

State of the Philippine Population Report, 2nd Issue (SPPR 2)
GUIDELINES FOR ADVOCACY CAMPAIGN

I. BACKGROUND

The publication, launch and advocacy for the 2nd issue of the State of the Philippine Population Report (SPPR 2) on Adolescent Health and Sexuality is an opportune time for POPCOM to go on a full-blown campaign for ARH using the SPPR, which will carry the most relevant youth-related issues, as an advocacy tool.

Entitled ***Pinoy Youth: Making Choices, Building Voices***, the report focuses on adolescent reproductive health and youth issues like early and unwanted pregnancies, sexually transmitted diseases, abortion and drug addiction. It covers the latest trends in Filipino youth's reproductive behavior and the need for parents, schools, government and other institutions to constantly guide and provide them with programs that respond to their needs.

Vital to the success of the campaign is the synchronized efforts of the various regional population offices. This document serves as a guideline for UNFPA-funded activities related to the advocacy campaign for the State of the Philippine Population Report, 2nd Issue.

II. CAMPAIGN PLAN

A. Advocacy Issues

The Advocacy campaign will carry the following general issues identified in the SPPR 2. Whenever possible, Regional Population Offices (RPOs) will also carry the same issues:

1. A growing number of youth are engaging in risky behaviors without understanding its consequences;
2. Adults do not know how to communicate openly about sexuality with young people;
3. Media is playing a bigger role in young lives;
4. Reproductive Health policies, programs and services ignore youth's needs; and
5. The voice of the youth must be heard in all youth-related efforts.

(Please refer to the SPPR 2 document for more details).

B. Objective

Main: Increased knowledge and support among the target audience on policies ensuring that youth are provided with appropriate information, knowledge, education and services on population and reproductive health.

This will contribute to the general objective of the SPPR advocacy, which is the deepening of political support to the Philippine Population Management Program (PPMP) through a process of informed-decision-making. This support should ultimately result in an enabling policy environment for population and RH/FP that would include increased financial support and domestic allocation for the RH/FP and population programs as one of the strong manifestation.

Specific output of the campaign include:

1. Statement of support and/or acceptance of the SPPR as the GOPs official statement about the population from the executive and legislative branches of government which includes key government officials that include the President, members of the Cabinet, legislative bodies, local chief executive officers, local legislative officials, PO and NGO leaders, academe and civil society representatives;
2. Increase media coverage of RH/FP and population issues, specifically the issue on adolescent reproductive health as articulated in the SPPR;
3. Bring the issue on ARH, RH/FP and other population and development issues into the partisan/electoral debate during the electoral campaign and election period; and
4. Popularized versions of the SPPR.

C. Target Audience

Influentials

- a) Policymakers : the sector responsible for social transformation thru policy formulation
- b) SK Leaders : the sector responsible for the planning and implementation of youth development programs. This also includes leaders of other active youth organizations.
- c) Media : the sector responsible for reality construction and conferral of status to social issues

General Public

- a) The Youth : the beneficiaries of development programs and nation-builders of the future
- b) Teachers : responsible for knowledge transmission, value formation and citizenship training
- c) Parents : primarily responsible for the upbringing and development of the youth into responsible and productive citizens
- d) Others : this includes program professionals from GOs, NGOS, LGUs and religious groups who are in youth development programs

D. Strategies/Activities

1. Popularization of SPPR issues

a. Development of Materials

At least one form of advocacy material should be developed and disseminated to policy influentials who are the main target audience of the SPPR-based advocacy materials. These advocacy materials therefore should relate to the local concerns and priorities and written in a non-technical and popular language that is easily understood by both the local policy influentials and advocates. The material should:

- a.) Present the ARH situation in the area;
- b.) Present the reasons why these should be addressed immediately; and
- c.) Suggest possible actions that the audience can take to address these concerns
 - This will include a shop list of pending bills, resolutions, etc. which they can support

Said popularized materials could be disseminated during briefings/dialogues/users forum and other advocacy campaign activities for the SPPR 2.

Collaterals such as pins, bookmarks, t-shirts etc. should be used minimally because these are more appropriate for awareness raising activities. But these could serve to complement other activities such as special events, distribution/dissemination of the popularized versions of the SPPR 2, among others.

b. Conduct of other popularization activities

Aside from the development of the advocacy material, RPOs could also conduct creative activities that would help translate the SPPR 2 issues into the language and medium accessible and easily understood by the local community. Said activities should cover the parameters set in **3.A.** to ensure congruence of campaign activities.

2. User's Forum

At least 4 users forum should be held in support of the SPPR 2 issues. This activity seeks to gather various representatives from the target audiences to discuss about the SPPR issues and what actions should be done to address these issues. Specifically, the forum will serve as a venue to:

- 1.) Orient participants about the pressing ARH issues in the locality (as discussed in the popularized version of the SPPR);
- 2.) Discuss their role in addressing these issues;
- 3.) Decide on a specific ARH policy, bill or resolution to support or lobby for;
- 4.) Develop a work plan on how to go about advocating for or to lobby for the passage of the chosen bill or resolution;
- 5.) Solicit pledges of commitment from the participants; and

- 6.) Create an advocacy team, which will coordinate the activities in the work plan. These teams could also contribute towards a more concrete realization of the grand alliance for population and reproductive health concerns.

3. Media Campaign

The role of media in agenda setting is important for the creation of sustained public interest and discussion about the SPPR and ARH issues. For this, media-related activities **focusing more on the issues of the SPPR** will be conducted. Said activities will run for the whole duration of the campaign for increased awareness and knowledge and appreciation of ARH issues by the target audiences of the campaign. Activities could include tri-media news and feature releases, guestings, announcements and teasers via the Internet.

E. OPERATING UNIT AND TECHNICAL ASSISTANCE

At the national level, the Information Management and Research Division (IMRD), in coordination with the Project Management Office (PMO), will be the main operating unit within the POPCOM Central Office which will carry out the national level SPPR 2 campaign activities.

The RPO on the other hand will be the main unit responsible in implementing the SPPR communication at the regional level. The RPO shall utilize all available regional networks as well as mechanisms in the province for disseminating and communicating the SPPR. They are expected to carry out the strategies as enumerated. When needed, the RPO can request the technical assistance/advise from the PMO.

F. WORK AND FINANCIAL PLAN

Funds will be transferred to each regional population office amounting to Php 60,000 from PDS Sub-programme and Php 40,000 from NAP Sub-programme. Funds should be utilized within November 2003 to mid-February 2004. Final Reports will be expected to come-in by the end of February 2004 and, depending on the budget of UNFPA for 2004, may be the basis for additional funds for SPPR 2 dissemination activities.

| Activity | Schedule | | | | Final Report to Central Office |
|---|----------|---------|---------|---------|---|
| | Nov. 03 | Dec. 03 | Jan. 04 | Feb. 04 | |
| 1. Dev.'t of popularized materials | XXXX | XXXX | | | - Five (5) copies of material - Distribution list |
| 2. Conduct of other popularization activities | | | XXXX | XX | - Documentation report including list of participants and coordinating agencies |
| 4. Conduct of User's Forum | | | XXXX | XX | - Documentation report including list of participants and - Statement of support |

| | | | | | |
|-------------------|--|------|------|----|--|
| | | | | | <ul style="list-style-type: none"> - Work plan - Names and designations of advocacy team |
| 5. Media Campaign | | XXXX | XXXX | XX | <ul style="list-style-type: none"> - Clippings of news and photo releases, editorials and columns - Records of radio and/or tv announcements/guestings |