



Republic of the Philippines
Department of Environment and Natural Resources
ENVIRONMENTAL MANAGEMENT BUREAU
Regional Office No. 8
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ENVIRONMENTAL MANAGEMENT BUREAU
RELEASED BY: _____
DATE: 1-20-22
TIME: 12:30 P

MEMORANDUM

FOR: For. TIRSO P. PARIAN JR., CESO IV
Regional Executive Director
Department of Environment and Natural Resources R8
Tacloban City

FROM: THE OIC- REGIONAL DIRECTOR
Environmental Management Bureau R8

SUBJECT: SUBMISSION OF COMMUNICATION ACTION PLAN FOR CY 2022

DATE: 18 January 2022

In order to support the promotion of an efficient and effective delivery of information, education, and communication (IEC) service to the public and other stakeholders through a strengthened implementation of Republic Act No. 9512, otherwise known as the Environmental Awareness and Education Act of 2008, and in pursuant to DAO 2018-18, attached herewith is the Communication Action Plan for CY 2022 of the Environmental Management Bureau R8.

Serving as the Regional Action Plan on Environmental Education, it comprehensively summarizes the programs, projects and activities of this Office for CY 2022 based on the approved work and financial plan.

For his information and reference.

ENGR. REYNALDO B. BARRA



ENVIRONMENTAL MANAGEMENT BUREAU R8
Environmental Education and Information Unit
COMMUNICATION ACTION PLAN CY 2022



COMMUNICATION ACTIVITIES	PROGRAM/THEME	TIMEFRAME	RESPONSIBLE OFFICE	EXPECTED OUTPUT
Conduct of Special Events Platforms include: 1. In-person 2. Virtual/online: webinar, orientation/workshop 3. Activities such as learning events, clean-ups,	1. Zero Waste Month (Jan) 2. World Water Day/Philippine Water Week (March) 3. Earth Day/Earth Month (April) 4. World Environment Day/Environment Month (June) 5. National Clean up Month (Sep) 6. International Day for the Preservation of Ozone Layer (Sep) 7. World Environmental Health Day (Sep) 8. International Lead Poisoning Prevention Week (Oct) 9. Clean Air Month (Nov) 10. Climate Change Consciousness Week (Nov) 11. Environmental Awareness Month (Nov)	January March 22/month-long April 22/month-long June 5/month-long September September 16 September 26 October November November November	EMB R8	Multi-stakeholders events conducted
Production and dissemination of localized IEC materials	Clean Air, Clean Water, Solid Waste Management, Hazardous Waste Management, Climate Change	To produce one IEC material for 1 st , 2 nd , 3 rd quarter To distribute 375 copies per quarter, TOTAL of 1,500	EMB R8	IEC materials (copies) produced and disseminated

Production of videos on EMB mandates	Clean Air, Clean Water, Solid Waste Management, Hazardous Waste Management, Climate Change	1 per quarter TOTAL 4	EMB R8	EMB videos produced
Submission of photo releases to EMB Central Office	Clean Air, Clean Water, Solid Waste Management, Hazardous Waste Management, Climate Change and all Environmental Events	3 per month TOTAL of 36 photo releases	EMB R8	Photo releases prepared and submitted to the Central Office
Updating of EMB regional website	Clean Air, Clean Water, Solid Waste Management, Hazardous Waste Management, Climate Change and all Environmental Events	10 per month TOTAL of 120	EMB R8	Website content links maintained/updated
Updating of Regional Facebook Page	Clean Air, Clean Water, Solid Waste Management, Hazardous Waste Management, Climate Change and all Environmental Events	10 posts per month TOTAL of 120 Posts	EMB R8	Regional Facebook page maintained and updated
Youth Involvement in Environmental Protection	Clean Air, Clean Water, Solid Waste Management, Hazardous Waste Management, Climate Change and all Environmental Events	1 per semester TOTAL of 2	EMB R8	Youth activities conducted
Preparation of the Annual Regional State of the Brown Environment Report (RSOBER)	Brown Environment	1	EMB R8	RSOBER prepared and submitted
Conduct of Communication Evaluation of IEC Intervention	Clean Air, Clean Water, Solid Waste Management, Hazardous Waste Management, Climate Change	50 responses per quarter TOTAL 200 responses	EMB R8	Accomplished survey form submitted with statistical tabulation
Gathering of IEC Data for EMB Environmental Statistics	Clean Air, Clean Water, Solid Waste Management, Hazardous Waste Management, Climate Change	1 per quarter TOTAL of 4 Reports	EMB R8	Report submitted

Prepared by:

ANANMARIE D. CAVANERO

Sr. EMS/Head EEIU

Approved by:

ENGR. REYMAR B. BARRA

Old Regional Director