



COMMUNICATION APPROACHES & LESSONS

13 December 2016

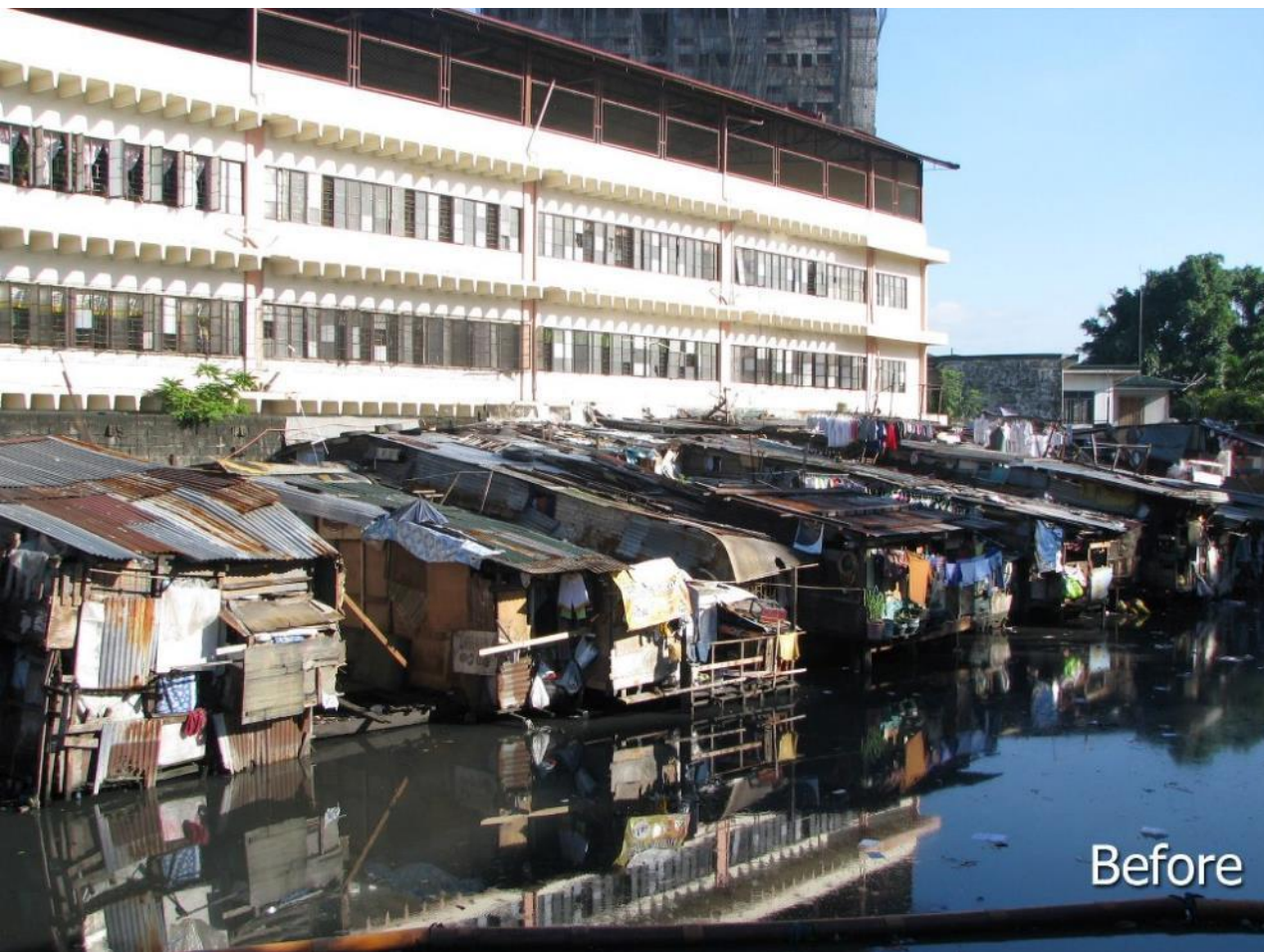
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CONTENT

MEDIA ADVOCACY

SOCIAL MOBILIZATION

CHALLENGES AND LESSONS



Before



Current

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MEDIA ADVOCACY



TELEVISION

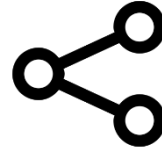
Pasig River Report:
60 second
interstitials aired in
ABS-CBN News
Channel

TV plugs aired over
ABS-CBN Channel 2,
Cinema One, Studio
23, Lifestyle
Network & DZMM
Teleradyo



RADIO

Radio plugs aired
over DZMM
Teleradyo and MOR
101.9



SOCIAL MEDIA

Social media
accounts:
Facebook, Twitter,
Tumblr & YouTube



PRINT MEDIA

Print ads and
published stories on
major broadsheets

JOINT ADVOCACY

- The **Three River Master Plan** of Manila Water aims to increase the sewerage connection of households in the east zone
- Manila Water, ADB & ABS-CBN Foundation worked together for a US\$50,000 pilot and demonstration activity (PDA) focusing on community-based and multimedia information, education and communication (IEC) on:
 - Wastewater disposal and management
 - Solid waste management
 - Desludging of septic tanks
 - State of the Pasig River



TV INTERSTITIALS

https://www.youtube.com/watch?v=KaBLj5_K46w

60-second interstitials directed by award-winning director Brillante Mendoza with talents [Zaijan Jaranilla](#), [Coco Martin](#), Karen Davila, Efren Penaflorida & Kim Atienza





https://www.youtube.com/watch?v=KaBLj5_K46w

They say water has a life of it's own.

CAMPAIGN OUTPUTS



<https://www.youtube.com/watch?v=3eNUdshhFW4>

- The outputs of the joint PDA were:
 - Advocacy plugs - *Toka-Toka para sa Malinis na Ilog*
 - Storybook for children - *Ang Mahiwagang Paglalakbay nina Tam, Pi, at Saw*
 - Household magazine for adults - *Maybahay: Bagay sa mga Nanay*

SOCIAL MOBILIZATION



River Warriors' storytelling sessions with Paco children

<https://www.youtube.com/watch?v=KMpqxP7aXmw>

SOCIAL MOBILIZATION



House-to-house visits for solid waste and wastewater management

SOCIAL MOBILIZATION



Estero de Paco clean up and de-clogging activities

RUN FOR THE PASIG RIVER



CHALLENGES AND LESSONS

- No communication strategy among Manila Water, ADB & KBPIP
- Lack of measurable indicators of the advocacy campaigns
- Dissemination of storybook and magazine was limited
- Delays in production of interstitials
- Social mobilization activities limited to those organized by KBPIP
- Improvement in solid waste management practices
- River Warriors were instrumental in community-based IEC; adopted by Pasig River Rehabilitation Commission
- Joint partnership should involve other water concessionaires
- Toka-Toka campaign now expanded by Manila Water