

Accomplishment Report, 2nd semester, 2014

For the year, the Social Marketing Unit, DSWD, Field Office 5 have focused its advocacy campaign on “*Kaya Ko Ang Pagbabago*”. This aims to ignite the interest of the stakeholders and other partners for the continuing support in the implementation of the core social protection program of the department.

Likewise for the second semester, 2014 the SMU have the following accomplishments:

Media Relations

- Generation of press releases, media interviews, radio and T.V. guestings.
- Was able to produce 65 news and 27 feature stories. These stories were published in the local print.
- Sustained the radio program at Veritas, Legazpi dubbed as “*Sarong Boses, Sarong Aksyon*”, which aired every Saturday from 7:00-8:00 in the morning. The radio program is a venue to respond to queries clear and combat negative issues about the department.
- Radio plug on Listahanan was aired on the different radio stations in the provinces of Albay, Camarines Norte, Camarines Sur, Catanduanes, Masbate and Sorsogon.
- Launch of media forum.

Social mobilization and Advocacy

- Launching of the Kaya Ko Campaign during the Women’s Congress held at Aroroy, Masbate.
- Mini-trade Fair of the SLP products in Aroroy, Masbate. This coincided during the Women’s Congress.
- Sharing of testimonials from Pantawid Pamilya, SLP and KC: Volunteers during the conduct of Convergence caravan and the Katutubo caravan.
- Poster making contest, nutri-quiz and slogan writing contest participated by PYAP members during the culminating activity of the nutrition month celebration.
- Selection and awarding of the Regional Winners of the Huwarang Pamilya.
- Convergence Caravan.
- Conduct of the National Family Day.
- Regional Search and awarding of the Pantawid Pamilya Exemplary Children.
- Launching of NCDDP and the raising of the 92 balloons by 92 local chief executives which represents the campaign of the government in eliminating poverty.
- Provincial/Regional Children’s Congress and the showcase of talent.

- Song writing contest.
- Continuous orientation and updating on the strategic goals/PGS.
- Paskujian: exhibit of SLP products.

Production of IEC materials

- Production and distribution of the field office quarterly newsletters.
- Advocacy shirts for Listahanan and *“Kaya Ko Ang Pagbabago”*.
- 2015 Listahanan table calendars
- Streamers on varied activities.
- NCDDP tarpaulin and brochures.
- GRS tarpaulin.

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