



Calabarzon RDP and AN2040
COMMUNICATION PLAN
2017-2022



Calabarzon RDP and Ambisyon Nation 2040 (AN2040)

COMMUNICATION PLAN

This document contains the Communication Plan (ComPlan) for Calabarzon Regional Development Plan 2017-2022 and AmBisyon Natin 2040 based on the outputs from the communication planning workshop participated by the Regional line Agencies, State Universities and Colleges, Local Government Units, and Civil Society Organization. Calabarzon development partners and stakeholders are expected to consider the objectives of this plan, and conduct appropriate activities and outputs in their respective performance commitments. The ComPlan was adopted by the Regional Development Council to intensify advocacies on the various programs and projects contained in the RDP and the Regional Development Investment Programs implemented at the regional and local levels.

Calabarzon Regional Development Plan, 2017-2022 and Ambisyon Natin 2040 Communication Plan 2017-2022

I. INTRODUCTION

The Calabarzon Regional Development Plan (RDP) 2017-2022 spells out the goals and strategies anchored on the 0+10 Socio-economic Agenda of President Rodrigo R. Duterte. It focuses on three broad strategies of enhancing the social fabric, reducing inequality, and increasing growth potential to achieve inclusive and sustained economic development.

The RDP is aligned with the Philippine Development Plan (PDP) 2017-2022 and guided by the country's long term vision or AmBisyon Natin 2040 (AN2040) adopted through Executive Order No. 5 series of 2016. The AN2040 states the collective vision of the Filipinos want for themselves and for their country in 2040 - that is *matatag, maginhawa at panatag na buhay para sa lahat* (strongly rooted, comfortable and secure life for all). The National Economic and Development Authority has been advocating the AN2040, the PDP and RDP as blueprints for development planning and for engaging with local and international development partners.

The RDP was crafted through series of consultations with the various stakeholders to deliberately translate and integrate the regional strategic framework to specific strategies that government agencies and the private sector can work together towards the realization of the Plan. The challenge is how the Plan will be communicated to stakeholders and public especially the grassroots, whose support are critical to achieve its goals and objectives.

II. RATIONALE

Aligned with the NEDA-wide communication plan for AN2040 and Philippine Development Plan 2017-2022, a Calabrazon Communication Plan (ComPlan) was formulated to lay down the framework on the dissemination of the long term vision, and the goals and targets of the RDP and the Provincial Local Development Plans to the public and stakeholders.

The ComPlan serves as a guide document of the regional line agencies and local government units (LGUs) on the communication strategies throughout the implementation of the RDP and Local Development Plans. It is comprised of comprehensive advocacy activities and defines the roles of stakeholders and

implementers in the Region. With a clear framework, integrated and coordinated strategic activities will be employed to gain multi-stakeholders support from both the public and the private sector. The ComPlan will also allow setting directions and alignment of resources of the government consistent with the RDP and AN2040 to ensure that the development efforts are supported and felt at the grassroots level.

III. KEY MESSAGE

“PDP and RDP: engaging all Filipinos to work towards their ambitions.”

IV. OBJECTIVES

Generally, the goal of this document is to advocate the Calabarzon RDP 2017-2022 and AN2040 to various audiences and stakeholders and how can they contribute towards the realization of the RDP and AN2040.

Specifically, this document aims to:

1. Build public awareness of the AN2040 and support for the attainment of the goals and objectives of the Calabarzon RDP and Local Development Plans (LDP);
2. Nurture ownership of AN2040 and RDP among stakeholders;
3. Promote collective action among stakeholders;
4. Assessment of outcome and/or results of the communication plan; and
5. Communicating the Gains and Accomplishments of the RDP towards AN2040

V. PLAN IMPLEMENTATION, MONITORING AND EVALUATION

This document is an indicative region-wide ComPlan for AN2040 and the Calabarzon RDP 2017-2022. It was formulated through a workshop participated by the information officers from the regional line agencies, LGUs, and state universities and colleges, and civil society organizations (CSOs). The ComPlan was adopted by the Regional Development Council to intensify advocacies on the various programs and projects contained in the RDP and the Regional Development Investment Programs implemented at the regional and local levels.

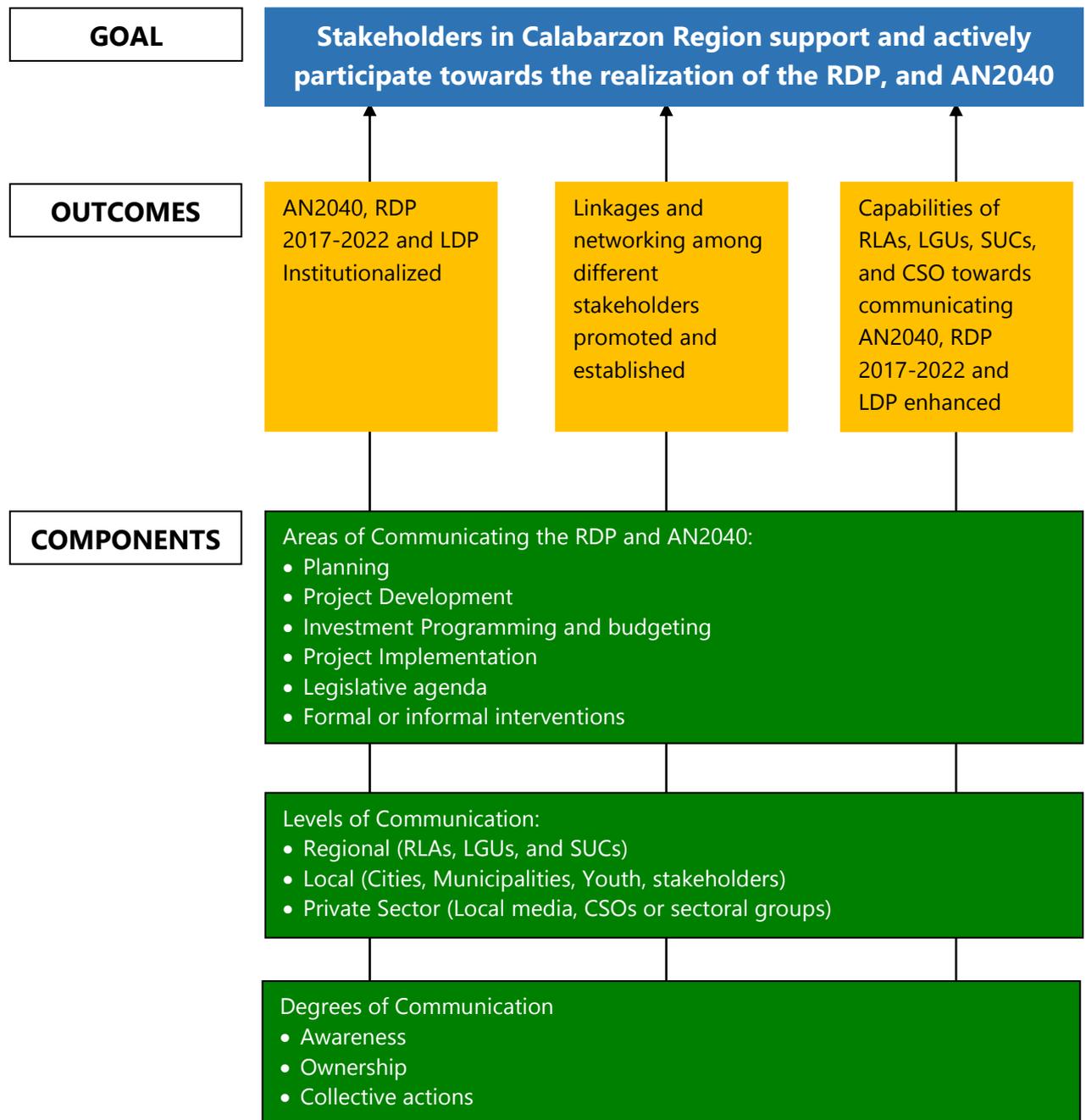
Operationalization of the ComPlan shall be done by RDC members in coordination with the different regional and local bodies in the Region. The network of agencies and LGUs' information officers shall be strengthened as a mechanism to promote AN2040, RDP, and LDP in the respective areas of operation. Cooperation of the local

development planners, league of cities and municipalities, members of the House of Representatives, business sector, and CSOs shall be sought to gain wide acceptance of the AN2040 and RDP implementation.

For the programs, projects and activities contained in the RDP, the concerned RLAs shall take the lead in the advocacy of their respective priorities. The RLAs may converge and harmonize their advocacy efforts to have a wider reach of coverage in disseminating the development priorities in the region. The Multi-Sectoral Advisory Committee of the Department of Interior and Local Government Region IV-A shall be one of the avenues to advocate regional initiatives at the local level.

To monitor the relevance and effectiveness of the communication tools and activities, the Regional Development Report, RDP Results Matrix and the Monitoring and Assessment Report of the Regional and Local Project Monitoring Committees can serve as the basis for monitoring. The RDC, through NEDA as Secretariat, shall integrate and monitor the different RDP advocacy activities implemented in the Region by the key development partners.

VI. COMMUNICATION FRAMEWORK



VII. STRATEGIES AND ACTIVITIES

Objective 1: Building public awareness of the AN2040 and support for the attainment of the goals and objectives of the Calabarzon RDP and LPDs

Strategy	Activity	Primary Audience/ Champion	Key Message	Desired Outcome
Mainstream Information Officers and media practitioners to realize their important role in informing the public on AN2040/RDP/PDP	<ul style="list-style-type: none"> • Information dissemination from media (print media, broadcast, flyers, social media campaigns) • Organize workshops/trainings/seminar for IOs and media practitioners re: AN2040/PDP • Produce IEC materials (AVPs, Campaign slogans on AN2040/PDP) 	Information Officers (IOs), Media	"Ang Tamang Impormasyon, Susi sa Ambisyon"	<ul style="list-style-type: none"> • Initiate the campaign on AN2040 and RDP/PDP use of quad-media • Disseminate information on AN2040/RDP/LDP to their respective constituency and viewer/listener base
<p>Showcase LGUs best practices that are aligned with the RDP and AN2040 in multimedia materials</p> <p>Communicate RDP and AN2040 highlighting significant roles of LCEs in achieving inclusive growth, high trust, and resilient society, and a globally competitive knowledge economy</p>	<ul style="list-style-type: none"> • Forum/Conferences • Include RDP and AN2040 in the Newly-Elected Officials Orientation 	LGUs/ Local Chief Executives (LCEs)	"Local Governments are Key Partners"	<ul style="list-style-type: none"> • Mainstream AN2040 in the local plans • Implement programs and projects anchored and aligned to AN2040 • Include AN2040 discussions in various LGU planning and activities • Showcase info drive/caravans/exhibits and inter-barangay

Strategy	Activity	Primary Audience/ Champion	Key Message	Desired Outcome
				competitions
Highlight the significant role of government agencies in the attainment of the AN2040 and the RDP	<ul style="list-style-type: none"> Forum/Conferences 	Regional Line Agencies	"RDP and AN2040 Frontliners"	<ul style="list-style-type: none"> Develop strategies and implement PPAs aligned to RDP and AN2040 Framework Provide support to agencies in conducting info campaigns

Objective 2: Nurture ownership of AN2040 and RDP among stakeholders

Strategy	Activity	Primary Audience/ Champion	Key Message	Desired Outcome
<p>Familiarization on the goals and concepts of AN2040 and RDP</p> <p>Engagement in sharing the significance of AN2040 and RDP and its impact to our society and own lives</p>	<ul style="list-style-type: none"> Awareness campaign: Meeting, assemblies, coordination with group leaders/ admin/ producers/celebs/TV/radio networks 	NGOs/CSOs Religious Leaders Celebrities	"Matatag na Pakikipagtulungan susi sa magandang kinabukasan ng bayan"	<ul style="list-style-type: none"> Participation/involvement in different programs re: RDP and AN2040 implementation Advocacy through advertisements and networking with co-NGOs/ CSOs
Inculcate the importance of the roles of families on the realization of their ambitions for the sake of	<ul style="list-style-type: none"> Conduct forum on PDP and RDP/ AN2040. Tap the Parents-Teachers Association 	Parents/Guardians	"Pamilya ang Una" "Maginhawang	<ul style="list-style-type: none"> Cascade the knowledge on PDP/RDP/AN2040 to parents thru PTA

Strategy	Activity	Primary Audience/ Champion	Key Message	Desired Outcome
<p>their families</p> <p>What is the dream of every family? Their ambition for their family; The kind of living their families need.</p> <p>Better goals for the family.</p>	(PTAs)		Pamilya, Gusto Mo Ba?"	meetings to other parents and within the family.
<p>Make teachers/educators realize that they have an important role in information dissemination/making students and other people aware of the AN2040</p> <p>Motivate and push teachers/educators/SUCs to do their share in realizing AN2040 and RDP</p> <p>Be passionate on their profession and power to influence the youth/students in realizing their goals in life</p>	<ul style="list-style-type: none"> • Include the PDP and RDP/ AN2040 in the summer trainings of the teachers • Conduct massive information campaign on the AN2040 and RDP via/thru fora, symposium, summit 	<p>Teachers/Educators (including K-12 teachers)</p> <p>SUCs</p>	<p>"Alamin at Ipaalam ang AN2040"</p> <p>"Know and Share the AmBisyon Natin 2040"</p> <p>"Katuwang Ka sa Pagtupad ng AmBisyon Natin 2040"</p> <p>"Guro Ko, Gabay Ko, Paaralan Ko, Katuwang Ko sa Pagtupad ng AmBisyon Natin 2040/RDP"</p>	<ul style="list-style-type: none"> • Conduct symposia/ fora on RDP and AN2040 awareness/impact • Incorporate AN2040/RDP goals in Araling Panlipunan/ social studies curriculum and PPAs • Initiate/ conduct programs, contests, exhibits and other school activities on RDP and AN2040 • Influence students and guide them to help realize the AN2040/RDP(Counselling/ Mentoring)
<p>Boost/increased of awareness Youth/Student towards the goal of</p>	<ul style="list-style-type: none"> • Youth Awareness Campaign (e.g. Youth Orientation, 	<p>Students, Youth, Social Media</p>	<p>"Kabataan: Makialam, Makiisa,</p>	<ul style="list-style-type: none"> • Participation-involvement in:

Strategy	Activity	Primary Audience/ Champion	Key Message	Desired Outcome
RDP and AN2040 Understand/Familiarization of RDP and AN2040 Engage youth/student in disseminating/sharing the importance of knowing the AN2040 and RDP Goals and Objectives	Capacity Building, Seminar/ Youth Conference) <ul style="list-style-type: none"> • Coordination with School Admin (organizational activities) Video playback, AVP Presentation 	Practitioners, Sangguniang Kabataan	Makipag-ugnay tungo sa Magandang Buhay”	<ul style="list-style-type: none"> -Barangay Assembly -Youth Week Celebration -Youth Ambassador Essay Writing and Poster Making • Sharing of AN2040 RDP AVPs in various social media platforms
Understand/Familiarization on the goals and concepts of RDP and AN2040 Engagement in sharing the significance of private sector in AN 2040 and RDP and its impact to our society and own lives	<ul style="list-style-type: none"> • Local Economic Development Presentation in business establishments • Advocacy materials • Business Council/ organization forum 	Businessmen SMEs	“You are our partners for development”	<ul style="list-style-type: none"> • Participation/involvement in different programs re: RDP and AN2040 implementation • Advocacy through advertisements local media • Business activities in support to RDP/AN2040

Objective 3: Promote collective action among stakeholders

Strategy	Activity	Primary Audience/ Champion	Key Message	Desired Outcome
Capacitate policy makers and implementers	<ul style="list-style-type: none"> • Forum • Capacity Building of Trainers 	Regional Line Agencies and Local Planners	“Yes, we can attain AN2040”	<ul style="list-style-type: none"> • Stronger implementation of the

<p>Strengthen accountability Intensified patriotism among government workers</p>	<ul style="list-style-type: none"> • Laymanized RDP and AN2040 IEC materials for dissemination 			<p>goal and strategies of the RDP</p> <ul style="list-style-type: none"> • Values formation initiatives • Patriotism (e.g. symbolic wearing of PH flag pins, patronize locally-made products) • Change of behaviors
<p>Imbibe enthusiasm of the youth on the goals of the RDP and AN2040</p> <p>Impart ownership and willingness to participate towards the goals of the RDP and AN2040</p>	<ul style="list-style-type: none"> • Social media campaigns • Youth assemblies like summer camps, youth fest 	<p>Out-of-School Youth</p>	<p>"This is for your future"</p>	<ul style="list-style-type: none"> • Become youth leaders • Develop leadership skills • Influence others
<p>Gain support from the LGUs and informal labor force that they are part of the Plan.</p> <p>Empowerment of the members of the labor force.</p>	<ul style="list-style-type: none"> • Conduct of orientation and forum • Campaign to LGUs (informal labor) • Partnership with other agencies for the conduct of trainings e.g. TESDA, DOLE 	<p>Labor force</p>	<p>"Securing labor equality"</p>	<ul style="list-style-type: none"> • Empowered members of the eek employment • Educate through trainings
<p>Willingness to participate and be partner</p>	<ul style="list-style-type: none"> • Conduct of orientation, capability building, and advocacy 	<p>Civil Society Organizations</p>	<p>"We've got your back"</p> <p>"We are partners"</p>	<ul style="list-style-type: none"> • Cascade AN2040 in the lower level • Re-echo to other partners • CSO speakers bureau

Objectives 4 and 5: Assessment and Communicating Gains and Accomplishments of the RDP towards AN2040

Strategy	Activity	Primary Audience/ Champion	Key Message	Desired Outcome
Preparation of Regional Development Report	<ul style="list-style-type: none"> • Publication/dissemination of Regional Development Report 	Regional Line Agencies and Local Planners		<ul style="list-style-type: none"> • Agencies and LGUs accomplishments aligned with their development targets
Updating of the Regional Development Plan/Local Development Plan	<ul style="list-style-type: none"> • Preparation of executive memos or policy briefs on key findings/results of assessments of updated RDP/ LDP implementation • Dissemination of RDC publication which chronicles the implementation and monitoring of the updated RDP 	Regional Line Agencies, LGUs, CSO/NGOs and Business Groups		<ul style="list-style-type: none"> • Consistency of strategies, programs and projects with the RDP and Local Plans
Regional and Local Project Monitoring Committees' Report	<ul style="list-style-type: none"> • Publication/dissemination of proposed, on-going and completed development projects. 	Regional and Local Project Monitoring Committees' members		<ul style="list-style-type: none"> • Project acceptability of the beneficiaries.



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NEDA Regional Office IV-A (Calabarzon)

4/F Marcelita Bldg., National Highway, Barangay. Real, Calamba City, Laguna
(049)545-7756 / 545-0091 • rdc.calabarzon@gmail.com

www.calabarzon.neda.gov.ph