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.
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 Calabazon 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

GOAL

Stakeholders in Calabarzon Region support and actively participate towards the realization of the RDP, and AN2040

OUTCOMES

AN2040, RDP 2017-2022 and LDP Institutionalized
Linkages and networking among different stakeholders promoted and established
Capabilities of RLAs, LGUs, SUCs, and CSO towards communicating AN2040, RDP 2017-2022 and LDP enhanced

COMPONENTS

Areas of Communicating the RDP and AN2040:
- Planning
- Project Development
- Investment Programming and budgeting
- Project Implementation
- Legislative agenda
- Formal or informal interventions

Levels of Communication:
- Regional (RLAs, LGUs, and SUCs)
- Local (Cities, Municipalities, Youth, stakeholders)
- Private Sector (Local media, CSOs or sectoral groups)

Degrees of Communication
- Awareness
- Ownership
- Collective actions
## 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

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Activity</th>
<th>Primary Audience/Champion</th>
<th>Key Message</th>
<th>Desired Outcome</th>
</tr>
</thead>
</table>
| Mainstream Information Officers and media practitioners to realize their important role in informing the public on AN2040/RDP/PDP | • 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” | • 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 |
| Showcase LGUs best practices that are aligned with the RDP and AN2040 in multimedia materials | • Forum/Conferences  
• Include RDP and AN2040 in the Newly-Elected Officials Orientation | LGUs/ Local Chief Executives (LCEs) | “Local Governments are Key Partners” | • 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 |
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<tbody>
<tr>
<td></td>
<td>Highlight the significant role of government agencies in the attainment of the AN2040 and the RDP</td>
<td>Regional Line Agencies</td>
<td>“RDP and AN2040 Frontliners”</td>
<td>Develop strategies and implement PPAs aligned to RDP and AN2040 Framework&lt;br&gt;Provide support to agencies in conducting info campaigns</td>
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**Objective 2: Nurture ownership of AN2040 and RDP among stakeholders**

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<tr>
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<tr>
<td>Familiarization on the goals and concepts of AN2040 and RDP&lt;br&gt;Engagement in sharing the significance of AN2040 and RDP and its impact to our society and own lives</td>
<td>• Awareness campaign: Meeting, assemblies, coordination with group leaders/ admin/ producers/celebs/TV/radio networks</td>
<td>NGOs/CSOs&lt;br&gt;Religious Leaders&lt;br&gt;Celebrities</td>
<td>“Matatag na Pakikipagtulungan susi sa magandang kinabukasan ng bayan”</td>
<td>Participation/involvement in different programs re: RDP and AN2040 implementation&lt;br&gt;Advocacy through advertisements and networking with co-NGOs/ CSOs</td>
</tr>
<tr>
<td>Inculcate the importance of the roles of families on the realization of their ambitions for the sake of</td>
<td>• Conduct forum on PDP and RDP/ AN2040. Tap the Parents-Teachers Association</td>
<td>Parents/Guardians</td>
<td>“Pamilya ang Una”&lt;br&gt;“Maginhawang”</td>
<td>Cascade the knowledge on PDP/RDP/AN2040 to parents thru PTA</td>
</tr>
<tr>
<td>Strategy</td>
<td>Activity</td>
<td>Primary Audience/Champion</td>
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<td>their families</td>
<td>(PTAs)</td>
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<td>meetings to other parents and within the family.</td>
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<tr>
<td>What is the dream of every family? Their ambition for their family; The kind of living their families need.</td>
<td>(PTAs)</td>
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<tr>
<td>Better goals for the family.</td>
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<tr>
<td>Make teachers/educators realize that they have an important role in information dissemination/making students and other people aware of the AN2040</td>
<td>• Include the PDP and RDP/AN2040 in the summer trainings of the teachers</td>
<td>Teachers/Educators (including K-12 teachers)</td>
<td>“Alamin at Ipaalam ang AN2040”</td>
<td>• Conduct symposia/ fora on RDP and AN2040 awareness/impact</td>
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<td></td>
<td>• Conduct massive information campaign on the AN2040 and RDP via/thru fora, symposium, summit</td>
<td>SUCs</td>
<td>“Know and Share the AmBisyon Natin 2040”</td>
<td>• Incorporate AN2040/RDP goals in Araling Panlipunan/social studies curriculum and PPA</td>
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<td></td>
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<td></td>
<td>“Katuwang Ka sa Pagtupad ng AmBisyon Natin 2040”</td>
<td>• Initiate/ conduct programs, contests, exhibits and other school activities on RDP and AN2040</td>
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<td></td>
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<td>“Guro Ko, Gabay Ko, Paaralan Ko, Katuwang Ko sa Pagtupad ng AmBisyon Natin 2040/RDP”</td>
<td>• Influence students and guide them to help realize the AN2040/RDP(Counselling/Mentoring)</td>
</tr>
<tr>
<td>Boost/increased of awareness Youth/Student towards the goal of</td>
<td>• Youth Awareness Campaign (e.g. Youth Orientation, Social Media)</td>
<td>Students, Youth, Social Media</td>
<td>“Kabataan: Makialam, Makiisa,”</td>
<td>• Participation-involvement in:</td>
</tr>
</tbody>
</table>

- Their ambition for their family; The kind of living their families need.
- Better goals for the family.
- Make teachers/educators realize that they have an important role in information dissemination/making students and other people aware of the AN2040.
- Motivate and push teachers/educators/SUCs to do their share in realizing AN2040 and RDP.
- Be passionate on their profession and power to influence the youth/students in realizing their goals in life.
- Boost/increased of awareness Youth/Student towards the goal of.
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<tbody>
<tr>
<td>RDP and AN2040</td>
<td>Capacity Building, Seminar/Youth Conference</td>
<td>Practitioners, Sangguniang Kabataan</td>
<td>Makipag-ungnay tungo sa Magandang Buhay</td>
<td>- Barangay Assembly Celebration - Youth Ambassador Essay Writing and Poster Making - Sharing of AN2040 RDP AVPs in various social media platforms</td>
</tr>
<tr>
<td>Understand/Familiarization of RDP and AN2040</td>
<td>Coordination with School Admin (organizational activities) Video playback, AVP Presentation</td>
<td>Businessmen SMEs</td>
<td>“You are our partners for development”</td>
<td>- Participation/Involvement in different programs re: RDP and AN2040 implementation - Advocacy through advertisements local media - Business activities in support to RDP/AN2040</td>
</tr>
<tr>
<td>Engage youth/student in disseminating/sharing the importance of knowing the AN2040 and RDP Goals and Objectives</td>
<td>Local Economic Development Presentation in business establishments Advocacy materials Business Council/organization forum</td>
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<tr>
<td>Understand/Familiarization on the goals and concepts of RDP and AN2040</td>
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<td>Engagement in sharing the significance of private sector in AN2040 and RDP and its impact to our society and own lives</td>
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**Objective 3: Promote collective action among stakeholders**

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</thead>
<tbody>
<tr>
<td>Capacitate policy makers and implementers</td>
<td>Forum Capacity Building of Trainers</td>
<td>Regional Line Agencies and Local Planners</td>
<td>“Yes, we can attain AN2040”</td>
<td>- Stronger implementation of the</td>
</tr>
</tbody>
</table>
| Strengthen accountability | • Laymanized RDP and AN2040 IEC materials for dissemination | goal and strategies of the RDP | • Values formation initiatives  
• Patriotism (e.g. symbolic wearing of PH flag pins, patronize locally-made products)  
• Change of behaviors  

| Intensified patriotism among government workers | Out-of-School Youth | “This is for your future” | • Become youth leaders  
• Develop leadership skills  
• Influence others  

| Imbibe enthusiasm of the youth on the goals of the RDP and AN2040 | • Social media campaigns  
• Youth assemblies like summer camps, youth fest | Labor force | “Securing labor equality”  
• Empowered members of the eek employment  
• Educate through trainings  

| Impart ownership and willingness to participate towards the goals of the RDP and AN2040 | • Conduct of orientation and forum  
• Campaign to LGUs (informal labor)  
• Partnership with other agencies for the conduct of trainings e.g. TESDA, DOLE | Civil Society Organizations | “We’ve got your back”  
“We are partners”  
• Cascade AN2040 in the lower level  
• Re-echo to other partners  
• CSO speakers bureau  

| Gain support from the LGUs and informal labor force that they are part of the Plan.  
Empowerment of the members of the labor force. | Willingness to participate and be partner  
• Conduct of orientation, capability building, and advocacy |  |  

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<tbody>
<tr>
<td>Preparation of Regional Development Report</td>
<td>• Publication/dissemination of Regional Development Report</td>
<td>Regional Line Agencies and Local Planners</td>
<td>• Agencies and LGUs accomplishments aligned with their development targets</td>
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</tbody>
</table>
| Updating of the Regional Development Plan/Local Development Plan | • 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       | • Consistency of strategies, programs and projects with the RDP and Local Plans |                                                                                |
| Regional and Local Project Monitoring Committees' Report | • Publication/dissemination of proposed, on-going and completed development projects. | Regional and Local Project Monitoring Committees' members       | • Project acceptability of the beneficiaries.                               |                                                                                |