Development and program support communication

- Involves the development, production and dissemination of IEC materials for use in the resource management process where IEC is viewed as supportive to the technical activities of an organization or project.

- Goal is to provide the necessary information materials to increase knowledge and appreciation of marine ecology and corresponding resource management measures.

- Largely one-way; generally top-down and works in tandem with social marketing.
**Development and program support communications**

- Includes posters, short publications, newsletters, comic books, leaflets, radio and television plugs, info-commercials, radio dramas, etc.

- Also includes reference materials such as environmental profiles, case studies and success stories, information on basic ecological principles, watershed ecosystems as well as information on specific project interventions (land use planning, zoning, reforestation guidelines, “how-to”s etc.)
Social marketing

- First introduced in 1971, it utilizes concepts of marketing, audience segmentation, consumer research, product concept development and testing
- Serves as a catalyst; calls attention to problems and possible solutions
- Very systematic and planned, with all stages of the program clearly mapped out and planned, with objectives and behavioral targets
- Tools include advertising and public relations, promotions and publicity via mass media, special events, celebrity endorsements, testimonials and advocacy campaigns
- Largely top-down with high media visibility
Social and community mobilization

- A strategic participatory communications approach
- The process of bringing together all feasible and practical inter-sectoral social allies to raise people’s awareness of and demand for a particular development program, to assist in the delivery of resources and services to strengthen community participation for sustainability and self-reliance (*McKee, 1992*)
- Focuses on collective action and uses public participation processes and techniques to bring about consensus and to inform and educate the public environmental best practices
- Interpersonal; social-network driven
- Stresses the importance of consensus-building, negotiating skills and partnership
Social mobilization

- Through use of participatory techniques, people’s awareness, knowledge, ability and motivation to make decisions about their future are inculcated.

- Common participatory tools include workshops, public meetings, study tours/cross-visits, advocacy campaigns, community resource committees, community patrols, citizen watchdog groups, school programs, demonstrations and rallies.
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Possible activities at the community level

- Participatory multi-sectoral workshops (resource mapping, transect walks, etc.)
- Creation/establishment of a core synergy group
- Expansion of synergy group to other alliances/networks
- Conduct of information caravans in barangays
- Production of a traveling exhibit
- Alternative Livelihood Training
- Competitions/contests
- Study tours/Cross Visits
- Local planning workshops on how to design a local environmental communication/education plan
- Focus group discussions to determine behavioral objectives
- Community Theater/Puppet Theater
- Green Vote forums
- Community public forums on users’ rights
- Enlist support from the business and private sector
- Celebrity/media visits
- Environmental interpretation of an existing natural resource (e.g. coral reefs, waterfalls, pocket forests, rivers, caves, etc.) as a learning venue to illustrate concepts of biodiversity and interconnectedness of ecosystems
- Participatory video production of community profiles
- Leadership trainings
- Use of environmental celebrations for community mobilization – Earth Day, World Food Day, Environmental Month, Water Month, etc. International Coastal Cleanup Day