

August 13, 2004

Memorandum Circular No. 33
Series of 2004

**SUBJECT: DSWD SOCIAL MARKETING PLAN AND
AGENDA FOR 2004**

Social marketing entails building of a long-term relationship between an organization and its different audiences. Its aim is to influence people's ideas, practices and behavior. It is distinguished by its emphasis on the so-called non-tangible products – ideas and practices. Social marketing aims to “reach” one or a number of target groups in order to initiate and effect positive behavior changes. Thus, the Department of Social Welfare and Development recognizes the importance of social marketing in the planning and implementation of programs and projects to bring about social change.

As the government's lead agency and authority in social welfare and development, the DSWD has repositioned itself for meaningful social development efforts for the Filipino family and community especially those within the poverty threshold. The DSWD has shifted from rowing to steering function and from direct service delivery to policy making and standard setting. It is tasked to enhance the capability and augment resources of local government units and non-government organizations to enable them to effectively and efficiently deliver social welfare services to their constituents.

To fulfill the new vision, mission and goals of the Department, there is a need to advocate and promote social welfare and development policies, programs and services among DSWD stakeholders and constituencies. There is a need to “sell” SWD programs and services to policymakers, local government and national government agencies, non-government organizations, donors and people's organizations.

All these necessitate the development and implementation of a social marketing and advocacy program designed to build a long-term relationship between DSWD and its various target audience and, thus, effect social change. This would enable the Department to position itself as the leader in social welfare and development as well as educate people on the true essence of welfare and development.

I. SOCIAL MARKETING ISSUES

The following positive and negative issues have been taken into consideration in crafting this Plan:

1. DSWD enjoys a high level of confidence from its different publics as evidenced by its high satisfaction rating in surveys.
2. DSWD has dedicated and competent staff who are able to build strong networks and partnerships.

3. DSWD is able to solicit active participation of the business sector and other organizations to help augment resources for social services.
4. DSWD has the lowest budget among the agencies in the social services sector.
5. The “dole out” image of DSWD still persist.
6. The devolution of basic social services has not been fully understood and appreciated.
7. The leadership role and functions of DSWD need to be understood and appreciated by its various stakeholders including its internal public.
8. The media has not been fully utilized as allies in promoting and advocating SWD issues, policies and programs.

II. TARGET AUDIENCES

The DSWD has seven target audiences:

1. Vulnerable sector - children, youth, women, persons with disabilities, disaster victims, elder persons, families
2. Government Colleagues - national and local government agencies, legislators, judiciary
3. Non-traditional partners - business sector and socio-civic organizations
4. Mass media
5. Colleagues within the Department
6. NGOs involved in social welfare and development
7. Foreign and multi-lateral agencies

III. MARKETING OBJECTIVES

A. Over-all Social Marketing Objective - To inculcate the values of empowerment, social responsibility and accountability as meaningful social welfare and development contributions in improving the quality of life of the poor and in building a strong nation

B. Specific Objectives

1. Build public policy - put social welfare and development in the agenda of policymakers, advocate for passage of key SWD legislations and secure local governments commitment for long-term SWD programs and investments.

2. Increase demand and use of SWD services – effective promotions will result to increased demand and use of SWD services with more people participating in development activities.
3. Strengthen family and community action – promotions and advocacy work through concrete and effective community action where families and communities are empowered to set priorities, make decisions and plan and implement program.
4. For target clientele to internalize social changes and values taught by DSWD programs.
5. Widen and sustain partnership and linkages that will ensure all sectors accept their social responsibilities.

IV. GENERAL PUBLIC CAMPAIGN

This shall focus on building the image identity of DSWD as the leader in social welfare and development; and in building long-term relationships with its target publics.

A. Objectives of Campaign

1. Generate awareness, understanding and appreciation of the leadership functions of DSWD: policy and plans development; standards setting and compliance; technical assistance to local government units; social technology development
2. Generate public support for the programs and projects of DSWD for the vulnerable sector.

B. Strategies

1. Communicate the relevance and values of DSWD programs in improving the quality of life of the poor (empowerment, people participation, the joy of helping others.)
2. Develop activities that will project DSWD as a dynamic and responsive organization
3. Develop creative and information tools and symbols to aid, recall and internalize DSWD image

C. Components

1. Radio, television and print media publicity featuring success stories of DSWD programs and the values of these programs to the people
2. DSWD tagline
3. DSWD song to be sang during occasions/ceremonies



4. Website portal featuring DSWD vision ,mission and goals, programs, services, stories and updates on SWD issues.
5. Special events to feature programs, projects, beneficiaries and donors and supporters or to advocate for SWD issue (e.g. Adoption Consciousness Day, Family Week, Elderly Filipino Week, DSWD anniversary)
6. Documentation of best practices in social welfare and development programs
7. Development of a speakers bureau that will articulate the programs and services of DSWD to various publics

V. DSWD Specific Publics

A. Internal Staff - DSWD central office and field office staff and employees

1. Objectives -

- a. Make them understand and appreciate the value of their contribution in projecting the image of DSWD
- b. Make them understand and appreciate that the Repositioning and Streamlining Plan is a participative and empowering process.
- c. Inculcate in them a sense of commitment and dedication as public servants.

2. Strategies

- a. Conduct of sharing sessions, consultative dialogues and regular employee assemblies.
- b. Development and implementation of character-building program
- c. Recognizing, celebrating and highlighting outstanding accomplishments and innovations through programs, benefits, awards and special features
- d. Production and maintenance of an internal publication that will serve as an information and public relations tool within the Department

B. Government Colleagues

1. Objectives

- a. Make them understand and appreciate importance of their contribution to social welfare and development programs in promoting the welfare and development of their constituents and national development.



- b. Generate long-term commitment and support for anti-poverty programs and services (KALAHY-CIDSS, ECD, SEA-K, etc.)
 - 2. Strategies
 - a. Share knowledge and technology about the concept and principles of DSWD programs during inter-agency meetings, conventions, seminars and other gatherings.
 - b. Identify champions and mobilize them for advocacy
 - c. Recognize and award supporters during programs and ceremonies
 - d. Feature their contributions in media
- C. Mass media
 - 1. Objectives
 - a. Make them appreciate the human interest stories that abound in DSWD program
 - b. Mobilize them in promoting and advocating SWD issues, policies and programs
 - c. Make them appreciate the value of their contribution in providing accurate information and establishing transparency in government
 - 2. Strategies
 - a. Regular media briefings and orientation on DSWD activities
 - b. Media tour/visit to DSWD projects
 - c. News and feature service
 - d. Media recognition and awards
 - e. Media advocacy meetings
- D. Non-Traditional Partners
 - 1. Objectives
 - a. Generate their support for SWD programs and services
 - b. Make them appreciate the value of social responsibility in national development efforts



2. Strategies
 - a. Advocacy meetings, fora and dialogues
 - b. Production and dissemination of marketing brochures, updates and other media collateral
 - c. Organize tour of DSWD projects
 - d. Organize “appreciation and thank you” programs
 - e. Sending out Advocacy letters and updates
 - f. Feature their contribution in media
- E. Foreign and Multi-lateral Agencies
 1. Objectives
 - a. To make them appreciate the value of their support to national development
 - b. To assure them that their assistance is used appropriately and reaches the right beneficiaries
 2. Strategies
 - a. Conduct of donors’ forum, consultative meetings
 - b. AVP production and advocacy kit featuring DSWD programs and clientele
 - c. Regular update reports
 - d. Media coverage and feature of projects supported by these agencies
- F. NGOs Involved in SWD
 1. Objectives
 - a. Motivate them to play an active role in the implementation of DSWD programs and services
 - b. Motivate them to be part of advocacy campaigns for social welfare and development issues.
 2. Strategies
 - a. Regularly inform and involve them in DSWD activities and projects



- b. Conduct and invite them to open house of DSWD programs and services
- c. Involve them in monitoring implementation of DSWD programs

G. Vulnerable Sector

1. Objectives

- a. To make them understand and appreciate the values inherent in DSWD programs and how these can improve and develop their Lives
- b. To maximize their participation in DSWD projects

2. Strategies

- a. Communicate their importance to the DSWD as partners in development
- b. Communicate that they have rights and have the capability to protect their rights
- c. Communicate their inspiring stories for others to emulate

VI. IMPLEMENTATION

Promoting DSWD's image shall be the responsibility of both the management and the entire staff and employees of the Department.

This plan shall combine the best elements of traditional approaches to social change in an integrated planning and action framework and shall utilize advances in communication technology and marketing skills.

The social marketing persuasion strategies shall always start with an understanding of the target audience needs and wants, their values and perceptions using existing communication research results and primary data when required.

At the national level, the Social Marketing Service shall develop a yearly operational plan taking into consideration the thrusts and directions of the Department and in coordination with the concerned units of the Department. The SMS shall also monitor, provide technical assistance to and assess the effectiveness of regional social marketing/communication activities in accordance with the requirements of the Department. Likewise, the SMS shall develop and maintain positive and effective communications with representatives of national media to facilitate flow of information between DSWD and the public.

At the regional level, the DSWD field offices shall fully harness community and indigenous media, the local media and the Philippine Information Agency and other network of government information offices.

Other Bureaus/Units at Central Office shall identify the social marketing agenda based on the unit's needs. They shall also provide funding for promotions and advocacy activities

VII. MONITORING AND EVALUATION

A monitoring system for the implementation of the social marketing plan at the central and field offices shall be formulated based on identified monitoring tool. This shall include:

1. Situationers, issues and concerns along social marketing and advocacy
2. Extent of implementation of social marketing and advocacy plans
3. Lessons and experiences learned in the implementation

VIII. BUDGETARY REQUIREMENT


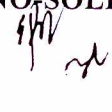
An annual budget for social marketing advocacy and information activities shall be set aside by the DSWD central and field offices and special projects to operationalize the DSWD social marketing and advocacy plan in support of the thrusts and directions of the Department during the year.

IX. SOCIAL MARKETING AGENDA

The attached matrix comprises the social marketing agenda for 2004.


The DSWD field offices shall be guided by their regional situationers and the aforementioned agenda in formulating and implementing their social marketing plans and activities for 2004. The social marketing plan and implementation shall be included in the field offices performance contract.

The Social Marketing Service shall monitor and provide technical assistance to DSWD field offices in the implementation of the DSWD social marketing and advocacy program.


CORAZON JULIANO SOLIMAN
Secretary 

SBA/dpu
05 July 2004

A CERTIFIED COPY:


CARMELITA F. ZAFRA
Chief, General Services Division
and OIC, Records Unit

DSWD SOCIAL MARKETING AGENDA

TARGET AUDIENCE	AGENDA FOR 2003	AGENDA FOR 2004
1. Internal Public – DSWD Officials and Employees	<p>1.1 Conduct of information activities on the Repositioning & Streamlining Plan (RSP)</p> <p>1.2 Development of a character-building program</p> <p>1.3 Recognition of outstanding accomplishments during DSWD anniversary</p> <p>1.4 Production/dissemination of an internal publication “Infolink”</p> <p>1.5 Development of DSWD tagline “Tulong Sulong”</p> <p>1.6 Strengthening of communication network between central and field offices and with attached agencies</p>	<p>1.1 Conduct of information activities on the RSP</p> <p>1.2 Information and advocacy campaign on character-building program</p> <p>1.3 Recognition of outstanding performances of employees during DSWD anniversary</p> <p>1.4 Continue production of “Infolink”</p> <p>1.5 Holding of songwriting contest on the DSWD tagline</p>

<p>2. Government Colleagues 2.1 Legislators</p> <p>2.2 Local government units</p>	<p>2.1 Advocacy to support passage of DSWD priority legislations</p> <p>2.2 Information, advocacy and promotion of programs for the protection of children, women, family and older persons</p> <p>2.2.1 Advocacy for support to Early Childhood Development Project (ECD)</p>	<p>2.1 Continuing advocacy for passage of Magna Carta for Day Care Workers and Social Welfare and Development Workers</p> <p>2.1.1 Advocacy to support passage of local legislations in support to social welfare and development policies</p> <p>2.1.2 Advocacy for support to KALAHY-CIDSS</p> <p>2.2 Advocacy for implementation of National Family Violence Prevention Program</p> <p>2.2.1 Advocacy for Implementation of Expanded Senior Citizens Act</p> <p>2.2.2 Advocacy for Implementation of Trafficking in Women Act</p> <p>2.2.3 Support to ECD and KALAHY-CIDSS</p> <p>2.2.4 Promotions and Advocacy for implementation of Self-Employment Assistance Program, Unlad Kabataan and Sagip Kalinga</p>
<p>3. Non-government Organizations</p>	<p>3.1 Advocacy campaign for social welfare standards for implementers, donors, sponsors</p>	<p>3.1 Advocacy on licensing and accreditation of NGOs</p> <p>3.2 Advocacy on Accreditation of Social Workers Managing Court-Related Cases</p>

4. Media	4. Continuing advocacy to promote social welfare issues and concerns thru press briefings, orientations, media tour of projects	4. Continuing advocacy to promote social welfare issues and concerns thru press briefings, orientations, media tour of projects and advocacy letters
5. General Public		5.1 Promotion of International Year of the Family, Elderly Filipino Week, Adoption Consciousness Day, etc.