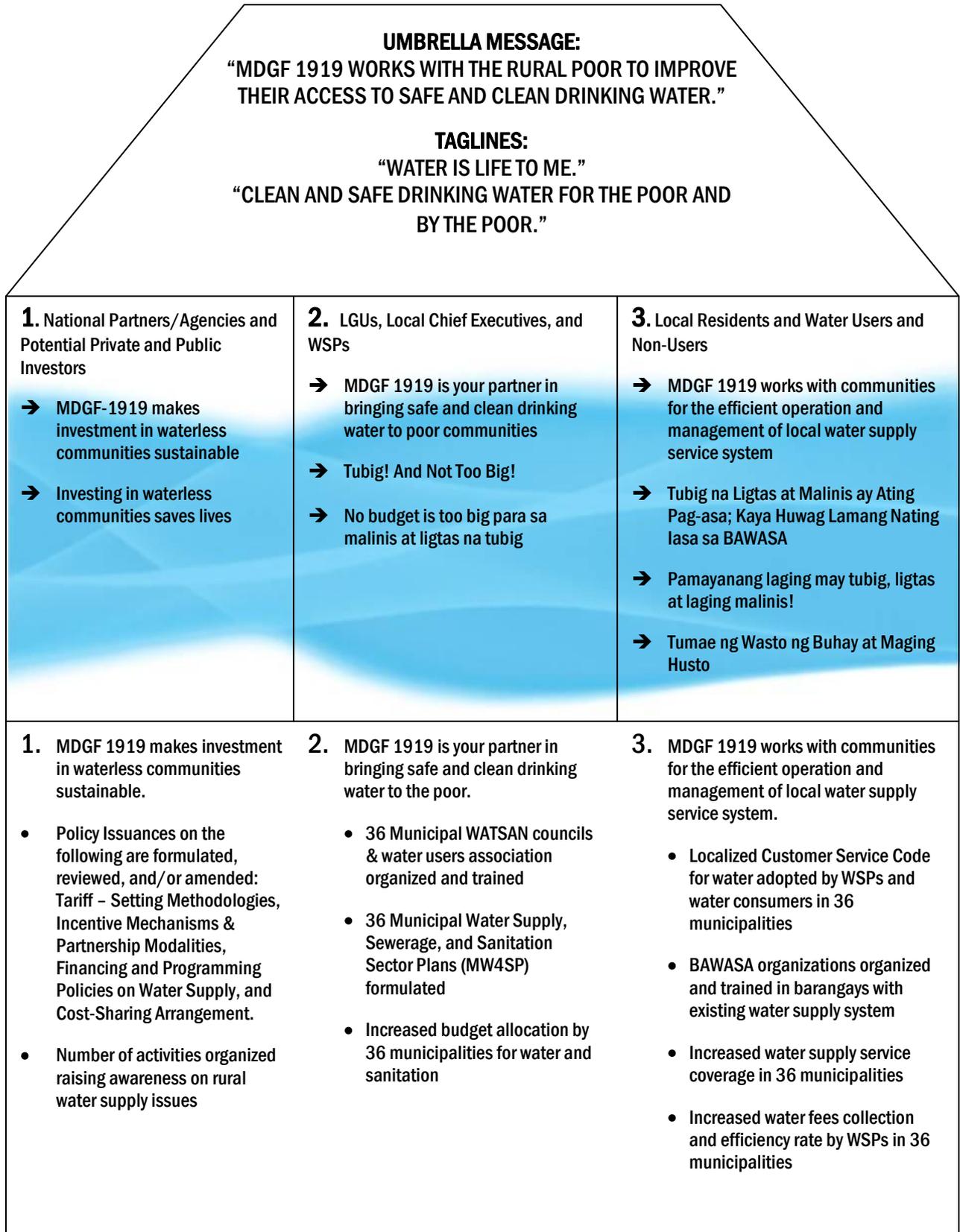
#### **3. Local Residents and Water Users and Non-Users**

- ➔ MDGF 1919 works with communities for the efficient operation and management of local water supply service system
- ➔ Tubig na Ligtas at Malinis ay Ating Pag-asa; Kaya Huwag Lamang Nating i-asa sa BAWASA
- ➔ Pamayanang laging may tubig, ligtas at laging malinis!
- ➔ Tumae ng Wasto ng Buhay at Maging Husto

## D. Proof Points

1. MDGF makes investment in waterless communities sustainable.
  - Number of activities organized advocating for the formulation, review, and/or amendment of Tariff – Setting Methodologies, Incentive Mechanisms & Partnership Modalities, and Financing and Programming Policies on Water Supply, and Cost-Sharing.
  - Number of activities organized raising awareness on rural water supply issues
  
2. MDGF 1919 is your partner in bringing safe and clean drinking water to the poor.
  - MDGF 1919 WATSAN Communication Network organized and capacitated at the Regional, Provincial, and Municipal levels
  - Campaign for the formulation and adoption by 36 municipalities of the Water Supply, Sewerage, and Sanitation Sector Plans
  - Convince 36 municipalities to increase budget allocation on water and sanitation
  - Produce and distribute to LGUs a user-friendly local water governance toolbox
  
3. MDGF 1919 works with communities for the efficient operation and management of local water supply service system.
  - Adoption of Localized Customer Service Code for water by WSPs and water consumers in 36 municipalities
  - Increased water fees collection and efficiency rate by WSPs in 36 municipalities
  - Increased number of women officers in BAWASA teams
  - Marked increase in the number of people attending BAWASA meetings and functions
  - Number of partnership activities organized with Municipal WATSAN and BAWASA promoting hand washing and use of sanitary toilet

**E. Message House**



## **Part III. The Communications Plan**

### **A. Communications Objectives**

1. Raise awareness and increase advocacy for sustainable access to safe and clean drinking water for the rural poor amongst national government leaders and agencies, donor agencies, and the general public.
2. Effectively engage and encourage 36 municipal mayors to invest more in local water supply and sanitation projects.
3. Encourage water service providers to promote and adopt the MDGF-1919 mentoring mechanism and the localized customer service code for water.
4. Involve local residents in the operation and management of local water supply services and convince them to use sanitary toilets and wash hands during “critical times.”

### **B. Communications Strategy vis-à-vis Target Partners**

- 1.a Targeted policy and program advocacy campaign for effective engagement with national leaders, policy makers, investors, and donors.
- 1.b Partnership and coalition building and IEC campaign to raise public awareness on rural water supply and sanitation issues.
2. Policy support and advocacy campaign to encourage local chief executives to invest more in local water supply service and sanitation.
3. Policy and strategic support and partnership building with water supply providers for the adoption of the localized customer service code for water and the MDGF-1919 mentoring mechanism.
- 4.a Demand creation through social and community mobilization and behavioral change communication (BCC) to make residents pay (more) for water services.
- 4.b Behavioral change communication and IEC campaign to improve collection of water tariff fees, expand service coverage, and increase involvement of women in the operation and management of local water supply system

## **C. Communications Components**

### **1. Stakeholder Events and Partnership Activities**

These are mainly local partner-driven activities that can be easily organized and if needed, institutionalized (i.e. vertically integrated monthly WATSAN meeting at regional, provincial, municipal, and village levels; regular celebration of “World Water Day” in barangays, schools and universities; increased role of BAWASA in organizing socio-civic activities like village celebration or fiesta, etc.). These activities will give the program and its local partners a venue to communicate with their stakeholders at a grassroots/on-ground level.

### **2. Publicity and IEC Campaigns**

If properly planned and executed accordingly, publicity and IEC campaigns can be cost-efficient and credible channels to drive awareness and key message dissemination both at the local and national levels. Tri-media publicity should be an integral channel in the communications plan of the MDGF 1919.

### **3. Online Media**

While limited in reach and not included in the usual communication channels of rural residents, the online medium has become a key channel for the dissemination of information in many parts of the country. The program should explore both web 1.0 and 2.0 platforms for awareness raising. There should be a dedicated MDGF 1919 website that is periodically updated and has a dependable mechanism for continuous feedback. Managed effectively, the website can transform the program and its partners into effective online communicators.

## **D. Communications Executions**

### **1. Stakeholder Events and Partnership Activities**

Integration of WATSAN in the Newly Elected Officials (NEO) Orientation organized by the DILG through the Local Government Academy

- IEC materials and toolkits on water supply and sanitation can be distributed to local chief executives during the NEO Orientation usually organized by the DILG Regional Offices.
- Resource Persons from the WATSAN sector can also brief and orient LCEs on the importance of WATSAN as a priority area for local governance.
- Materials and inputs for the LCEs should also focus on possible partnership modalities and financing schemes municipalities can draw upon when implementing their WATSAN programs.

#### MDGF 1919 Mayor's Forum on Local Water Governance

- An annual meeting among municipal mayors of the 36 MDGF 1919 municipalities to craft and coordinate strategies and efforts on how to collectively address the issue of waterlessness in their municipalities.
- The Mayor's Forum can also be held at regional levels and can be integrated in the annual work plans for WATSAN by the Regional or Provincial Development Councils.
- Prospective donors and investors can also be invited to provide a venue for the LGUs and the investors to link up.
- The forum can also be a venue for civil society organizations and local chief executives to interact and explore possible partnerships
- The Mayor's Forum can also be held side-by-side with the forum intended for national policy makers and partners such as senators, congressmen, and other National Government Agencies involved in the water sector.

#### Legislative-Executive Dialogue on Water Supply and Sanitation

- An annual conference or forum for legislators, government decision-makers and other stakeholders of the water sector to discuss and strategize on amendments and improvements in the regulatory, administrative, and strategic frameworks for water and sanitation at the national level.
- The forum should have as a final output specific recommendation for the development of a coherent executive and legislative agenda on water and sanitation.

#### Postcard Making and Postcard Campaign for WATSAN

- This is a two-phase activity that aims to generate awareness and advocacy for water supply and sanitation at the national and local levels.
- The first phase is a painting contest for elementary and high school students of the 36 MDGF 1919 municipalities. Winning artworks will be used to print postcards to be distributed to all students in the 36 municipalities.
- The second phase shall involve the participation of elementary and high school students in the 36 MDGF 1919 municipalities. They will be asked to write their personal experiences and stories related to water and sanitation on the postcards and send these postcards to national leaders, specifically, to President Benigno S. Aquino III.
- Properly planned and smoothly executed, the project shall culminate in the meeting between the President and the students, with select LCEs during the World Water Month in March 2011. With the students and LCEs presenting to the President a manifesto on water supply and sanitation situation in the 36 MDGF 1919 municipalities.

### National Photography Contest

- The main aim of this activity is to build a photo data-bank for the program.
- While national in scope, incentives will be given to photographers who will feature in their photos sites and subjects in the 36 MDGF 1919 municipalities.
- From the photos submitted, additional IEC materials both for national and local distribution will be developed. The photos shall also be featured in the Local Water Governance Toolbox which shall be made available to local government units and water stakeholders.
- Particular themes for the contest are: Communities, women, and children working for improved local water supply and sanitation.
- The activity is to be undertaken in partnership with the Camera Club of the Philippines and the Federation of Philippine Photographers Foundation, Inc.

### Street Theatre Training for Students

- This activity shall be done in partnership with the UN-Habitat organized street theatre group.
- Select students from the participating municipalities will be trained in the art of street theatre to become ambassadors for raising awareness on local water supply and sanitation issues.
- Once trained, these groups can perform for WATSAN teams and BAWASA on public events to convey through theatre arts specific messages on water and sanitation to the audience.
- These groups can also be tapped to do a simultaneous road show of public performance during the World Water Day celebration in 2011.

### Student Film/Video Documentaries Showcase

- In partnership with universities and university film students, video documentaries featuring water supply and sanitation situations in rural areas will be produced and shown during international, national, and local gatherings on water.
- The films are a powerful testament either to the will of communities to overcome waterlessness (innovative practices) or depiction of the sorry state of living of those without sustainable access to clean and safe drinking water (human interest).

### Village Road shows with Local Partners and Advocacy Groups

- These are activities that can be rolled-out from the national to local levels or vice-versa and will be done in collaboration with local partners and advocacy groups.

- Properly linked and organized, these series of activities can also help build key third-party alliances at the grassroots level for the program.
- The main purpose of activities under this category is to build consistent relations for those working with the program whether at the national or local levels.
- Periodic visits by the various components of the program offering various technical and expert supports shall not only establish greater awareness for the program and its mission but also build goodwill with local partners.
- Film showings featuring the MDGF 1919 Video Documentaries by students and other forms of exhibition on water and sanitation can make the usual WATSAN and BAWASA gatherings more appealing for the residents to attend.
- The student street theatre group can also be tapped to do their own road show in various localities to raise awareness on water supply and sanitation.
- The winning photos and paintings for the MDGF 1919 Photography and Painting Contests can also be tapped for the road show, targeting specific audiences like students and water users in urban and rural areas.
- Supplement these road shows with appearances in local TV stations and/or guestings in local radio programs for greater reach through stronger linkage with the PIA.

#### Innovative Practices on Local Water Supply and Sanitation Management

- This activity is seen to push the program and communication intervention of MDGF 1919 in the water supply programs of the 36 MDGF 1919 municipalities.
- Using the Results-Based Monitoring Framework of the program, the activity aims to find the best performing municipalities, WATSAN teams, and BAWASA.
- The improvement in practices of these awardees shall be progressively documented and included in the WATSAN toolkit for possible replication.

#### Water and Sanitation Continuing Reforms and Education for Stakeholders (WATSAN – CREST)

- There is a need to involve local partners in the technical and administrative concerns of water supply management and regulation. By involving them in the process, they are more able to appreciate, follow and adopt the proposed improvements for their communities and organizations.
- Roll out a WATSAN-CREST program tailor-fit to the information needs of the water consumers through a variety of below-the-line implements such as open forums, seminars, video clips and flyers as well as a FAQ posters and section at the MDGF 1919 website.

- Off-site Hearings and awarding of water permits: Properly disseminate hearing schedules at the regional level to ensure maximized attendance from various stakeholder groups. This is a means to address concerns that NWRB is not well-known or responsive to the needs of the local water constituency.
- Technical and legal training by the Judicial and Bar Academy of the Supreme Court in the field of environmental law will help water service providers get the proper perspective on water rights and ownership.
- Forge stronger alignment between the Public Information Service arms of the government at the regional, provincial, and municipal levels and the WATSAN teams. The creation or strengthening of a region-wide organization of information officers ensures a dependable and working network of information professionals.
- Conduct regular training and skills-upgrading for information officers and WATSAN teams on topics such as customer service, social marketing, desktop publishing, and communication for development.
- Reach out to consumer advocates and other NGOs working in the fields of water, sanitation and health promotion to strengthen public/consumer awareness.
- Appoint or create a Customer Service Officer for each of the water service providers under the MDGF 1919 program to sustain the efforts of localizing the customer service code for water.
- Pursue partnership with academic institutions for additional technical and expert support for local partners.

## **2. Public Relations**

### Tri-Media Publicity

On a per-need basis, issue relevant press materials that will highlight the specific activities by the program and its local partners. These releases should emphasize how the program partners with municipalities and local villages in capacitating and empowering them to address their water supply and sanitation needs.

### Media Relations

Program regulars and partners must have regular interfaces with the media in order to keep relationships harmonious as well as to have a venue to provide a regular stream of information about the program and its activities.

- Monthly media roundtables with the Regional or Provincial Press Corps discussing issues and concerns related to water
- Media luncheons and field visits for major activities and inauguration of projects

- Ready resource (person and media kit) for TV and radio commentaries on water supply and sanitation situations at the national, regional, provincial, and municipal levels
- Stronger linkage with the Philippine Information Agency to increase breadth of coverage of MDGF 1919 press materials especially to provincial publications and radio stations.

### Internal Communications

Mobilize the internal workforce to help drive consistency in the messages of the MDGF 1919 Program to key external stakeholders.

- Monitor adherence to the MDGF 1919 Branding Guidelines by MDGF 1919 staff and partners
- Continuously train and harness the communications components (national and local) of the program
  - Establish IEC corners within the DILG/WATSAN offices to provide a venue for consolidation of IEC materials related to WATSAN
  - Continuous training in the field of communications to all front liner staff and partners of the program with the aim of enhancing their presentation and public speaking skills
  - Regularize meetings with the front liner staff and partners to build rapport and further enhance coherence in the public perception of the program
- Institutionalize brownbag sessions on WATSAN and regularize “water table meetings” to be participated by program staff, partners, and target participants.
- Develop an internal system that will clarify the roles/limitations of front liner staff interfacing with the media and other key stakeholders
- Harness the MDGF 1919 Program staff as ambassadors for the program’s brand-building efforts:
  - Use existing DILG and LGU gatherings to make key announcements about the program such as the weekly flag-raising ceremonies
  - Regularly flag the key messages through the content of the DILG and other newsletters
  - Develop collateral materials for easy dissemination of key MDGF 1919 messages: AVP, posters, and brochures

## 3. Online

### Website Updates

- The website should feature a reliable geographical information system featuring ready, updated, and accessible data on water access,
- Web-based updating of relevant administrative and regulatory issuances by government agencies on water supply and sanitation.

- Updated calendar of events: Ensure that activities and schedules and public events related to the program are regularly available for viewing on the website.
- Electronic copies of IEC materials, workshop collaterals and programs, and resources and materials on water supply and sanitation should also be made available whenever possible.

#### Feedback mechanism

- Beyond just providing the email of the program, devise a feedback mechanism within the site where all stakeholders are able to post comments and information.

#### Web 2.0

- Since they are free and open, web 2.0 applications that facilitate interactive information sharing should also be tapped to promote program advocacy and events.
- A fan page or a petition page can be created to jumpstart an online movement for improved water supply and sanitation in the rural areas.

### E. Budget

The budget for the Communications Component of the program must remain flexible and responsive. Developments in the water sector have always been fluid and in some cases, even unpredictable. The program must be ready to anticipate these opportunities implement timely and appropriate communication interventions that would maximize public and media exposure and program impact.

Following below are the proposed budget for the major IEC activities that would be undertaken by the program in the next 12 months. A more detailed version of this proposal have already been discussed and submitted to the Program Management Unit for appropriate action and endorsement.

Item	Channel/Details	No.	Unit	Unit Price	Total Cost	Item Total
<b>1</b>	<b>Regional C4D Workshop and Action Planning</b>					
	Staging Cost: Creative Development, Coordination, Communication, Venue, organizing and other incidental expenses for 30 to 45 participants per in 4 regional groupings	4	lot	500,000.00	2, 000,000.00	
	Board and Lodging, DSA, Supplies, and Transport					
						<b>2, 000,000.00</b>

<b>2</b>	<b>Post Card Making Contest and Campaign</b>					
	Staging Costs: Creative Development, National Organizing, Prizes, Communication, Coordination, Transportation, Venue for the Awarding and Launching and other incidental expenses	1	lot	2,200,000.00	2,200,000.00	
	Postcard Printing and Distribution	20,000	lot	200,000.00	200,000.00	
	Incidental Expenses to be Download to Municipalities and Provinces	25,000	40	1,000,000.00	1,000,000.00	
						<b>3,400,000.00</b>
<b>3</b>	<b>Photo Contest</b>					
	Staging Costs: Creative Development, Coordination, Communication, Prizes, Venue, organizing and other incidental expenses	1	lot	1,000,000.00	1,000,000.00	
	Design and Production of Roving Photo Exhibit	1	lot	500,000.00		
	Staging Costs: Roving Photo Exhibit in five MDGF 1919 Regions	5	lot	70,000.00	350,000.00	
						<b>1,850,000.00</b>
<b>4</b>	<b>Forum on Local Water Governance</b>					
	Staging Costs: Creative Development, Coordination, Communication, Venue, organizing and other incidental expenses for 50 participants per region	5	lot	500,000.00	2,500,000.00	
						<b>2,500,000.00</b>
<b>6</b>	<b>Executive and Legislative Dialogue on Water Governance</b>					
	Staging Costs: Creative Development, Coordination, Communication, Venue, organizing and other incidental expenses for 50 participants	1	lot	500,000.00	500,000.00	
						<b>500,000.00</b>
<b>6</b>	<b>Monitoring and Evaluation</b>					
	Third-party Research Cost	1	lot	500,000.00	500,000.00	
	Research Design Fee	1	lot	200,000.00	200,000.00	
						<b>700,000.00</b>

## **Part IV. Evaluation**

Develop a feedback mechanism that would:

### **1. Allow documentation and evaluation of the effectiveness of the communication plan at regular intervals throughout its implementation**

#### *Internal Evaluation*

Evaluation forms will be given out to staff and program partners. These are aimed at gauging, among others, the effectiveness of the communication plan in achieving stated objectives and in its delivery of the different key messages.

#### *External Evaluation*

Evaluation forms will also be given out randomly and at predetermined intervals throughout the Communications Campaign in local communities and municipalities. This is to enable the program to observe changes in states of awareness in stakeholders over a period of time.

The periodic IEC events for trainings and workshops of information officers may also be used to gather feedback from the grassroots.

The website can also be an evaluation source through periodic surveys of those who visit website.

### **2. Allow final evaluation at the end of the campaign to determine extent of effectiveness.**

A final evaluation will be conducted by program on internal and external effectiveness of the Communication Plan at the end of the campaign to determine extent of the campaign's effectiveness.

The final evaluation will consist of questions to local partners and stakeholders regarding degree of awareness and knowledge concerning the program, its components, and its achievements, personal suggestions and recommendations to further improve communication, and personal opinion on efforts in conducting the campaign (for information officers and WATSAN team members). Recommendations derived from this final assessment are intended to aid the program organizers in planning and designing future IEC campaigns on water and sanitation.

### **3. Impose a powerful feedback mechanism via conduct of perception survey from the water consumers**

Commission an independent survey firm to conduct a perception audit of water consumers in the 36 municipalities to track movements in perception of the program's impact to their lives and communities and to determine additional steps needed to improve the next program on water and sanitation.

## **Part V. Recommendations and Conclusion**

The MDGF 1919 program partners realize the value of communication as a sound investment in sustaining a missionary project; hence this Strategic Communications Plan. Effective public communication entails active and intelligent participation. And this is the brand of communication the MDGF 1919 wishes to promote and pursue.

The initial concern of the program to develop a communication plan anchored on the traditions of information, education, and communication strategies has evolved to include not only consultation but also development of the public psyche through learning and sharing of experiences.

After their learning and sharing, these stakeholders are expected to be willing participants instead of passive recipients in the communication process. They will want to contribute.

Thus, it is imperative that the program must have a mechanism for them to effectively get involved. A feedback loop is a must. Thenceforward, having developed a strong sense of partnership and stake in the process, these stakeholders shall become reliable partners.

Clearly communicating the program's activities, successes as well as shortcomings will not only lead to the realization of its mission but more importantly, establish a strong reputation of credibility for the implementing and responsible partners.

A credible DILG, NWRB, and NEDA will draw the stakeholders closer towards the goal of reforming the water sector, a sought after goal where every Filipino is a water consumer, his rights as such are protected and ensured.

The MDGF 1919 Communication Strategic Plan aims to cultivate a culture of open communications. Internally, sound communication practices will be implanted in all levels of the program management. Communication protocols will be forged. Externally, involvement and participation are the key guiding principles in the development and implementation of activities.

Ultimately, it is hoped that this Plan will be able to inculcate in each partner a strategic mindset in approaching communication challenges. While this Communication Strategic Plan is a living document that provides the partners with the starting framework on how to do a communication program, it must not remain static. Thus, it must be periodically revisited as the circumstances change.

Like any other major undertaking, the success of this Plan hinges on the proactive involvement and support of all the stakeholders. While the document can stand on its own merits, MDGF 1919 partners will need to crucially steer the directions of the communication program whenever necessary.

Stakeholders at the local level also play a vital role in attaining the objectives of this Plan. Indeed, *strategic* partnerships between the MDGF 1919 Implementing Partners and stakeholders must be developed and sustained for the successful implementation of the plan.

## **Annexes**

- 1. AKAP TABLES ON WATER SUPPLY, SANITATION, AND LOCALIZED CUSTOMER SERVICE CODE.**
- 2. SAMPLE EVENT CHECKLIST**
- 3. PROPOSED ACTION PLAN FOR KEY ACTIVITIES**

## AKAP on Local Water Supply

1. For awareness and knowledge, questions establishing how well the participants know the local water supply situation in their area were asked.
2. For attitude and practice, questions measuring where “water” is in their priority were asked.

Local Water Supply	Awareness	Knowledge	Attitude	Practice
LCEs/WATSAN Team	Average	Average	Neutral to Passive – Important but Not a Priority Program	Do not Allocate Funds for local water supply
BAWASA	High	High	Generally Positive - WATSAN very important Issue	Willing to pursue improvement in water services but lacks funds/capacity/skills
Barangay Officials	High	High	Generally Positive – BAWASA and Barangay working together for improved water supply and sanitation	Most are willing and enthusiastic but lacks funds/capacity/skills
Water Users	High	High	Positive – Water supply is important for health/sanitation but cost should be lowered for the poor	Some are willing to pay, some are not; demand for better services is high but participation in BAWASA activities is low
Non-Water Users	From Average to High	Average	Neutral to Passive – Water is and should be free, Willing to connect for free/least cost; water from point source is safe	Not willing to pay for water; do not participate in BAWASA activities

## AKAP on Sanitation

1. For awareness and knowledge, questions establishing how well the participants know the sanitation situation in their area were asked.
2. For attitude and practice, questions measuring where “sanitation” is in their priority were asked.

Sanitation	Awareness	Knowledge	Attitude	Practice
LCEs/WATSAN Team	High	High	Generally Passive – Very Important but appropriation depends on funding availability	Usually allocate counterpart funds from national government; poor implementation of municipal sanitation plans
BAWASA	High	High	Positive – Sanitation is very important to prevent water-borne diseases; access to water is important part in sanitation	When skills and resources are available, sanitation program is incorporated in water program
Barangay Officials	High	High	Positive – sanitation is very important issue but without water, extremely difficult to pursue	Usually allocate small funds as counterpart to national, provincial, and local sanitation funds for toilets
Water Users	High	High	From Neutral to Positive – Not all those with water access use sanitary toilets; access to water is integral part of sanitation	Makes use of access to water to improve hygiene and sanitation; Access to water makes practice of sanitation more practical and convenient
Non-Water Users	High	High	Neutral to Passive – Do not see correlation between water and sanitation; do not equate open defecation with health risks	A lot of non-water users still practice open defecation

## AKAP on Customer Service Code

1. For awareness and knowledge, questions establishing their awareness and knowledge of any customer service code were asked – going from generic customer codes to the recently drafted national customer service code on water.
2. For attitude and practice, situational questions were asked (i.e. if such a code exist...).

Customer Service Code	Awareness	Knowledge	Attitude	Practice
BAWASA	Very Low	Very Low	Passive to positive – CSC may help if it is to improve management of water supply system	No local CSC on water exists; some BAWASA have their improvised tariff-setting methodology; no consistent water-testing procedures for health and safety
Barangay Officials	Very Low	Very Low	Passive to positive – CSC will help standardize BAWASA procedures; apprehensive CSC might completely cut-off Barangay influence on BAWASA	Barangay either meddles too much or too little in BAWASA affairs; generally, barangay provides subsidy to BAWASA by paying electricity consumption and honoraria
Water Users	Very Low	Very Low	Neutral to Passive – Cannot understand the impact of CSC on their water supply; Those who understand welcomes the imposition of standards on roles and responsibilities	Some settle their water fees because of the threat of disconnection; late or non-payers have other alternative sources of water or are not well-informed on the activities of BAWASA
Non-Water Users	Very Low	Very Low	Neutral to Passive – If CSC leads to improved service and expanded coverage, it is welcomed; some fear it might raise water fees	Do not see how CSC can make them pay for water; main issue is cost for connection and incentive for connection

**ANNEX 1: SAMPLE EVENT CHECKLIST AND TIMINGS**

ACTIVITY	TIMINGS
<p>A. <u>INVITATIONS</u></p> <ol style="list-style-type: none"> <li>1. Draw up guestlist</li> <li>2. Prepare Invitations</li> <li>3. Assign coordinator to handle RSVP</li> <li>4. Print Invitations</li> <li>5. Send out/ Deliver</li> <li>6. Conduct RSVP and conduct weekly updates</li> <li>7. Prepare Seating Arrangement</li> <li>8. Identify VIP Tables</li> <li>9. Prepare place cards</li> <li>10. Prepare Alpha listing of guestlist</li> </ol>	<p>WK1 WK2 WK3 WK3 WK4 WK5-WK7 WK8 WK8 WK8 WK8</p>
<p>B. <u>VENUE/ HOTEL</u></p> <ol style="list-style-type: none"> <li>1. Scout for venue</li> <li>2. Conduct ocular</li> <li>3. Reserve venue and prepare down payments</li> <li>4. Identify areas for program activities</li> <li>5. Send list of requirements to hotel</li> <li>6. Confirm ingress and egress</li> <li>7. Confirm F&amp;B requirements</li> </ol>	<p>WK1 WK2 WK2 WK2 WK3 WK3 WK4</p>
<p>C. <u>PROGRAM</u></p> <ol style="list-style-type: none"> <li>1. Source out Events Group and finalize tasking</li> <li>2. Prepare Stage Design, have approved Draft Program guide</li> <li>3. Prepare Continuity Script; have approved</li> <li>4. Finalize talent line-up – Emcee, entertainer, musicians</li> <li>5. Prepare Cue Card for Emcee</li> <li>6. Confirm Speakers</li> <li>7. Prepare powerpoint presentations; visuals</li> <li>8. Send presentation ahead of time for proper cueing and run through</li> <li>9. Assign coordinator to handle presentation or turn over to production staff</li> <li>10. Draft speeches; Have approved</li> <li>11. Conduct Briefing of speakers if necessary</li> <li>12. Request for speeches in advance if possible</li> </ol>	<p>WK1 WK1 WK2 WK4 WK5 WK5 WK6 WK7 WK7 WK7 WK7 WK8</p>
<p>D. <u>TECHNICAL / LOGISTICS</u></p> <ol style="list-style-type: none"> <li>1. Book Sound and Lights and special effects</li> <li>2. Contract Stage Designer and Supplier</li> <li>3. Contract Audio-visual Supplier for LCD Projector and Screen</li> <li>4. Confirm technical requirements</li> <li>5. Prepare ingress/ production sked</li> <li>6. Conduct Sound check and Blocking at hotel</li> </ol>	<p>WK2 WK2 WK2 WK3 WK3 WK4</p>







