

The Implementation of the Disaster Risk Reduction and Management Programs in the Municipality of Rosario, Cavite: Basis for a Proposed Strategic Communication Plan

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Abstract: This study is to determine the effectiveness of the Disaster Risk Reduction and Management Program of Barangay, Ligdong 1, Rosario Cavite among its community residents. Its effectiveness was assessed using variables, namely, level of awareness, level of involvement, and the strategies they use. Mixed Method was used in accumulating the data needed in the study. Two key experts were interviewed and the survey questionnaires were distributed to 100 residents of Barangay Ligdong 1. The results show that the local residents are moderately aware of the Disaster Risk Reduction and Management program. The residents preferred consultation meetings into their Barangay. The residents agreed that they are involved in their community's Disaster Risk Reduction programs. The rate result of the residents when it comes to the Disaster Risk Reduction programs were very effective; it means that the communication strategies and connection with the people were all approved and effective as perceived by the people. Hence, it can be concluded that the Programs of Disaster Risk Reduction and Management Program being implemented by the Barangay and LGU's are effective. It is recommended that the implementers both on the barangays and the local government should focus more on implementing seminars and consultation meetings regarding coastal clean-up, basic life support and first aid drills since the residents and the officials are more actively participating in seminars. The implementers of the campaign should minimize the focus on simulation and drills, film showing, releasing of flyers, posters and usage of Social Media to relay announcements to the residents. Conducting coastal clean-up, issuance of public advisories during calamities, canal up, and canal widening to reduce the possibility of flooding.

Keywords: Disaster Risk Reduction and Management Program, Implementation, Communication Plan, Effective Implementation and Four Thematic Areas.

1. INTRODUCTION

The Philippines has experienced many catastrophes that are either natural or manmade disasters since time immemorial due to its geographic location both at the typhoon belt and the ring of fire. In fact, the 2015 World Risk Report ranked the Philippines first out of ten countries for the ten most affected countries when it comes to climate risk index.

Natural disasters such as hurricanes, droughts, famines, tsunamis and flood are sudden events that resulted from environmental factors that caused fatalities and casualties. According to a 2014 report by the United Nations, since 1994, 4.4 billion people have been affected by disasters, which claimed 1.3 million lives and cost US\$2 trillion in economic losses. These natural disasters have such big effects on humanity. Millions of people are affected by natural disasters every year, and their impact can be calamitous. From the destruction of buildings to the spread of diseases, natural

disasters can devastate entire countries overnight. Tsunamis, earthquakes and typhoons disrupt people's lives in both densely populated cities and remote villages.

The Statement of the Problem:

The primary objective of this study is to determine the effectiveness of the Disaster Risk Reduction and Management Program of Barangay, Ligdong 1, Rosario Cavite among its community residents.

Specifically, this research sought answers to the following questions:

1. What is the awareness level of community residents about the disaster risk reduction and management programs of barangay and local government in terms of:
 - 1.1 disaster mitigation;
 - 1.2 disaster preparedness;
 - 1.3 disaster prevention, and;
 - 1.4 disaster response?
2. What are the strategies used by the barangay and the local government in implementing these programs?
3. What is the level of involvement of community residents in these programs?
4. How do the community residents rate the overall effectiveness of the program?
5. What are the potential communication gaps between community residents and the program?
6. What strategies can be recommended to develop a communication plan based on the findings of the study?

Scope and Limitation:

This research study focused on determining the effectiveness of Disaster Risk Reduction and Management Program in Rosario, Cavite based on the communication strategies used. Three experts have been interviewed regarding the study: one from the Provincial Disaster Risk Reduction Management Council (PDRRMC), one from the Municipal Disaster Risk Reduction Management Office (MDRRMO), and the other one from the Brgy. Ligdong 1, Rosario, Cavite.

100 residents were chosen to answer the survey questionnaire. The study limited its coverage on the people who were knowledgeable about the Disaster Risk Reduction and Management Program.

This study considered every aspect of the way they communicate to the people the message of the risk reduction program in their municipality which has an impact on the four purposes of this act which are the following: adaptation, capacity, and civil society organizations.

2. LITERATURE REVIEW

Risk Reduction Program:

Disaster is a serious disruption of the functioning of the society, causing the widespread of human, material or environmental losses which exceed the ability of the affected society to cope using only its own resources. Disasters are often classified according to their causes natural or manmade. Disaster Risk Management can be seen within a broad context of Disaster Risk Reduction that includes different activities involving public administration, strengthening organizational and institutional development, implementing policies, strategies and coping capacities of the society to reduce negative effects of hazards (UN/ISDR, 2004a). Disaster Risk Management includes a number of activities made before, during and after the disaster. In disaster management three stages can be recognized: The pre-disaster, disaster and post disaster stages. Different activities and measures needed to deal with disaster risk or disaster impact management are farther divided into three categories: risk management that usually involves Mitigation, prevention, preparedness, risk assessment, prediction and early warning; relief/response and rehabilitation/reconstruction that in combination are usually called a crisis management. Risk Communication is a vital component within the whole disaster cycle. Including risk and crisis management.

Communication Plan:

One of the factors that should be considered in order to attain less damages and casualties is that there are plans that need to be assessed. One of it is the Communication Plan. If we will define it, communication plan is a kind of approach to the public wherein the implementers will lay down or outline all the intended activities or programs to a specific public or audience. It usually gives specific directions as to how the public will react to a certain phenomenon. (Rouse, 2015). Communication Plan exists or was created because of crisis. If there is a crisis to a specific group of people or organization, there is a higher possibility of preparing, producing of solutions and implementing of a program. This is to minimize the problem, disseminate information to a wider range at a faster or little amount of time and keeps track of improvements, both the programs and the implementers as senders of the message (De Torres, Lampa and Rosete 2015).

In creating a communication plan, the foundation and goals are used. The members of a specific organization must know the bottom line in creating a plan. Another one is because communication takes a big role in success and it is the main reason why most organizations fail, it's because they lack communication with constituents. Lastly the proponents must feel they are supported by the people around them to be able to give them encouragement in pursuing their goal (Woudstra and Gemert, 2010).

Campaign Awareness:

After discussing the Communication Plan that is needed for a campaign, the next factor that the implementers should focus on is the level of awareness that the public has. It is not easy for a campaign to be shared on public, because there are different perspectives and understanding in the society. The implementers should focus on the majority and how would they have the same level of understanding of the campaign or program. First, differentiating the profile and social status can determine what proper methods are to be used; if it is needed to use deep messages or they have to keep it simple. Research Locale then takes a big role in determining the social status of the target population. Next is the message content the campaign will have. If it is something that is hard to understand because of the message used, most likely the campaign will fail and the target level of awareness may not be reached in time.

• *Communication Tools:*

After determining the plan and focusing on determining the level of awareness, majority has, it is now time to focus on the Tools that would be used in a campaign. These tools may play a big part in a campaign, because it will be used in delivering the message. There are basic communication tools such as telephone, flyers or using of print materials, door to door talk, using of Social Media, and creating seminars that would briefly explain the campaign message. There are two kinds of communication; (1) External and (2) is Internal. In external, the focus is the people who will need the campaign. It is to let them be aware of the campaign or the message. The tactics mentioned above are the ones used in External Communication. Anything that would reach the public is considered. The other one is Internal. This focuses on the implementers itself and how they will be motivated to keep the consistency of the program.

• *Risk Communication:*

The National Academy of Science defines risk communication as an interactive process of exchange of information and opinion among individuals, groups, and institutions. It involves multiple messages about the nature of risk and other messages, not strictly about risk, that express concerns, opinions or reactions to risk messages or to legal and institutional arrangements for risk management. Risk Communication is any purposeful exchange of facts between interested parties such as government, agencies, corporations and industry groups, unions, the media, scientists, professional organizations, interested groups and individual citizens. Risk communications is the act of transmitting information about a range of areas including levels of health or environmental risk, the significance or meaning of health or environmental risks, decisions, actions or policies aimed at managing or controlling health or environmental risks.

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3. METHODOLOGY

- ***Research Design:***

The researchers used the mixed method research in accumulating the data needed. Mixed methodology is a combination of quantitative research and qualitative research in a single study. Specifically, the researchers used the exploratory sequential design which is characterized by the gathering of the qualitative data collection and analysis followed by the gathering of quantitative data collection and analysis. The results from the qualitative phase were tested, generalized and verified by the quantitative phase. Both of the results from the two phases were interpreted and summarized.

- ***Research Locale:***

According to 2010 Census of Population and Housing, Barangay Ligdong I has 4,106 residents. Amongst the 20 (twenty) barangays that Rosario Cavite has, the researchers chose Barangay Ligdong 1 since it is the barangay that is open to Manila Bay and is usually flanked by it.

- ***Sampling Technique:***

For this research, the researchers used quota sampling. Quota sampling method is a sampling method that gathers information from representatives within a large number of groups. The information written on the survey questionnaire came from the interviews with the mentioned experts (Explorable.com, 2009).

- ***Research Instrument:***

The research instruments that were used in this study were interview guide and survey questionnaire. The instruments provided were answered truthfully by the experts and respondents.

The unstructured interview guide questionnaire is composed of flexible sets of questions to allow the experts or informants to freely express their knowledge regarding the questions. It was used as a guide for both the interviewer and interviewee to maintain the right flow of the conversation.

The structured questionnaires on the other hand, were used for the survey. The words used in creating the survey questionnaires were all simple and easy to understand. The questions together with the choices and directions were also translated to Filipino for the respondents to understand them better.

- ***Data Analysis:***

The researchers gathered the qualitative data using a recorder during the interview. They also took down notes during the observation process through their notepads.

The information they gathered from the observation was put into text, together with the data acquired during the interview. Each word was carefully transcribed. The researchers made sure that every single word was written down and that all of the words were matched to what was uttered by the interviewee. Next to transcription was the reading of the data. The information transcribed was carefully read word per word and line by line. Each data was segmented into meaningful analytical units. After dividing the data, the researchers summarized and organized everything. Here, the data collected was refined and revised. The next process was the enumeration, diagramming and searching for the relationship of each data. The results that were attained were corroborated and validated for the purpose of the reliability of the result presented.

The quantitative data were interpreted and analyzed using different parameters. These include the level of agreement, level of participation, level of awareness, level of familiarity and frequency.

4. RESULTS AND DISCUSSIONS

Figure and Tables:

1. Awareness level of community residents about the Disaster Risk Reduction and Management Programs of Barangay and Local Government

Table I Awareness of Community Residents about the Disaster Risk Reduction and Management Programs of Barangay and Local Government

Factors	Mean	Interpretation
There is an existing initiative regarding disaster risk reduction and management program in our barangay.	3.85	Moderately Aware
This program is about disaster preparedness like Basic Life Support, First Aid Training, Advocacy Campaigns and Drills.	3.80	Moderately Aware
This program is about disaster response like Rescue Operation, the Issuance of Public Advisories during Calamities, Checking of Evacuation Areas and Facilities and Relief Distributions	3.78	Moderately Aware
The program was implemented by the representative barangay officials of Barangay, Ligtong 1, Rosario, Cavite	3.71	Moderately Aware
This program is about disaster prevention and mitigation like Coastal Clean-up, Tree Planting, Marimango River Clean-up, River Dredging for the smooth flow of water through the sea and Synchronize Canal Clean-up, Canal Widening and Elimination of illegal structures on waterways	3.70	Moderately Aware
This program is about disaster rehabilitation and recovery like Pabahay for Affected Families, Balik Probinsya Program and Livelihood Trainings	3.68	Moderately Aware
The program was initiated by the National Disaster Risk Reduction and Management Program (NDRRMC)	3.63	Moderately Aware
Overall Mean	3.74	Moderately Aware

Table 1 shows the level of awareness of the residents in the programs that the local government implements. Regardless of the programs or strategies used, it is listed above that the local residents are moderately aware of the disaster risk reduction and management programs in their community. Moderately aware means that they know that such programs exist and these programs are initiated by the NDRRMC and is being implemented by their respective Barangay leaders. However, some information are not yet clear to them.

Also they are aware that these programs are for disaster prevention and mitigation but some locals were not aware as to the reason of such programs listed above. The key informants have also mentioned that there are some cases that the residents do not give their full attention when informing them.

2. Strategies Used by the Local Government in Implementing a Disaster Risk Reduction Program:

Matrix I Communication Strategies Used in Implementing Disaster Prevention and Mitigation Programs

Participants	Responses
Ms. Cecil D. Miranda (PDRRMC-Trece Martirez)	Consultation meeting and workshops for mitigation and prevention.
Mr. Manuel Pueblo (MDRRMO-Rosario)	Seminars, trainings and distribution of printed materials such as posters, flyers, calendars.

Matrix 1 reveals that, in order to reduce damages and casualties, the Trece Martirez, Cavite has programs such as workshops and consultation meetings for mitigation and prevention intended for the officials per municipality and barangays. Through this, the officials are equipped with knowledge on what to do when such incident might happen. As for the Rosario Cavite, separate seminars, trainings, and distribution of printed materials per barangay, are part of their program to disseminate the information and for community to be much more aware and prepared for the future disasters.

Matrix II Communication Strategies Used in Implementing Disaster Preparedness Programs

Participants	Responses
Ms. Cecil D. Miranda (PDRRMC-Trece Martirez)	Film showing, lectures or discussions, seminars, trainings, simulation and drills, distribution of fliers, the use of social media, text blasts and posting of tarpaulins.
Mr. Manuel Pueblo (MDRRMO-Rosario)	Trainings, hazard assessment, earthquake drills, flood community drills and distribution of printed materials such as posters, flyers, calendars.

Matrix 2 shows the programs implemented under the disaster preparedness. According to Ms. Cecil Miranda, a representative of PDRRMC in Trece Martires, the strategies they are using in implementing programs under disaster preparedness are: (1) film showing, to further explain what might happen during a disaster and how to deal with it, (2) lectures and discussions, for proper dissemination of information, (3) simulation and drills, to practice what the officials and its community should do during a calamity, (4) use of social media accounts to keep the people updated and alert, (5) distribution of fliers, for added information, and (6) text blasts and tarpaulins that are posted in every community for the people to read and remember. Mr. Manuel Pablo, a representative of MDRRMO in Rosario stated that they conduct trainings, hazard assessments, earthquake drills, and flood community drills which are beneficial for preparing the people in Rosario and distribution of fliers, posters and other printed materials for the community to have a record and printed instructions on what to do.

Matrix III Communication Strategies Used in Implementing Disaster Response Programs

Participants	Responses
Ms. Cecil D. Miranda (PDRRMC-Trece Martirez)	Text messaging or exchanging of information between the LGUs and the province and affected areas.
Mr. Manuel Pueblo (MDRRMO-Rosario)	Early warning system and hazards.

Matrix 3 shows the programs implemented under the disaster response. According to Ms. Cecil D. Miranda, the PDRRMC Trece Martirez uses text blasts, as their communication strategy to implement programs under disaster response. Text blast is the throwing of information from the local government to the province where the affected areas are carefully monitored. They coordinate with the local disaster offices of every LGUs. On the other hand, Mr. Manuel Pueblo said that their way of communication strategy is by going down to different barangays and conduct information-education-campaign, where they also conduct trainings as to how to be aware when its alert level 1, where the cluster approach was done, when it's alert level 2 where the so called "batingting" were used, when it's alert level 3 wherein sirens were used when evacuation is needed to be done.

Matrix IV Communication Strategies Used in Implementing Disaster Rehabilitation and Recovery Programs.

Participants	Responses
Ms. Cecil D. Miranda (PDRRMC-Trece Martirez)	Meeting, discussion, coordination with line agencies, workshops and assessment of the needs of the community.
Mr. Manuel Pueblo (MDRRMO-Rosario)	Livelihood trainings.

Matrix 4 shows that PDRRMC-Trece Martirez usually does organized meetings, discussions and workshops to know the needs of the community and to know how they could assist the public when it comes to their recovery.

When it comes to the MDRRMO Rosario, they usually conduct livelihood trainings on and they also encourage the community on each barangay if they want to go back to their provinces and they teach people how to make new things for a living.

Table II Survey Question on the Communication Strategies Used in Implementing Disaster Prevention and Mitigation; Disaster Preparedness; Disaster Response, and; Disaster Rehabilitation and Recovery Programs

Factor	Mean	Interpretation
Consultation Meeting	3.31	Strongly Agree
Seminars about Coastal Clean-up, Tree Planting, Marimango River Clean-up, River Dredging for the smooth flow of water through the sea and Synchronize Canal Clean-up, Canal Widening and Elimination of illegal structures on waterways	3.26	Strongly Agree
Seminars about Basic Life Support, First Aid Training, Advocacy Campaigns and Drills	3.29	Strongly Agree
Trainings about disaster prevention and mitigation	3.24	Agree
Trainings disaster preparedness	3.18	Agree
Livelihood Trainings and Workshops	3.10	Agree
Early warning system and hazards	3.09	Agree
Meetings about Pabahay for Affected Families and Balik Probinsya Program	3.04	Agree
Discussions about Livelihood Trainings	3.04	Agree
Lectures/discussions	3.00	Agree
Simulation and drills (Earthquake and flood community drills)	2.99	Agree
Posting of information and announcements through social media sites like Facebook and Twitter	2.97	Agree
Print materials distribution such as posters, flyers, calendars and posting of tarpaulins	2.94	Agree
Print materials distribution such as posters, flyers, calendars and posting of tarpaulins	2.90	Agree
Text blasts or exchanging of information between the LGUs and the province and affected areas	2.91	Agree
Film showing	2.73	Agree
Overall Mean	3.06	Agree

The table presents the data obtained from the residents of the barangay. It is all about the specific strategies that the barangay and the local government implement in order for them to disseminate the programs to the public. It can be seen that the top three strategies all fall under the seminars regarding the coastal clean – up, canal clean- up, basic life support, first aid trainings, drills and consultation meetings. The residents somewhat agree to most of what is listed above, which somewhat focuses on the action or involvement of residents in simulations and drills, being able to read the information on social media or print media, film showing and livelihood trainings, the residents somewhat agree to it. All in all, they prefer having seminars into their barangay for a better understanding of the provisions under R.A 10121 and it is the most appropriate strategy for them. This is supported by the work of Mr. Thomas G. DeWitt, M.D. who gave importance on the

faculty development through workshops/seminars. According to him, seminars are the most familiar model because the focus of the discussion is on concepts and ideas rather than on details and descriptions. He also mentioned that one of the most important thing about seminars and workshops is the very active process between those who are organizing and presenting the object and the learners who are participating.

3. Participation of Community Residents in the Disaster Risk Reduction and Management Programs

Table III Involvement of Community Residents in the Disaster Risk Reduction

Factor	Mean	Interpretation
I join community discussions along with the barangay and local government officials about how to prevent and mitigate disasters like planting trees and cleaning canals and drainage.	3.21	Agree
I join community discussions along with the barangay and local government officials about how to prepare for disasters like participating on the drills and simulations, learning how to do first aid, and etc.	3.10	Agree
I inform other community residents about the the benefits of involving oneself on Disaster Risk Reduction and Management Program in our barangay.	3.08	Agree
I join community discussions along with the barangay and local government officials about how to respondon disaster like early evacuation, listening to public warnings and announcements and participating on the rescue operations.	3.07	Agree
I join community discussions along with the barangay and local government officials about how to recover and to rehabilitate to disasters like participating on the livelihood trainings, Balik probinsya program and pabahay program.	3.05	Agree
I update myself on the announcements regarding the Risk Reduction and Management Program in our barangay.	3.05	Agree
I encourage other community residents to participate in the Disaster Risk Reduction and Management Program in our barangay.	3.02	Agree
I participate on drills, simulations and other related activities in our barangay	2.97	Agree
Overall Mean	3.07	Agree

The table below shows the level of involvement of the residents on the disaster risk reduction and management programs. As shown, the residents have agreed that they join the community discussions along with the barangay and local government officials about how they could prevent and mitigate disasters, about how they could prepare for disasters like participating on the drills and simulations, about how to do first aid, about how to respond to disaster like early evacuation, about listening to public warnings and announcements, about participating on the rescue operations and how to recover and to rehabilitate from disasters like participating on the livelihood trainings.

They also agreed that they update themselves regarding the announcements regarding the risk reduction and management program. They also involve themselves in the community by informing other community residents about the benefits of involving oneself on disaster risk reduction and management program and encouraging other community residents to

participate on drills, simulations and other related activities in their barangay. The level of involvement is important because it could increase the effectiveness of a certain policy. As a support to this, Astin (1999) states that the effectiveness of any educational policy or practice is directly related to the capacity of that policy or practice to increase student involvement

4. Overall Effectiveness of the Program:

Table IV

Factor	Mean	Interpretation
Coastal clean-up	3.38	Very Effective
Issuance of public advisories during calamities	3.34	Very Effective
Synchronize Canal Clean up	3.26	Very Effective
Basic life support	3.21	Effective
First aid training	3.21	Effective
Rescue operation	3.20	Effective
Checking of evacuation areas and facilities	3.20	Effective
Elimination of ilegal structures on waterways	3.18	Effective
Canal Widening	3.17	Effective
Relief distributions	3.17	Effective
Pabahay for Affected Families	3.13	Effective
Tree planting	3.01	Effective
River dredging for the smooth flow of water through the sea	3.10	Effective
Marimango River Clean-up	3.09	Effective
Advocacy Campaigns and drills	3.09	Effective
Livelihood Trainings	3.03	Effective
Balik Probinsya Program	2.90	Effective
Overall Mean	3.16	Effective

Potential Communication Gap:

Matrix V Rate on the Overall Effectiveness of the Program given by the PDRRMC and MDRRMO

Participants	Responses
Ms. Cecil D. Miranda (PDRRMC-Trece Martirez)	Cannot be identified by them because programs under it are usually implemented by another department.
Mr. Manuel Pueblo (MDRRMO-Rosario)	They help and participate on the programs such as tree planting activity for each birthday celebrants but the participation is not 100%.

The following table shows the communication gap that occurs between the MDRRMO and the residents of Barangay Ligdong 1, Rosario, Cavite.

In terms of mitigation and prevention, the PDRRMC won't be able to quantify how the community would respond because the key officers are the ones responsible to implement these programs.

On the other hand, the MDRRMO-Rosario involved people to certain activities such as a tree planting activity. They encourage people to plant trees everytime they celebrate their birthdays. Aside from that, they could see that people are really participative, they cooperate especially when it comes to garbage disposal and the like.

The researchers have observed that the PDRRMC-Trece Martirez are just the main implementors where they create, plan and observe programs while the MDRRMO-Rosario are the hands on implementors.

Table V Rate Given by the Residentson the Overall Effectiveness of the Tree Planting Program

Factor	Mean	Interpretation
Tree planting	3.01	Effective

This table shows that the tree planting program is effective according to the residents of Barangay Ligtung 1. This means that the people's participation to this program is almost 100%. However, Mr. Manuel Pueblo said, that though the residents are participating in the tree planting program, not all of them were present during execution of the program or plan. This shows that the result from the survey contradicts with the information given by the MDRRMO.

5. CONCLUSION

Based on the results of the study, it was concluded that the disaster risk reduction and management programs being implemented by the PDRRMC, MDRRMO and Barangay Ligtung 1, are all effective as perceived by the people. It was all based on the level of awareness of the people with regards to the different programs and the communication strategies used in delivering the message of the programs.

According to the residents, they participate on the disaster risk reduction and management programs because they know that it will be beneficial to them, in such a way that it will increase their resiliency to disasters and calamities. The people's cooperation on the programs have also been influenced by the proponents themselves. The way they interact and deliver the programs have been so effective in as far as residents' awareness to the program is concerned.

Learnings and understanding of the programs and its messages were easily gained because of the different ways used by the proponents in communicating those mentioned programs. It has been concluded that all communication strategies used in the implementation of the programs, were all effective and appropriate.

However, there is a contradicting result between the effectiveness of the tree planting program to the people and the information given by the key informant. According to the interview, there were only few participants of the said program. However according to the result of the survey, the program was effective. Because of that, the researchers have still concluded that the tree planting program of the LGU is not effective, together with the communication strategies used in implementing it. In order to address the problem, specifically on the communication gap, the researchers have created and proposed a strategic communication plan for the improvement of the program.

6. RECOMMENDATIONS

Based from the findings of data gathered and conclusions, the following are the recommendations:

1. The implementors both on the barangay and the local government should focus more on implementing seminars and consultation meetings regarding coastal clean-up, basic life support and first aid drills since the residents and the officials are more actively participating in seminars.
2. The implementors of the campaign should minimize the focus on simulation and drills, film showing, releasing of flyers, posters, and usage of social media to relay announcements to the residents.
3. Conduct coastal clean-up, issuance of public advisories during calamities, canal clean-up, and canal widening to reduce the possibility of flooding.
4. For NDRRMC, the researchers recommend them to really focus on the communication gap between them and the residents. They should have programs which everyone can participate and will benefit from it
5. For the local government unit, the researchers recommend that they should monitor the response that the residents have

shown and if the programs are improving so that they could prevent the numbers of casualties during calamities or disasters.

6. For the citizens of Rosario, Cavite, the researchers recommend that they should be more aware of the changes in the society and that they should not rely solely on the programs that government is giving. They should also actively participate more in order to gain knowledge and skills.

7. For the future researchers, the researchers recommend that they should continue monitoring of the changes that might happen in the future, use this study as reference and create a better plan that they will eventually put in their own researches.

7. STRATEGIC COMMUNICATION PLAN PROPOSAL

This chapter presents the strategic communication plan proposal based on the findings of the study. It includes the introduction, situational analysis, problem recognition, goals and objectives, target audience, communication strategies, budget proposal, time format and evaluation plan.

Introduction:

This strategic communication plan proposal was created by the proponents of the study entitled: The Implementation of the Disaster Risk Reduction and Management Program in the Municipality of Rosario, Cavite: Basis for a Proposed Strategic Communication Plan. The basis of the content of this proposal were the results of the data gathering done through surveys on the 100 residents of Barangay Ligdong 1, and interview from the experts on the Disaster Risk Reduction and Management Programs.

This strategic communication plan was created to address the improvement that should be done on the communication strategies in the implementation of the existing programs of NDRRMC/MDRRMC.

Situational Analysis:

Barangay Ligdong 1 is one of the flood prone areas in Rosario Cavite. Its geographical state had automatically made them a flood prone area since it's the opening barangay for Manila Bay. Because of this fact, the National Disaster Risk Reduction and Management Council had been conducting programs that could lessen the impact of Disasters to the residents.

In the year 2013, 10,000 families were evacuated from their homes because of the waist-to neck deep flood waters that submerged the coastal village. High tide, continuous rainfall conditions and overflowed river are the main factors of this flood calamity. With this, the local government of Rosario Cavite has been using different kinds of strategies to help the residents become aware and be independent so that whenever the calamity strikes or even before it happens, they will be ready.

According to the results of the surveys and interviews that the researchers have gathered, all aspects of the programs are effective. However the researchers, tried to look for an area for improvement. They have seen a contradicting result of the survey and the interview. Based on table 4 (Rate on the overall Effectiveness of the Program) the effectiveness of the program was mostly rated as 'effective', specifically the Tree planting program that has a mean of 3.01. It clearly contradicts the statement that the MDRRMO stated. According to the interview, the tree planting program was not given much attention by the residents. It was said that for every birthday celebrators, the celebrator must plant a mangrove tree as a part of reducing the level of flood. However, only few participated with the said program, with every five trees that the residents had planted, only few would participate sometimes or none of the planted trees or plants survive.

The Problem:

The result of the survey on the effectiveness of the tree planting program did not match with the information given by the expert during the interview. The result of the survey says that the tree planting program of the government is effective, however, according to the interview with the primary proponents of the program which is the MDRRMO, not all of the residents are participating on the said program and it is probably because of how it was implemented by the government which is through seminars, trainings and distribution of the printed materials. Also, there is a lack of cooperation from the residents themselves.

Program Goal:

The primary goal of this strategic communication plan proposal is to increase the number of the participants of the tree planting program by resolving the issues on the implementation specifically through the distribution of printed materials such as posters, flyers, calendars and tarpaulins. Also, activities requiring the participation of the residents will be done to increase their awareness and desire to participate in the program.

Target Audience:

The key audiences of this strategic communication plan proposal are the following:

1. The Local Government Officials:

The LGUs (Mayor of Rosario, Cavite, MDRRMO-Rosario and Barangay officials) are the creators and implementors of the different programs in their community. With this, they have the authority to call the attention of the people and ask for their participation to the program. Also, they have the means to provide for the financial needs and manpower for the fulfillment of the plan.

2. The Barangay Ligdong 1, Rosario, Cavite Residents:

Since they are the primary beneficiaries of the study, they will also be the beneficiaries of the strategic communication plan that the researchers are proposing. Considering the different factors such as their location, their resiliency on the disasters and the condition of their community during calamities, the proposal and their participation to it will be very essential to them and to the future generations that will live in the same place they are living.

Audience Objectives:

1. To have a proper and clear communication between the LGU, their programs and the residents.
2. To effectively implement the program.
3. To encourage the residents to participate on the programs and activities regarding tree planting.
4. To have a higher to full number of participation on the tree planting program and activities.

Major Strategies:

1. Print Materials Distribution:

Print materials such as flyers, posters, leaflets and tarpaulins will be posted and distributed. The content will be about the tree planting program, the different benefits they will get from tree planting and the other announcements concerning the program. Every family or household should be able to receive print materials in order to increase their awareness about the program.

2. Seminars with Trainings:

Seminars should be held regularly in order to remind the people about the tree planting program since the action from the residents will be expected in any day of the year. Also, trainings on how to plant properly should be done in order to grow more plants and trees and to avoid wasting plants and seeds.

3. POINT ZERO: Giving back to Mother Nature Charity Concert:

This will be a one day event that will be held in the covered court of Barangay Ligdong 1, Rosario, Cavite. A guest artist will be invited to perform and encourage the people to join the tree planting program. Some residents will also perform, but the performance should only be on the same theme, which is about the encouragement to participate on the tree planting program. There will be a payment of 20 pesos per head upon entrance in the court's gate. The money that will be collected from this mini-concert will be allotted to buy seeds and plants that will be planted along the coastal area.

4. Recognition Day:

Recognition Day should be done at the end of the year in order to recognize the families with complete participation (from the eldest to the youngest) on the tree planting program based on the records on the barangay hall. This program will make the people more motivated in engaging themselves and encouraging each members of their family to participate in the program. These activities will guarantee that the number of participants will increase.

Budget Proposal:

The proposed budget for each programs are as follow:

ACTIVITIES	INCOME SOURCE <i>(Budget allocated by the MDRRMO)</i>	FINANCIAL REQUIREMENT
Print Materials Distribution	10,000 pesos	10,000 pesos
Seminars with Trainings (Including the food for the attendees and the materias that will be used for the training.	20,000 pesos	20,000 pesos
POINT ZERO: Giving back to Mother Nature Charity Concert (Including the payment for the talent fee of the guest artist and food for the performers and staffs and some print materials to be distributed during the program)	100,000 pesos	100,000 pesos
Recognition Day (including the awards/certificates that will be given to the awardees and foods for the attendees)	50,000 pesos	50,000 pesos
Total	180,000 pesos	180,000 pesos

Time Format:

The activities proposed on this strategic communication plan proposal will be conducted within the month of July since July is the celebration of National Disaster Consciousness Month.

ACTIVITIES	JULY (1ST YEAR)			JULY (2ND YEAR)
	1st Week	2nd Week	3rd Week	4th Week
Print Materials				
Seminars and Trainings				
Point Zero: Giving Back to Mother Nature Charity				
Recognition Day				

Evaluation of the Plan:

The success of the program will be evaluated by conducting another survey with the residents and interviewing and the facilitator of the program. There will also be a direct observation and comparison of the before and after look of the area where the trees are planted. The records of the number of the participants will also be checked to see if the communication strategies used were appropriate and effective or not. Finally, records about the level of flood and the duration of the flood will also be examined to see if the planting of trees have contributed significantly on minimizing the flood.

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