

## Asia Urbs Project PHL-3-17

### Final Report

## 5 Workpackage 5 (Information and Education Campaign/IEC)

### 5.1 Members of Working Group

The members of the working group “Information and Education Campaign” as of the time of reporting are:

Cagayan de Oro City

- Jocelyn Mendoza-Salcedo (CLENRO)
- Imma Rae Dagapioso- Gatuslao (City Information Office)
- Josette Bano-Segne (CPSO)
- Eulogio Y. Dosdos (CPSO)

### 5.2 General

The project includes an Information and Education Campaign as regards the project objectives assisted by the City Information Office. The activities comprise of:

- Dissemination activities
- Education and formation tools  
Policy recommendation and establishment of support structures

### 5.3 Dissemination Activities

#### 5.3.1 House to house campaign

The staff of the project represented by each workpackage members conducted house-to-house campaign on ISWM in Phase 3, Villa Trinitas, Bugo. The working group members discussed with households/mothers heads of the household the reason and benefits of segregation and explain to them its legal basis, which is Republic Act 9003 otherwise known as the Ecological Solid Waste Management Act 2000. This was conducted from May 31 to June 14, 2003.



*House to house campaign in pilot area Villa Trinitas, Phase 3, barangay Bugo*

During the implementation of ISWM, the staff together with the garbage pickers monitored the collection of segregated solid waste and distributed posters and stickers to the residents. Samples of the sticker produced and distributed during the house-to-house visit:



*Sticker for biodegradable wastes*



*Sticker for recyclable materials*



*Sticker for residual wastes*

The working group also wrote media releases and conducted media liaison, which resulted to the favorable media coverage of the project, for example, during the project conferences held in Cagayan de Oro City. People from the broadcast media also covered the garbage collection by the garbage pickers in Sto. Nino, Lapasan and interviewed some residents as regards the ISWM as well as the allotment garden activities.



*TV interview of project partners from Schelkingen City during the 4<sup>th</sup> conference in Cagayan de Oro City*

## 5.4 Education and Formation Activities and Production of IEC Tools

### 5.4.1 Conduct of Education and Formation Activities

Members of the IEC and ISWM workpackage conducted the orientation of ISWM in Barangays Lapasan and Bugo. This was considered to be beneficial to the implementation of ISWM. The IEC workpackage provided flyers indicating the flow of activities for ISWM. The above was done by different project staff and conducted on the following dates:

- March 25, 2003: Sto. Niño, Lapasan

- April 5, 2003: Sto. Niño, Lapasan
- April 26 & 27, 2003: Villa Trinitas, Phase 3, Bugo
- May 10, 2003: Sto. Niño, Lapasan
- May 11, 2003: Sto. Niño, Lapasan -
- May 21, 2003: Sto. Niño, Lapasan
- June 5, 2003: Sto. Niño, Lapasan o-
- June 7, 2003: Villa Trinitas, Bugo

Conduct of project orientation with the garbage pickers at the landfill. This was done to inform the garbage pickers all about the allotment gardening and, hence, awaken their interest for it. As a result, several people from the Landfill signified their intention to join in the allotment gardening.

### 5.5 Production of ISWM Educational Information Materials

- Photo bank, a photo documentation of the project activities and pilot areas was produced to enhance awareness of the project as well as convince the lot owners to lend their vacant lands for allotment gardening.
- Briefing materials. The group produced brochures, flyers and posters and these distributed during house-to-house campaigns and ISWM orientations.



*IEC poster on solid waste segregation*

- Letters were also produced by the group signed by the barangay chairmen in support to the interpersonal communication activities done with the residents. Poster and stickers were also produced to support the implementation of ISWM.
- Visual Aids on ISWM were also produced by the IEC group for orientation in Barangays Bugo and Lapasan.
- Multi Media Exhibit. This was exhibited at Brgy. Bugo Hall, but this was exhibited first at Manresa Farm for the XUCA Golden Anniversary celebration on August 6 – 31, 2003. The exhibit shows the interplay of the three workpackages.

### 5.6 Policy Recommendations and Establishment of Support Structures

IEC group recommended for the formulation of a standard procedure in ISWM for the rest of the city's barangays.