

MANUAL ON SOCIAL MARKETING FOR THE CONSERVATION OF COASTAL ECOSYSTEMS

LSMaraña, TPUDacles, and RJCapio



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ProCoast Project

Sustainable Coastal Protection through Biodiversity Conservation in Coastal Ecosystems Affected by Typhoons in the Philippines.

Climate change continues to intensify and increase the frequency of typhoons and the Philippines is located in the region where the strongest storm events occur. In many places, ecosystems have lost their natural protective functions due to anthropogenic factors further exposing communities and wildlife to the destructive typhoon impacts.

Coastal protection in regions threatened by typhoons and biodiversity conservation are the primary targets of the ProCoast project. These can be achieved through capacity building, policy advice and development, and enhanced knowledge management. Best practices of the Centers of Learning in the sustainable management of mangroves, beach forests, seagrasses, coral reefs, and resource use planning can be adapted and replicated by stakeholders through exchange visits and hands-on training.

This project is part of the International Climate Initiative (IKI). The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) supports this initiative on the basis of a decision adopted by the German Bundestag.

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Front Cover: Flagship species of Taklong Island National Marine Reserve (TINMR), Banagan and Pawikan during the launch of their SM campaign (Photo by Liza Maraña, Zoological Society of London)

Back Cover: Piagau island in TINMR as seen from its watch tower. (Photo by Liza Maraña, Zoological Society of London)

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FOREWORD

The immense biodiversity of coastal and marine areas provides a variety of valuable services, not only for the coastal communities, but also to the general population as well. These services include, among others, food and nutrition supply, livelihood support for coastal communities, health and wellness, and protection from the impact of typhoons such as storm surges. In a sense, coastal and marine resources serve the humanity best when these are maintained at a pristine state. Thus, it is for the best interest of humans to protect and manage these resources well, keep the biodiversity balance, and protect these from degenerating into an unstable state.



However, biodiversity of coastal and marine areas is in a steep decline, due to a combination of causes including growing population's demand for food, use of advance but damaging fishing technologies, tremendous growth of industries dumping wastes in bodies of water, and intensive aquaculture. Thus, over decades of abuse, the irony is undeniable that the one who should be stewards of keeping vital life support resources became the villain in the tragic loss of life and species in coastal and marine ecosystem.

Perhaps, one can surmise that the actions of people before us were based on policies and decisions guided more by opportunities and demand, rather than calculating the balance between short-term gains against long-term consequences. On other hand, the body of knowledge then on the impact of, for instance, clearing a mangrove forest for fishponds, can be inadequate to guide the policy makers. The sorry state of the coastal and marine resources calls for action, and where is a better place to start than the communities affected.

One of the several manuals developed under the ProCoast Project, the Social Marketing Manual aims to guide the stakeholders in raising awareness among communities on problems brought about by prevalent practices and, in engaging them in addressing these. The manual is a step-by-step process of developing and implementing a social marketing plan. The processes included in this manual are useful tools that can be applied, not only for conservation initiatives, but also for existing programs and projects.

We are pleased to invite you to put to use the processes and knowledge contained in this manual. Let us take the first single step in increasing stakeholders' awareness of the impact of their practices in the balance of life in coastal and marine resources. Let this manual guide us in engaging the communities in taking conservation actions and initiatives.

Godofredo Villapando, Jr.

Country Director

ZSL-Philippines



FOREWORD

Anthropogenic activities pose a major threat to coastal ecosystems. Especially in countries like the Philippines where 70 percent of the population resides in coastal areas, there is an urgent need to address these. One action to reduce the threats is to promote pro-environment behavior among the local communities to sustain environmental conservation initiatives. The Sustainable Coastal Protection through Biodiversity Conservation in Coastal Ecosystems Affected by Typhoons in the Philippines (ProCoast) Project, which aims to protect coastal ecosystems and communities from the impact of climate change, supports this initiative.



The ProCoast Project is funded through the the International Climate Initiative (IKI), an important instrument for the international financing of climate change mitigation and biodiversity launched by German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) to affirm its commitment to promote the conservation of nature and biological diversity in Germany and worldwide. The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, in behalf of BMU, and its partners carry out IKI projects supporting partner countries and regions in the implementation of their biodiversity strategies and in increasing capacity to adapt to the effects of climate change, among others.

As part of the ProCoast Project, GIZ, together with the Zoological Society of London (ZSL) Philippines, seeks to upscale measures conserving and rehabilitating coastal ecosystems and restore them to their natural protective function. The local experiences and measures are promoted through sharing of experiences, policy support and knowledge, and awareness-raising and can be adapted to different contexts across the country. In connection with our capacity building approach, GIZ and ZSL Philippines support the development of training manuals to provide a guide for the systematic and standardized replication of good practices.

This Manual on Social Marketing is an enhanced version of the manual on behavior change campaign developed in 2013 by GIZ, DENR, and Rare, integrating the experiences of the LGUs that applied the Social Marketing process to achieve their targeted conservation results. The Manual provides a step-by-step process of developing an audience-centered behavior change campaign. While the principles and processes in this manual are applicable to any behavior change campaign, GIZ and ZSL Philippines developed this manual to support protected area managers and environmental officers, especially those in locally - declared conservation areas, in sustaining their environmental conservation initiatives.

Franca Sprong

Biodiversity Cluster Coordinator

GIZ Philippines and the Pacific Islands



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ACRONYMS

4Ps	Product, Price, Placement, Promotion
ACCCOAST	Adaptation to Climate Change in Coastal Areas
AFLEET	Advanced Fishery Law Enforcement and Enhancement Training
BMU	Bundesministerium für Umwelt, Naturschutz und nukleare Sicherheit (Federal Minister for the Environment, Nature Conservation, and Nuclear Safety)
BR	Barrier Removal
CENRO	City Environment and Natural Resources Office
CoMSCA	Community-managed Savings and Credit Association
CR	Conservation Result
DENR	Department of Environment and Natural Resources
EO	Executive Order
FGD	Focus Group Discussion
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (German Corporation for International Cooperation)
IC	Interpersonal Communication
IEC	Information, Education, and Communication
IKI	Internationale Klimaschutzinitiative (International Climate Initiative)
iMPA	Ideal Marine Protected Area
KAP	Knowledge, Attitude, and Practices
KII	Key Informant Interview
LGU	Local Government Unit
ManComm	Management Committee
MEAT	Management Effectiveness Assessment Tool
MENRO	Municipal Environment and Natural Resources Office
MERF	Marine Environment Resources Foundation
METT	Management Effectiveness Tracking Tool
MOA	Memorandum of Agreement
MPA	Marine Protected Area
MSBN	Museo Sang Bata sa Negros
NGO	Non-Government Organization
NIPAS	National Integrated Protected Areas System
NONESCOST	Northern Negros State College of Science and Technology
NTZ	No-Take Zone
PA	Protected Area

PAMB	Protected Area Management Board
PO	People's Organization
ProCoast	Sustainable Coastal Protection through Biodiversity Conservation in Coastal Ecosystems Affected by Typhoons in the Philippines
RA	Republic Act
SIETAS	Suyac Island Eco-Tourism Association
SM Lite	Social Marketing Lite
SM	Social Marketing
SMART	Specific, Measurable, Action-oriented, Relevant, Time-bound
SMR	Sagay Marine Reserve
TA	Target Audience
ToC	Theory of Change
TR	Threat Reduction
TWG	Technical Working Group
ZSL	Zoological Society of London

EXECUTIVE SUMMARY

Social marketing is a behavior change campaign that utilizes commercial marketing tools and techniques to create a positive impact to the society. It can be used to help raise people's awareness about a certain issue, change the mindsets of the community to promote behavior change, and promote an innovation that can solve a certain problem in the community. In conservation initiatives, its impacts can be observed in terms of change in behavior (social), effect on the people's source of income (economic), and conservation results (environmental).

A social marketing campaign has 3 main components; the (1) target audience, (2) KAP survey; and (3) intervention strategy.

But through time, modifications in the process have been made to make it easier for other LGUs and organizations to implement it. SM Lite is a concise approach to make the campaign shorter, and more cost-effective. This was developed by GIZ and DENR through the project Adaptation to Climate Change in Coastal Areas (ACCCOAST) funded by BMU-IKI (German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety - International Climate Initiative) with RARE, piloted in selected LGUs in Visayas and Mindanao (Regions 6, 8 and 10) from 2011 to 2014.

Here are the 6 phases in implementing a social marketing campaign:

- 1. Establishing a SM team** – Choosing the campaign team members can be based on their current responsibilities, skills, and level of commitment.
- 2. Defining the problem** – Identifying the problem for the campaign can be done through a problem-tree analysis and threat-ranking method. To ensure that the social marketing campaign can effectively fill in the gaps, the problem should be communication-related in nature and should be able to be addressed by behavior change.
- 3. Diagnosing the problems** – Understanding the problem and the community is an integral part of the social marketing campaign. Theory of Change (ToC) is a tool used to draw the map of progression to achieve the target behavior and conservation results. To back-up the ToC, audience research must be conducted to further understand the current level of awareness and mindsets of the target audience. This can be done through Knowledge, Attitude, and Practices (KAP) Survey and should be anchored by Focus Group Discussions (FGDs) and Key Informant Interviews (KIIs) to further understand the audience.
- 4. Setting the SMART objectives** – Setting the specific targets of the campaign is important to guide the campaign and achieve its primary goal: behavior change. Objectives should be specific, measurable, attainable, relevant, and time-bound. They should also always be aligned with the ToC diagram.

5. **Planning and implementing the campaign** – Some of the important components in campaign development are the messaging, branding, positioning, and launching. In planning the campaign, it is essential to go back to the ToC, KAP results, and SMART objectives to make sure that all the activities will lead to the achievement of the goals. It is also important to set success indicators that will assess each activity at the end of the campaign.
6. **Assessing the campaign** – There are various ways of evaluating the campaign. It can be through a post-KAP survey, assessment of the objective targets, and conducting an FGD and interviews with the target audience. The success of the campaign can also be measured through its social, economic, and environmental impacts.

**CHAPTER
1****INTRODUCTION**

Social Marketing is a campaign with the goal of changing the behavior of the target audience using techniques and strategies of commercial marketing. As part of the ProCoast project, social marketing can be used to improve stakeholders' participation in the coastal greenbelt rehabilitation in their locality.

A. OBJECTIVES OF THE MANUAL

This manual aims to detail the step-by-step process of conducting a social marketing campaign for community-based conservation programs. Specifically, it aims to:

1. Define what social marketing is;
2. Discuss the value of social marketing in conservation initiatives;
3. Provide relevant knowledge in audience research, message development, and implementation of a social marketing campaign;
4. Exhibit best social marketing practices from other sites; and
5. Equip target audience with necessary knowledge to create a social marketing action plan.

B. TARGET AUDIENCE

Members of a social marketing team or anyone who will implement a social marketing campaign are the target audience of this manual. They can be coming from the LGU, People's Organization (PO), the academe, and partner organizations. Some concepts and processes in social marketing can also be used in Information, Education and Communication (IEC) campaigns, so those who are working on those projects can also find this manual helpful.

As discussed in the manual, a social marketing campaign involves various processes from different practices such as communication, community organizing, and project management. Given this premise, a certain level of knowledge on those fields will be helpful.

C. CONTENTS OF THE MANUAL

This manual is a documentation of the steps in conducting a social marketing campaign, from the formation of the social marketing team to campaign assessment. The discussion focused on how social marketing can be used in coastal and marine conservation projects. The steps included in this manual were based on the SM Lite model which was developed by GIZ and RARE for the ACCCOAST project.

Some enhancements and modifications were done based on the documentations of the concluded social marketing campaigns. The examples presented mainly focused on the experiences of Sagay Marine Reserve (SMR), Marine Protected Areas in Tandayag and Bio-os, Amlan, and Taklong Island National Marine Reserve (TINMR).

D. GOALS AND OBJECTIVES OF THE PROCOAST SOCIAL MARKETING CAMPAIGN

To increase the awareness of local communities on the importance of mangrove and coastal forest belts and coral reefs for coastal protection and biodiversity conservation in their communities

The Philippines is one of the countries which is most vulnerable to climate change. As a result of this global issue, the intensity and frequency of storms in coastal regions are increasing, causing more devastating consequences for the coastal ecosystems and the communities that live there. In many places, coastal ecosystems have already been significantly degraded by anthropogenic influences and have therefore lost their natural protective function. Thus, the ProCoast Project works towards the rehabilitation and conservation of coastal forest belts which include mangrove forests, seagrass, coral reefs, and beach forests.

One of the primary goals of this social marketing campaign is to equip the community members with relevant knowledge to be able to safeguard the coastal resources. The goal is to turn them into conservation champions which can be achieved through awareness-raising and behavior change interventions. The campaign focuses on promoting necessary knowledge that can lead to creating positive mindsets and attitudes towards the conservation of natural resources. This should also include popularizing relevant information in building a resilient community against the impacts of climate change in coastal areas.

To engage local communities in conservation and rehabilitation activities that can protect them from the negative impacts of climate change

The ProCoast Project aims to improve the protection of coastal areas and the people who live there from the effects of climate change. Measures for adapting and rehabilitating coastal ecosystems at the local level have been identified and promoted for replication. Support is provided for this process through targeted policy advice and capacity building, as well as knowledge management and awareness-raising. When combined with the active involvement of the affected interest groups, this holistic and extensive approach to coastal protection guarantees that vulnerable ecosystems are preserved in the long term and that they continue to offer protection against extreme weather events such as typhoons.

To integrate a tool in understanding human behavior to the existing protected area management tools

There are tools that are available and are being used to manage conservation and protected areas. This includes the Marine Protected Area Effectiveness Assessment Tool (MEAT) for locally declared sites and Management Effectiveness Tracking Tool (METT) for nationally declared sites. This training manual is another tool that can be used by managers to understand human behavior and increase the active engagement of local residents in their conservation and rehabilitation efforts.

CHAPTER
2**INTRODUCTION TO SOCIAL MARKETING***Learning Objectives*

At the end of this chapter, the participants should be able to:

1. Define what social marketing is;
2. Understand the basic concepts, terms, and elements of social marketing;
3. Understand the role of social marketing in biodiversity conservation; and
4. Identify the impacts of social marketing to the community.

Topic Outline

- Social Marketing
 - Definition
 - Evolution to Social Marketing Lite
 - Applications of Social Marketing
 - Impacts of Social Marketing
- Core Elements of Social Marketing
 - Specific Target Audience
 - Knowledge, Attitude, and Practices Survey
 - Intervention Strategy
- Key Social Marketing Terms
 - Audience Orientation
 - Audience Segmentation
 - Product
 - Exchange
 - Competition
 - Diffusion of Innovation

A. SOCIAL MARKETING**1. Definition of Social Marketing**

Even before, a communication campaign has been an integral part of any project that aims to create a desired social impact. Information, Education, and Communication (IEC) has already been used by many LGUs and NGOs in different projects to get their message across different sets of stakeholders. But with the influx of information from different sources, it can be a challenge to compete in presenting the necessary messages. This challenge calls for a more systematic, specific, and targeted kind of communication campaign.

In the commercial world where rapid changes usually happen, marketing succeeded in adapting by understanding their target audiences. Marketing was described by the American Marketing Association (Dann, 2008) as

“the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”. The core concept of marketing is the exchange process that involves the product and the price. Most activities and processes, including communication, revolve around this exchange.

According to Kotler and Zaltman (1971), “[Marketing] calls for most of the effort to be spent on discovering the wants of a target audience and then creating the goods and services to satisfy them.” This approach makes integrating marketing concepts in a socially relevant communication campaign crucial to ensure that it is focused and appropriate to the intended audience.

Social marketing was defined as a campaign with the goal of changing the behavior of the target audience using techniques and strategies of commercial marketing. (Kotler & Lee, 2015). It is a behavior change campaign to solve a certain issue in an area or community, utilizing concepts, tools, and processes from commercial marketing that can create a social impact. According to Puumala (2012), one of the most important part of social marketing is planning with the audience as the main consideration instead of the product. In a customer-centered approach, the pricing, medium, and the general plan for the campaign will be developed around what the audience needs and should fit based on who they are (Puumala, 2012).

In summary, social marketing is about (Lee and Kotler, 2015):

- Changing the people’s behavior
- Applying commercial marketing tools and strategies
- Identifying specific target audience
- Creating positive impacts to the society

It is not:

- A mere advertising or promotion campaign
- A mass media campaign

2. Evolution of Social Marketing Lite (SM Lite)

As a behavior change campaign, social marketing has been widely used in public health with campaigns to promote family planning, prevent sexually transmitted diseases, and help teens to avoid smoking (Andreasen, 2002). From these health campaigns, it had become popular in other sectors such as education, risk reduction, agriculture, and eventually in conservation.

RARE’s expertise on social marketing started with the development of PRIDE, a campaign that stimulates positive attitudes towards natural resources by celebrating unique species and habitats in their community. This also provides ways and ideas to lessen environmentally damaging practices (Butler, P., K. Green, and D. Galvin, 2013). The goal is to develop a sense of pride among community members and turn it into active involvement in the conservation activities.

Social Marketing Lite is a concise approach to make the campaign shorter and more cost-effective. This was developed by RARE, GIZ, and DENR through the

project Adaptation to Climate Change in Coastal Areas (ACCCOAST) funded by BMU-IKI (German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety - International Climate Initiative). This was also piloted in selected LGUs in Visayas and Mindanao (Regions 6, 8 and 10) from 2011 to 2014. For the ACCCOAST pilot project sites, the LGUs' campaign goals were to increase the stakeholders' appreciation of the Marine Protected Areas (MPAs) and make their communities more resilient from the impacts of climate change.

BOX 1. Social Marketing Experience of Sagay Marine Reserve, Negros Occidental

Sagay Marine Reserve (SMR) was one of the ACCCOAST sites where SM Lite was piloted. It is one of the largest marine reserves in the Philippines, with a total area of 32,000 hectares located in Sagay City, Negros Occidental. It covers six coastal barangays including the fringing reefs of Carbin, Panal, Macahulom, and islands of Molocaboc. On June 1, 1995, SMR was declared as a protected seascape by the Presidential Proclamation 592 under the National Integrated Protected Area System (NIPAS) Act (RA 7586). After 6 years, it was legislated with RA 9106 also known as Sagay Marine Reserve Law in 2001.

For their social marketing campaign, members of the team were pre-selected to attend a workshop and was composed of representatives from the tourism office, Museo Sang Bata sa Negros (MSBN), and SMR Management Office. The main problem identified was the lack of solid waste management in the area. The team identified the lack of awareness and limited participation of the locals as the communication-related aspect of the problem. For the survey design, a total of 78 respondents were identified through random sampling based on the total number of households in Suyac Island, Brgy. Taba-ao, which is within the SMR. It was a mixed selection of people from the island community, composed of mothers, fathers, their children and fisherfolks. Pre-KAP survey was conducted in May 2012 by trained volunteers. The campaign's messaging focused on the benefits of a healthy marine ecosystem to the community, especially in their livelihoods. The children of Suyac were chosen as the ambassadors of the campaign which led to the establishment of the Suyac Island Junior Eco patrol. They launched the campaign last October 2014 in Suyac Island, attended by LGU leaders and representatives from partner agencies and organizations.



FIG. 1. Billboard design developed during the social marketing of Sagay Marine Reserve featuring the campaign's slogan, the Junior Eco Patrollers, and Kakay Bukakay, the campaign's mascot. Photo by Sagay City Information and Tourism Office.

BOX 2. Amlan Social Marketing campaign

Amlan is a 4th class municipality situated on the eastern coast of Negros Oriental facing Tañon Strait in the east and lies 21 kilometers north of Dumaguete City. It has five coastal barangays and two marine protected areas located in Barangay Tandayag and Barangay Bio-os.

They started their social marketing campaign in 2011 with the formation of the Technical Working Group for the Pride Campaign and the Management Committee for the barrier-removal aspect of the program. The main problem identified was the intrusion inside the 2 MPAs, including the reporting and law enforcement. The community identified the problem through public consultations and Focus Group Discussions which was validated through a KAP survey and supplemented by Key Informant Interview. All the results from these data gathering processes were used to plan the messaging and activities for the campaign. Planning was done through a workshop involving the representatives from the social marketing team and community members. It launched in October 2011 where church groups, schools, and different associations joined parades, motorcades, and other series of activities to increase the community's awareness and engagement regarding the protected areas. To sustain it, the team integrated the campaign to annual LGU events and institutionalized social marketing by including the activities and programs in the annual investment budget of the LGU.



FIG. 2. Amlan campaign launch in 2011. Photo by Amlan LGU.

FIG. 3. Children's Christmas party with Amlan's mascot, Lappy. Photo by Amlan LGU.



3. Applications of Social Marketing

Generally, social marketing can contribute to different components of a project depending on the goals, and these are the examples:

a. Raising Awareness

This is the most common role of social marketing in any project. Communication intervention is a great tool to popularize technical information and policies across the stakeholders. Given the strategic process of a social marketing campaign, it can increase the public's knowledge about the project.

When the LGU of Amlan, Negros Oriental implemented their social marketing campaign, they identified the MPA intrusion by illegal fishers as the major problem. In order to solve this, one of their strategies was to increase the awareness level of the community members, especially the fisherfolks, about the policies regarding their MPA.

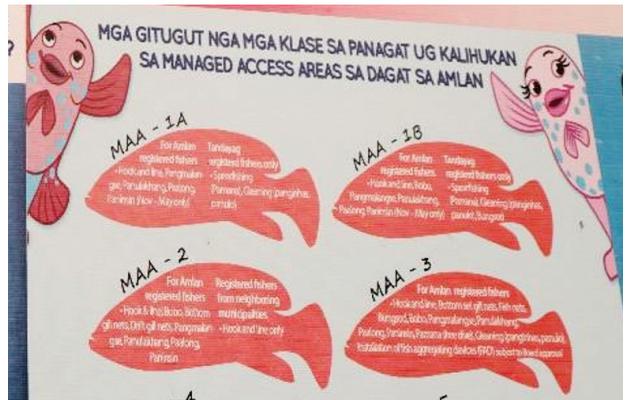


FIG. 4. The LGU of Amlan used billboards to raise the community's awareness regarding the policies in the MPA's (Tandayag and Bio-os). Photo by ZSL.

SMR produced radio plugs and dramas featuring Suyac

Junior Eco Patrol to increase the community's knowledge and understanding of the impacts of climate change in Suyac Island.



FIG. 5. A radio plug featuring the Suyac Junior Eco Patrol was produced to raise the community's awareness regarding the impacts of climate change. Photo by Sagay City Information and Tourism Office.

b. Changing Mindsets

The community’s response to an initiative is usually based on their general attitudes and values. As an integrated approach, social marketing can address the gaps between what they know, how they feel, and how they react through the development of the Theory of Change diagram. ToC is a tool used to understand the specific knowledge, attitude, and conversation needed to change a specific behavior. Through this, implementers can identify the information, activities, and barriers to be removed in order to achieve the target behavior change. When the SMR social marketing team started to initiate the conservation program in Suyac Island, the mindsets of the residents were not always positive about it. They developed a ToC diagram to analyze their target audience. This provided them with what the target audience should know, feel, and talk about to change their mindsets on the project, thus creating an enabling environment for the behavior change to take place.



FIG. 6. Theory of Change diagram developed by RARE for community-based conservation programs.

c. Promoting Innovation and New Projects

Social marketing can also be used as a tool to encourage support from the stakeholders for new projects or innovation. In the case of Sagay Marine Reserve in Negros Occidental, they developed Suyac Island Mangrove Ecopark as an extension of the campaign in 2014. At first, the residents of the island were hesitant to support this project, however, through the social marketing campaign, they were able to get the people to rally behind their advocacy. At present, the Suyac Island Eco-Tourism Association (SIETAS), together with the local government, and the SMR Protected Area Management Board (PAMB), is now managing the ecopark.



FIG. 7. SIETAS Member tour guiding the guests around Suyac Island Mangrove Ecopark. Photo by ZSL.

4. Impacts of Social Marketing

As a campaign that deals with human behavior, its impact is not something that can be noticed immediately like other interventions such as workshops and infrastructure establishment.

Post-assessment surveys, which are usually done 6-12 months after the intervention, can only measure the short-term effects of the campaign to the people. This should not be the sole basis of its success. Implementers should also look at the long-term impacts (2-3 years after the campaign) and its positive changes to the people as a community.

a. Social

Social impact is probably one of the most observable long-term effects of a social marketing initiative. As a social intervention, this is the primary target of the campaign – the people and how they behave as a community. The local community members of Suyac Island in Sagay Marine Reserve started reacting positively towards LGU-led programs concerning the rehabilitation and conservation of their island after one year of implementing the campaign. The residents who used to be passive about conservation programs became more proactive on issues affecting their island e.g. solid waste management and illegal fishing practices.

b. Economic

Social marketing can also bring positive economic impacts to the community. Alternative livelihood programs and additional sources of income can be part of the barrier-removal strategy to make it easier for people to change their behaviors.

The economic impact of social marketing is any effect of the intervention that helps improve the people's quality of lives. When social marketing was conducted in Suyac Island, one of the barriers that were identified was the lack of alternative sources of income of the residents, pushing some of the fisherfolk to resort to illegal fishing practices. As one of the barrier-removal strategies, they established a community-based mangrove ecopark on the island. Despite opening the island for tourism, the local government unit of Sagay ensured the regulation of the volume of visitors and tourists coming in, following the "low volume, high quality" principle of tourism.



FIG. 8. SIETAS Members welcoming the guests to the Suyac Island Mangrove Ecopark. Photo by ZSL.

c. Environmental

The main goal of the campaign is for the stakeholders to have a sound mindset and positive attitude towards the environment that eventually benefits the conservation efforts. This is probably the ultimate impact for this will result in behavior change directly affecting the protected area. It can be an increase in mangrove cover or improved coral health. After conducting the social marketing campaign in Amlan, Negros Oriental, the Marine Environment Resources Foundation (MERF), who partnered with their social marketing team, noted that there was an increase in the coral cover and fish biomass when they conducted their post-campaign assessment of the Tandayag Marine Sanctuary.

B. CORE ELEMENTS OF SOCIAL MARKETING

1. Specific Target Audience

As a targeted communication campaign, SM has to identify the target audience. All the marketing materials and activities are designed based on who the target audiences are. They can be the ones who are causing the problem or those who can prevent the problem from happening. They can also be classified based on their profiles such as age, occupation, or role in the community.

For example, Taklong Island National Marine Reserve in Nueva Valencia, Guimaras identified their target audience as the following: local community, fisherfolks within the protected area, resort-owners, and tourists. These groups have different roles thus they have different objectives and target behavior change.

TABLE 1: Target audience for the social marketing campaign of TINMR.

Target Audience			
Local communities	Fisherfolks within PA	Tourists and Visitors	Resort Owners and Boat Operators
Objective			
Explain the importance of conservation and protection of species within the PA as indicated by their active participation in various activities.	Express their understanding of the importance of marine conservation and protection during meetings as indicated by their joining in the PO organization and compliance to laws and related policies.	Demonstrate responsible tourism to lessen the impact of damage on the environment and natural resources as indicated by their compliance to PA's rules and regulations.	Commence the practice of green and eco-friendly resort and hotel management and sustainable tourism as indicated by introduction of waste-reducing innovations

2. Knowledge, Attitude, and Practices (KAP) Surveys

A KAP survey is a form of assessment used to identify the target audience's level of knowledge, attitude, practices, and media exposure regarding the program. This will measure the general perception on a specific problem, e.g. biodiversity, marine pollution, and climate change. A KAP survey is done before the campaign as baseline and after the campaign as a form or assessment. This can be supplemented by Focus Group Discussions and in-depth interviews with selected members of the target audience.



FIG. 9. Sagay volunteers conducting KAP surveys in Suyac Island for the social marketing campaign of Sagay Marine Reserve in 2012. Photo by Sagay City Information and Tourism Office.

3. Intervention Strategy

This will be the action that has to be taken in response to the identified problem. After gathering and analyzing the result of the KAP survey, the intervention strategy will be materialized starting from the concept planning to execution. The intervention strategy should be designed based on the target audience and the available information (from the KAP survey) about them.

- SMR conducted a Kids Marine Camp for the Suyac Junior Eco Patrol about marine environment.
- iMPA team conducted the Advanced Fishery Law Enforcement and Enhancement Training (AFLEET) among members of the MPA enforcement team in Ajuy, Iloilo.



FIG. 10. Suyac Junior Eco Patrol during the Kids Marine Camp in Sagay Marine Reserve. Photo by Sagay City Information and Tourism Office.

FIG. 11. Oathtaking of AFLEET graduates as Deputized Fish Wardens (DFW) as endorsed by BFAR. Photo by ZSL-iMPA Project.



C. KEY SOCIAL MARKETING TERMS

1. Audience Orientation

It is the process of getting into the minds of the target audience to design the campaign from their point of view. Understanding the target audience involves getting to know their insights about a certain topic, their motivations, challenges, and main sources of information. An audience profile can be done to create a persona for the target audience.

BOX 3. Sample Audience Profile from Sagay Marine Reserve (SMR)

- 25 years old and above, fishing is their main source of livelihood
- Children with ages 10 to 12 years old who can be Junior Eco Patrol
- Majority of the residents are Roman Catholics and believe so much on religious leaders.
- Most of them have no other source of income
- They are aware of the MPA but some could not feel the benefits.
- Most of them can be influenced by their children.

2. Audience Segmentation

This is the process of dividing a larger audience into groups to design a more targeted campaign appropriate to the audience group. Segmentation can be based on a common socio-demographic category or common behavior change target. For example, Amlan's campaign focused on their 2 MPAs – namely Tandayag MPA and Bio-os MPA. They created a campaign that tackled the role of the fisherfolks (to comply with the rules and regulations) and the community members (to report intrusion). To create a more specific campaign, they divided the target audience into those two audience groups. But since they were dealing with 2 MPAs, they divided it further based on their location to ensure that the campaign was appropriate for each of the audience groups.

3. Product

In business, the main goal of marketing is to convince the people to buy the product. Similar to social marketing, the campaign is all about influencing the community to change their behaviors that will solve the problem of the community. In the case of Amlan, one of the products of the campaign was to encourage the community to report illegal fishing practices, thus strengthening the law enforcement in the MPA. While in Sagay, the LGU wanted the community members to stop disposing of their garbage in the mangrove areas to keep the marine ecosystem clean and healthy.

4. Exchange

Exchange is the price that one has to pay or give up for the behavior change. In commercial marketing, people pay monetary value for the goods that they purchased or services they availed while in social marketing, the exchange can be the resources such as time or energy that they have to give up in achieving the behavior change (Lee and Kotler, 2007). It can also be opportunities that they will be missing. The key is for the implementers to make it cost-efficient for the audience by reducing the cost of the behavior change. This can be done by providing them with solutions to make it easier for them to adopt the behavior change or removing the barrier that has been keeping them from doing the desired behavior.

TABLE 2: Benefits and exchange of a behavior change in the case of SMR campaign.

Benefits	Costs
<ul style="list-style-type: none"> • Assurance of long-term benefits of a healthy marine protected area • Elevated social status (Example: Recognition of local leaders and stakeholders) • Social conformance (Example: Bayanihan among island residents) • Pride of community (Example: Recognition by the City and National Agencies, awards) 	<ul style="list-style-type: none"> • Potential loss of income because of selective collection of gravid and non-gravid blue crab • Additional policy for the residents to follow (regarding solid waste management program) • Potential strained in the relationship between violators and enforcers

5. Competition

Competition in terms of social marketing are the behaviors that people were more used to or preferred to than the target behavior. For example, Amlan's target behavior change for the community members was to report intrusions, the competing behavior was the community being passive about it. In SMR's case, their main goal was for Suyac's residents to practice proper solid waste management and the competing behavior was for them to continue their unhealthy practice of throwing garbage into the ocean. Competition in social marketing is defined as the variables or instances that can hinder the people from adopting the new behavior. By understanding the competition, implementers can present the behavior change as more desirable by focusing on the consequences of the competing behavior. People tend to act more in response to a loss rather than their gain. For example, highlight the loss of fish stocks in the future if they continue practicing illegal fishing activities in the MPA, or the consequences of throwing garbage into the ocean such as harmful effects to coral reefs or lowering the tourism value of their mangrove forests.

6. Diffusion of Innovation

This is a theory that explains how and the rate at which an innovation or new ideas are being adopted by different members of a social system. According to this theory, members of a social system or a community have different adoption rates. People who are more willing to try innovation have different adopting behaviors from those who adopt on the latter stage. When planning for a social marketing campaign, it will be helpful to consider the characteristics of each adopter category. These characteristics can be facilitating and hindering factors for them to reject or accept a new idea. Understanding the usual flow of diffusion can be helpful to identify what strategy to use for a certain target audience.

A social system can be grouped into five (5) adopter categories based on their adoption rates (Rogers, 1995). Different adopter categories have different adopting behaviors, thus appealing to each requires different strategies as well.

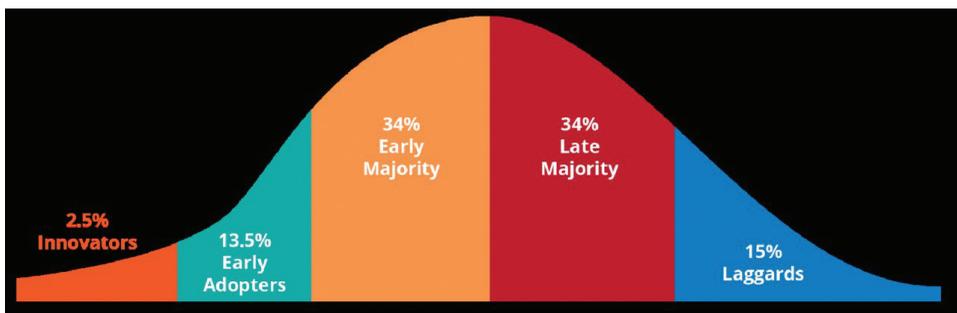


FIG. 12. Diffusion of Innovation curve showing each category in a social system.

TABLE 3: Strategies and Characteristics of each Adopter Category according to Rogers (1971).

Categories	Characteristics	Strategies
Innovators	They are usually the first ones to try the innovation and adopt it. They are adventurous and more willing to take risks than the rest of the community members.	They do not need a lot of convincing so there might be no need to exert too much effort and resources on them, but their experiences can serve as examples to other categories.
Early Adopters	They are usually opinion leaders and are also willing to embrace the change. Although they are open for new ideas, they are more discreet to taking risks than the innovators.	Only a minimal amount of persuasion is needed for them. Giving them manuals and instructions on how to do or use the innovation can be enough for them. They can also be of help in influencing other groups since they are leaders and can serve as influencers.

Categories	Characteristics	Strategies
Early Majority	They can be open for change but need more information about the innovation. This group will need most of the convincing efforts since a large portion of the population belongs here.	Information about the benefits and success stories and testimonials from other people can help this group decide whether they want to accept or reject the new idea.
Late Majority	They view innovations with a little skepticism and need more information and time to adopt it. Although there is still a big possibility that they will accept the new idea, they can be a little hesitant because of the fear that it might fail or affect them in a negative way.	Aside from knowing the benefits of adopting the innovation, peer pressure from other groups can also help the late majorities to change their behaviors.
Laggards	This group tends to stick to the usual and value traditions highly. They have a hard time accepting new ideas and can be a little stubborn.	They need statistics and hard facts about how people are adopting to convince them. Pressure from other members of the social group can also be used to influence this group.

Overview of the Social Marketing Process



FIG. 13. Phases of a social marketing campaign based from the SM Lite developed by the ACCCOAST project.

CHAPTER
3**ESTABLISHING THE SOCIAL MARKETING TEAM***Learning Objectives*

At the end of this chapter, the participants should be able to:

1. Understand the process and criteria of organizing the SM team;
2. Identify the skills, capacities, and knowledge needed to conduct the SM campaign; and
3. Appreciate the importance of establishing the SM team.

Topic Outline

- Team Member Selection Criteria
- Relevant Skills and Capabilities
- Commitment Expectations
- Formalization of Team Partnership

A. SELECTION CRITERIA OF THE SM TEAM MEMBERS

Choose representatives from different sectors (e.g. youth, LGU, academe, community) to be involved in the campaign. In choosing the campaign team members, consider people working on the following areas of expertise:

- Information and Communication – Since this is a communication campaign, staff working in the information and communication department is an ideal team member because of their skills (in creativity and messaging) and existing projects.
- Environmental Science – Technical information will be communicated as well so consider having someone with enough technical knowledge on the conservation project.
- Community Organizing – It is also important to involve members of the community or staff who are already organizing the community to get a better insight on their current knowledge, attitude, and practices and how to improve them.
- Existing initiatives related to the campaigns

B. CONSIDER RELEVANT SKILLS AND CAPABILITIES

The following skills should also be considered:

- Management/Leadership
- Organization
- Problem-solving

- Data Analysis
- Communication Skills
- Creative Thinking Skills

C. SET COMMITMENT EXPECTATIONS

Since most of the team members are required to perform other tasks aside from the campaign, consider the members' workload and amount of time they can commit to the execution of the campaign. It is advisable to choose staff members whose current function or work is related to the campaign, that way it will not have to be an additional task to them.

D. FORMALIZE TEAM AND PARTNERSHIPS

This will ensure active involvement of the members of the team and of any chosen partner agencies. Having a special order or MOA can help formalize their commitment and participation to the campaign. It will also be helpful to prepare a social marketing orientation to be presented to the top local officials which would explain the concept of social marketing, its impacts, and roles of the community, for better buy-in. However, team formalization is not necessarily needed especially when there is already an existing practice regarding special projects on the site. In the case of both SMR and TINMR, team members were pre-selected to attend a social marketing workshop and were assigned to be the official members of the social marketing team even without MOA or EO.

Other notes to consider in forming the social marketing team:

- Include some members of the community in the team even as a second liner (from POs or barangay officials)
- Consider getting volunteers (youth volunteers, student volunteers, etc.)
- Try to explore partnerships with private sectors especially for their corporate social responsibility

BOX 4. Establishing Social Marketing Team in Sagay Marine Reserve

When Sagay Marine Reserve formed their social marketing team, the core members were from the LGU (Tourism and Sagay City Environment and Natural Resources Office) and Museo sang Bata sa Negros, a non-profit foundation. Although coming from different departments can be a challenge for the team especially because of their schedules, this provided them with different sets of competencies and perspectives, which enabled them to work efficiently in different aspects of the campaign.

One of them was from the museum who was assigned in education and training, one was a community organizer, and other members were from the tourism office who took care of the communication aspect of the campaign. It also helped that the team members shared the same level of commitment for the cause of the

campaign. As the campaign progressed, they were able to involve other individuals in the team such as teachers from Old Sagay Elementary School for the Suyac Junior Eco Patrol, and a resource person from Northern Negros State College of Science and Technology (NONESCOST) who was in charge of the technical training of the campaign ambassadors.

Another opportunity for the team was having strong support from the local chief executives as the mayor at that time was pushing to develop Suyac Island. The team were also able to build on the projects that were already in place even before the campaign. Museo Sang Bata was already conducting information and educational projects about the protected area's marine ecosystem, while the Sagay Marine Reserve's management was already doing community organizing work in the island. The team utilized these existing programs in the campaign that they developed. Since most of their roles in the campaign were related to their responsibilities, the team did not have to formalize it through any official agreements.

CHAPTER
4**DEFINING THE PROBLEM***Learning Objectives*

At the end of this chapter, the participants should be able to:

1. Familiarize on the process of defining the problem using problem tree analysis and threat-ranking methodology;
2. Define a communication-related problem;
3. Identify the target audience of the SM campaign;
4. Understand the phases of behavior change; and
5. Formulate problem statement.

Topic Outline

- Problem Definition
- Threat-Ranking
- Communication-related problem
- Target Audience Identification
- Behavior Change Continuum
- Problem Statement Writing

A. DEFINING A GENERAL PROBLEM

When defining the problem, start by identifying a broader issue and narrow it down to a specific cause. For example, while Sagay Marine Reserve identified the solid waste issues in Suyac Island as their main problem, they were able to narrow it down to the lack of a solid waste management system in the area through a Focus Group Discussion with the community members.

The problem tree analysis method allows the team to look at a general problem and break it down into simpler problems. The problem tree diagram can also pinpoint the direct causes and effects of the problem and their inter-relationship with each other.

To create a problem tree analysis diagram, these are the five steps that should be followed (Aliyu, JA et al., 2010):

1. Identify all the existing general problems.
2. Choose a main problem for the analysis.
3. From the main problem, list down all the direct causes of the problem. For each cause, try to write down all their direct causes as well.
4. Back to the main problem, list down all the direct effects of the problem and try to continue to do the same for each effect based on the available information.
5. Review the problem tree and its validity and make necessary adjustments.

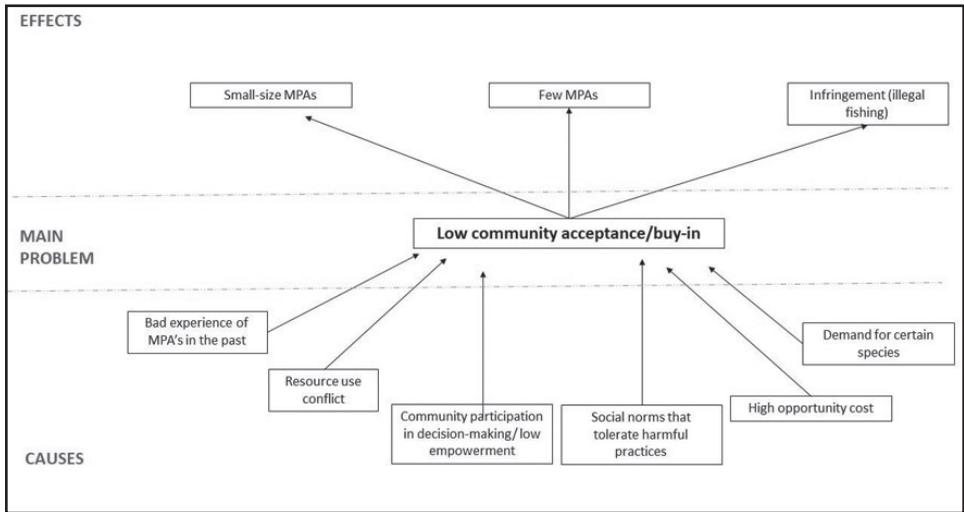


FIG. 14. A portion of the problem tree diagram of the iMPA team using the problem tree analysis.

B. RANK THE EXISTING THREATS

One way of identifying which of the problems should be prioritized is through threat-ranking. After the general problem was narrowed down and branched out to more specific problems, the team can list all of them and rate them based on their scope, severity, and irreversibility. Through this the team can focus on the most pressing problem at hand.

TABLE 4. Results of the threat-ranking activity of the TINMR Social Marketing team in 2017.

Threats	Scope <i>Proportion of the overall area likely to be affected within given time frame by a given threat</i>	Severity <i>The level of damage expected within the time frame</i>	Irreversibility <i>The importance of taking immediate action to counter the threat</i>	Classification (SUM = SUM/3)
Dynamite fishing	2	2	3	2.3
Solid wastes	1	1	1	1
Hunting	1	1	1	1
Gillnet, compressor, scare fishing	2	2	3	2.3
	Very High (4): 71-100% High (3): 31-70% Medium (2): 11-30% Low (1): 1-10%	Very High (4): reduce population by 71-100% within 10 or 30 years High (3): 31-70% Medium (2): 11-30% Low (1): 1-10%	Very High (4): > 100 years High (3): 21-100 years Medium (2): 6-20 years Low (1): 0-5 years	

C. FOCUS ON COMMUNICATION-RELATED PROBLEMS

Another thing to take note is if the problem identified can be solved by a social marketing campaign. Social marketing deals mainly with communication techniques used to change the behavior of the target audience, making it necessary to select a problem that can be solved by communication. Communication-related problems are those that can be solved by increasing awareness, encouraging participation, change of perception, and adoption of innovation. These are gaps that can be addressed by an effective communication campaign. If the problem is simply focused on lack of funds or the availability of materials, a social marketing campaign may not be the appropriate solution for it. To make sure that it is a communication-related problem, try to ask if the identified problem can be solved by improving the people's level of knowledge, attitude, and interpersonal communication (or dialogue in the community).

In the case of SMR, they identified the solid waste management on the island as their main problem which was caused by the irresponsible garbage disposal by the residents. Since the problem was caused by the community and their lack of awareness and indifferent attitude towards the environment, this was the gap that the team identified where a communication campaign can fill in.

D. IDENTIFY THE TARGET AUDIENCE

When selecting the target audience, consider the relationship of the people to the problem. The target audience of the campaign can be the group of people who are causing the problem or those who can do something in solving it. In solving the solid waste management problem in SMR, the target audience selected were the fisherfolks and the community members of Suyac Island. Meanwhile in Amlan, they conducted a campaign to get the community members to report illegal fishing activities to solve the MPA intrusion problem.

E. IDENTIFY THE CURRENT BEHAVIOR CHANGE PHASE OF THE TARGET AUDIENCE

More than just a communication campaign, social marketing is all about rallying and calling people to act. This is the reason why behavior change principles should be applied in this campaign. The behavior change continuum is the process by which an individual has to go through different stages to start or stop a habit (Zimmerman et al., 2000). In identifying the problem, it is very important to identify where the people are in the behavior change process to get a better idea of the problem and craft a more effective strategy.

TABLE 5. Characteristics and strategies of phases of behavior change continuum according to Zimmerman et. al., 2000; Tabor and Lopez, 2004.

Phases of Behavior Change Continuum	Characteristics	Strategies
Pre-contemplation	This is the stage when a person is not interested in changing anything. This may be the part where they are in denial that something is wrong or not aware at all that there is a problem.	This is the best time to present the benefits of changing the behavior or the cost of not going through the process of behavior change.
Contemplation	This is the stage when a person is starting to make a decision by weighing the risks and costs of making the change.	This stage is where they need to know the available support system for them. It is also the best time to present the barriers and misconceptions to achieve the desired behavior.
Preparation Stage	After contemplating, the person will start to make small actions towards the change. Small steps such as identifying a realistic goal and a timeline usually happen in this stage.	This is when the concrete action plan should be provided for them to help them visualize the behavior change process. It is also important to maintain their interest to make sure that they will push through the action stage.
Action Stage	This is usually where the actual desired behavior change is taking place.	Since behavior change is already happening by this time, it is important to provide positive reinforcement to sustain the engagement.
Maintenance and Relapse Prevention	This stage is when the person is actually doing the desired behavior but is trying to keep it in the long run. The key to this part is the sustainability of the behavior change to consider that the behavior change is successful.	At this point, most of the strategies should focus on sustaining the behavior change and providing more platforms to prevent the person from relapsing.

F. WRITE THE PROBLEM STATEMENT

Problem statement is the short description that summarizes the problem and how the team plans to solve it. To write the problem statement, consider including the following:

- A background and rationale or the reason for conducting the social marketing campaign
- Problem /issues/ concerns to be addressed

- Current condition of the Knowledge, Attitude, and Practices related to the problem and phase in behavior change continuum
- Target audience
- Goal of the campaign

BOX 5. Sample Problem Statement from Sagay Marine Reserve (SMR)

[Background] Suyac Island is part of the Sagay Marine Protected Area which is known for the century mangroves and their abundant crabs.

[Problem] The biggest problem in the island is that they have no proper waste management and some community members in the island looked at MPA (Marine Protected Area) in a negative light. It is a challenge to motivate Suyac community to have a clean and healthy environment and to have a positive outlook on the MPA considering some issues in the Sagay Marine Reserve.

[Current Conditions] The community of Suyac is very much aware of the marine protected area but most of the fisherfolks do not have a sense of stewardship and acceptance of the marine protected area and conservation program. They do not know the detrimental impact of throwing wastes to the ocean. At present, they are also not aware of proper solid waste management methods and practices.

[Target Audience and Goal of the campaign] To solve this, there is a need to promote active involvement of the fisherfolks on the protection and conservation of MPA and education on proper waste management among the residents of Suyac Island.

CHAPTER
5**DIAGNOSING THE PROBLEM***Learning Objectives*

At the end of this chapter, the participants should be able to:

1. Define the Theory of Change;
2. Familiarize with the concept and components of ToC;
3. Develop their own ToC diagram;
4. Understand the process of conducting Knowledge, Attitude, and Practices Survey, Focus Group Discussion, and Key Informant Interview;
5. Develop the KAP questionnaire;
6. Familiarize with the process of analyzing the KAP data; and
7. Identify how the data can help the team plan and design the campaign.

Topic Outline

- Theory of Change
 - Theory of Change definition
 - Theory of Change components
 - Theory of Change diagram
- Audience research
 - Knowledge, Attitude, and Practices Survey
 - Sample Size Identification
 - Research Instrument Development
 - Survey Planning
 - Recruitment of Enumerators
 - Conducting Survey
 - Data Analysis
 - Data Interpretation
 - Focus Group Discussion
 - Develop the Research Design
 - Data Gathering
 - Data Analysis
 - Key Informant Interview

This part is all about understanding the threat by examining what the target audience knows, feels, and does in relation to the problem and the process of changing their behaviors. The diagnosis of the problem is divided into two very important processes – Theory of Change and audience research.

A. THEORY OF CHANGE (ToC)

1. Definition of Theory of Change

Generally, Theory of Change is defined as the participatory process of identifying the goals and the conditions to meet the target outcomes in a causal pathway to map out their relationship with each other. Interventions will be identified and planned based on each target outcome to bring about change. (D. Taplin & H. Clark, 2012). This is a planning tool that can also be used in monitoring and evaluation as each outcome should be assigned with one or more success indicators.

Based on RARE's continuous research, they developed a Theory of Change model for community-based conservation initiatives. They believe that humans can change their behavior if they know the benefit of changing it and by providing them an enabling environment to do it. The enabling condition is all about providing the necessary knowledge, attitude, and dialogue, as well as removing the barriers to achieve the desired behavior and conservation result. The ToC diagram serves as the roadmap of change to achieve the desired behavior. This will help the implementers visualize the intervention by looking at the targets and the needed conditions for each target to be achieved. It is also important to develop objectives for each ToC component and set specific targets and success indicators (Rare, 2014).

2. Components of Theory of Change

RARE's Theory of Change has seven components (RARE, 2014):

- a. **Knowledge** –This is what the target audience should know to be able to change their behaviors. This is usually the first step in facilitating a behavior change among the target audience. Identifying what the audience already knows and what they need to know is very crucial to design a social marketing campaign.
 - What do the target audience need to know?
 - What do people in the community already know about the Conservation Target, the threat behaviors, or the alternatives to those behaviors and benefit exchanges?
 - What knowledge is needed to increase awareness and help shift attitudes?
- b. **Attitude**- This is their belief and general feeling towards the desired behavior. To be able to change, it is also important to identify what the target audience should feel about the issue since they usually behave based on what they feel.
 - How does the community and the target audience feel about the threats and the Conservation Target?
 - What shift in attitudes do the target audience need to experience?
- c. **Interpersonal Communication** – The behavior change can also be greatly affected by what the people around them talk about. Creating a conversation

about the desired behavior or the conservation result means increased awareness. If people will start discussing the issue, it will be easier to introduce the idea of behavior change. The key is to identify what kind of discussion will trigger the desired behavior.

- What do they need to talk about?
- What do the target audience have to discuss and hear from their peers, respected community members, and family?

d. Barrier Removal – In changing a behavior, there can be factors or barriers that can be stopping them from doing it. Barrier-removal is all about identifying what can help them change their behaviors. It can be by providing them with a system or a structure that can make it easier for them to decide to change. It can also be by literally eliminating a barrier that is making it difficult for them to adopt the target behavior.

- What keeps them from doing the desired behavior and how can it be eliminated?
- What are the perceived benefits to individuals if they change their behavior?
- What alternate behaviors or actions might be proposed in place of the threat behavior?
- What barrier removal strategies exist (ie. alternative livelihoods, incentives, enforcement tools)?

e. Behavior Change – If a certain conservation issue is being caused by the people's behavior, then changing the behavior can be the solution to that problem. Identifying the behavior that is causing the problem is the key to solving it.

- What are the current destructive behaviors that need to change?
- What is the desired behavior?
- Who is the target audience?
- Does baseline data exist for this group?

f. Threat Reduction (TR) – This is usually the root of the problem and what keeps for the conservation result to be achieved. The key is to focus on threats caused by destructive behavior to make sure that changing that behavior can reduce the threats.

- What are the threats to the desired conservation result and how to reduce them?
- Can the threat be reduced by changing human behavior?
- Are there any human and financial resources available to make a meaningful difference on this threat?
- Is this the most critical threat at the site? If not, will reducing this threat still have an impact?

g. Conservation Result (CR) – As part of a conservation program, conservation result is the main goal of the campaign. This is the general vision that the implementers and the people should have for their community.

Make sure that there is an existing baseline information about this to ensure easier to measure the pre and post campaign results.

- What is the desired conservation result?
- Is it a high priority for biodiversity conservation?
- Does baseline data exist on its current state?

3. Theory of Change Diagram

Steps in Creating the ToC Diagram:

1. Set the conservation results. Specific targets can be added later but make sure that baseline information for the CR is already available.
2. List down the threats to achieve conservation results and state how to reduce them. Make sure that the threats are caused by improper practices or behaviors and not by natural causes.
3. Identify the target behavior for the audience to reduce the threats. It can be something that they should start doing to address the threats or practices contributing to the threats that they should stop.
4. Enumerate what kind of information should the target audience know to be able to have an informed choice in changing their behaviors.
5. Find out the current attitude of the people towards the issue and the target attitude to facilitate behavior change.
6. Identify the things that the community should be talking about to shift the conversation about the behavior change in a more positive way.
7. List down programs or interventions that can be done to make it easier for the target audience to change their behaviors.



FIG. 15. Theory of Change diagram by RARE

TABLE 6. Example of a Theory of Change Diagram.

Knowledge	Attitude	Interpersonal Communication	Barrier Removal	Behavior Change	Threat Reduction	Conservation Result
Increase the level of knowledge of the community members regarding the following: Importance of mangroves in the community. Consequences of cutting-down mangroves.	Increase the number of community members who believe that mangroves play an important role in the environment.	Increase the number of people in the community who talk about the importance of mangrove forests.	Formation of a task force to monitor the mangrove forest. Development of a simplified system of reporting mangrove-cutting incidents.	Residents will no longer resort to mangrove wood harvesting.	Decrease the number of mangrove-cutting incidents.	10% increase in mangrove cover.

Knowledge	Attitude	Interpersonal Communication	Barrier Removal	Behavior Change	Threat Reduction	Conservation Result
How mangroves can contribute to combat climate change. Impacts of cutting down mangroves in their community.		Increase the number of community members who talk about the consequences of continuous cutting down of mangroves . Increase the number of community members who talk about the impacts of cutting down of mangroves to their community.	Establishing a mangrove ecopark manage by the community to create an alternative livelihood opportunity. Development of a local policy regarding mangrove-cutting.			

B. AUDIENCE RESEARCH

In general, when implementing a campaign, whether it is a social marketing or in a commercial setting, implementers tend to stick to what worked before or to what they think will work based on previous experiences. When a group of people with almost the same background and expertise try to design a campaign or a project intended for an external audience, the tendency is to look at it from their point of view. This can be a common mistake, especially in social marketing. With the product or the output in mind, it can be easy to design a campaign that can deliver the goal. But the danger in a product-focused design is how it usually fails to uncover the real gap or problem that the goal of the campaign can provide a solution for. This is the reason why there is a need for an audience research before planning the campaign.

There are different ways to conduct audience research. These will be helpful in developing messaging, creative briefs, and the campaign plan.

1. Knowledge, Attitude, and Practices Survey

A KAP survey is used to get quantitative data about the audience’s current knowledge, attitudes, and practices to identify the gaps wherein the communication interventions can fill in. The KAP survey data identifies the audience’s level of exposure and perceived credibility of different kinds of information sources. In social marketing, a KAP survey served both as a guide in planning the intervention and as a tool to assess and evaluate the success of the campaign. As an assessment tool, a KAP survey can provide baseline data for the campaign on target audience’s current knowledge and behavior. At the end of the campaign, another KAP survey will be conducted to identify the behavior of the people and how the intervention affected it. Comparing pre and post campaign KAP surveys can be one way of measuring the change in behavior.

a. Determine the sample survey size

The sample size is a portion of a whole population of the target audience. Determining the right sample size will ensure the surveyors that the information gathered statistically represents the whole population. The bigger the population size, the bigger the sample size should be. To determine the right sample size, here are the considerations (Israel, 1992):

- Margin of Error – The range between the real value would most likely fall if the whole population is to be surveyed. Often expressed as $\pm n$ percent (example $\pm 5\%$ which means the range will be the value minus 5% or plus 5%)
- Confidence Level – This is the level of how accurate that the result is close to the true value.

Although there are various ways of determining the sample size, there are 2 strategies that can work best for a KAP survey:

- Using Census for Population less than 200
A census means gathering information from the whole population size. This only works in the case of smaller population size (e.g less than 200) since it can be expensive and time-consuming. The advantage of using census is getting more accurate information about the target audience.
- Using Published Tables
In the case of bigger population size in which census may not work, there are available published tables which can help the team determine the sample size based on the population size, confidence level, and margin of error. Take note that the higher the confidence level and lower margin of error, the higher the sample size will be. (See Appendix 2)

b. Develop the research instrument

In developing the research instrument or questionnaire, it is important to go back to the Theory of Change and try to gather as much information related to the desired knowledge, attitude, interpersonal communication, and behavior change that were indicated there. Make sure that the questions in the research instrument can reveal the baseline information needed in the ToC Diagram. A pre-KAP survey will be the basis of the specific objectives and targets of the campaign so it is very important to design it in line with the target outcomes. These will be the same set of questions that will be asked in the post-KAP survey as well. (See Appendix 3 for a sample KAP questionnaire.)

Types of Survey Questions:

- Multiple Choice – This type can be used for the socio-demographic questions to provide pre-determined classifications. This can also be used to determine their level of knowledge on certain issues. However, it is important to combine other types of questions to reduce the risk of the participants just guessing the answers.

Example of a multiple-choice question used in socio-demographics part:

What is the main construction material of your house?

Mostly wood Wood and concrete

Do not know/not stated

- True or False – These are the questions that can help determine what people know or how people feel regarding a certain issue. These can be used for knowledge parts to gauge what they think of the statements given.

Example of a true or false question used in knowledge part:

There is a formally recognized Management Committee overseeing the MPA.

True False

- Likert Scale – These are rating scale types of questions to determine one's attitude towards a certain statement. Likert scale can be used to measure frequency, quality, intensity, agreement, approval, awareness, importance, and satisfaction regarding an issue. Use likert scale questions in attitude, practices, interpersonal communication, and media exposure parts of the questionnaires.

Example of a likert scale question used in attitude part:

I strongly support the activities and programs related to the management of the MPA.

Strongly agree

Agree

Disagree

Strongly disagree

Not sure

- Open-ended – Use open-ended questions to identify what the audience specifically thinks or know about a certain topic. This can be used in the knowledge part to reduce the risk of false impression by guessing. Just be careful not to use this too often because people do not want to answer questions that will make them think too much or questions that can take too much of their time.

Example of an open-ended question used in knowledge part:

What do you think is meant by climate change?

Parts of a KAP Questionnaire:

- Socio-economic and demographic
- Housing characteristics and locations
- Knowledge of environmental issues
- Current attitude towards environmental issues
- Current dialogue/conversation regarding environmental issues
- Current practices regarding environmental issues
- Trusted sources of information and media access and exposure
- Flagship Species (the species that can represent the protected area)

TABLE 7. Sample questions for each ToC component.

ToC Component	ToC Target	Survey Questions
Knowledge	Increase the level of knowledge of the community members regarding the importance of mangroves in the community.	From the choices below, select all the benefits of having a healthy mangrove forest. <input type="checkbox"/> Protection from strong waves <input type="checkbox"/> Source of timber and plant products <input type="checkbox"/> Nursery for fishes <input type="checkbox"/> Livelihood <input type="checkbox"/> Tourism <input type="checkbox"/> Others (please specify) _____
Attitude	Increase the number of community members who believe that mangroves play an important role in the environment and should not be cut down.	From 1 to 5 (5 being the highest), rate the importance of mangroves in your community.
Interpersonal Communication	Increase the number of people in the community who talk about the importance of mangrove forests.	In the past 6 months, have you talked to anyone about any of the following? <input type="checkbox"/> Management of the mangrove forest <input type="checkbox"/> Ways to keep the mangrove forest healthy <input type="checkbox"/> Importance of the mangrove forest in the community <input type="checkbox"/> Threats to the mangrove forest <input type="checkbox"/> Policies and special orders regarding the ecopark <input type="checkbox"/> No, I have not talked to anyone about any of these
Barrier Removal	Development of a simplified system of reporting mangrove-cutting incidents.	What would make it difficult for you to report a violation of the area’s regulations? <input type="checkbox"/> No identified person to report <input type="checkbox"/> No clear system of reporting <input type="checkbox"/> Fear of the consequences of reporting <input type="checkbox"/> Others (please specify) _____

Behavior Change	Residents will no longer resort to mangrove wood harvesting.	Rate your involvement in any activity regarding mangrove forest protection in your community. (From 1 to 5, with 5 being the highest)
Threat Reduction	Decrease the number of mangrove-cutting incidents.	In a month, how often do you hear about mangrove-cutting incident in your community? <input type="checkbox"/> Once a month <input type="checkbox"/> 2-3 incidents per month <input type="checkbox"/> More than 4 incidents per month <input type="checkbox"/> I have not heard any incident of mangrove-cutting

Things to remember when developing the questionnaire:

- Write the questions in the target audience's local language or make sure that it can be easily understood.
- Use simple words. If there are words that are too technical or hard to understand, make sure that there will be someone to explain it, or in the case of self-administered surveys, prepare an extra page to define those words.
- If possible, make the questions short and straight to the point.
- Include repeated questions by rephrasing them to validate their answers.
- Keep the questions as neutral as possible and avoid leading questions.

c. Create a survey plan

Before conducting the survey, it is important to plot the flow of the survey through a survey plan. Through this, implementers can visualize how the survey will run, and the resources that they will be needing to complete it. This will also save the team some time in going back and forth to the community because of the availability of the respondents. Make sure that the plan is realistic especially when it comes to the budget and timeline of the survey.

Parts of a Survey Plan:

- Introduction
- Objectives
- Sampling Design (Sampling frame, Data collection, Data triangulation, Data processing and analysis)
- Timeline, taskings, and budget

d. Recruit and orient enumerators

In choosing enumerators for the survey, consider their capabilities, relevance to the community, and the cost. Interpersonal communication skill is very important for the enumerators in order to create a connection with the target audience. The team can also consider getting enumerators from the community so it will be easier for them to get the information needed. If there are limited resources for the KAP survey, the team can consider getting volunteers.

volunteers. In the case of the Sagay Marine Reserve, high school volunteers were trained to conduct the survey.

Whether they are volunteers, staff, or community members, the most crucial part of recruiting enumerators is their orientation. Make sure that enumerators will go through a proper orientation and training on how to conduct a survey.

e. Conduct the survey

This is the actual gathering of information and data from the sample size. Create a survey guidelines to make it more consistent across all the participants.

There are various ways to conduct the survey, but these 2 are the most common:

- Self-administered – The enumerator will only give the questionnaire and explain the instructions, and will let the participant to answer it on his/her own. This will best work if the respondents have no difficulties in reading and writing. Respondents have the tendency to be more honest if they do the survey themselves, but this might not work if the enumerator has limited time conducting the survey.
- Guided Survey – The enumerator will be the one to answer the survey while asking the questions to the participants one by one. Conducting guided surveys can reduce the risk of having too many unanswered items. Respondents can also clarify the questions while answering the survey. Enumerators have a better control of time when they use this method although respondents can be a little conscious with their answers.

Some things to remember when conducting a survey:

- Do it in the participant's natural environment.
- Explain the objectives of the survey or what it is for.
- Explain the instructions clearly.
- Build rapport and try to engage them first in small talks to make them more comfortable.
- Double-check the survey to make sure that they were able to answer all the questions.
- Always be friendly, approachable, and respectful as they may feel intimidated at times which can affect their response to the survey.

f. Analyze the data

Data Collation and Encoding

After conducting the survey, consolidate the data by encoding all the answers. Make sure that the template for encoding the data reflects the questionnaire. The enumerators can probably understand the answers better so consider including encoding in the tasks covered by the enumerators. Just make sure that the template and guidelines for encoding will be consistent across all the questionnaires. Another way to do it is to assign one member as the main encoder.

When the campaign implementers of Amlan conducted their KAP survey, one person was assigned to do all the encoding. While conducting the survey, all the completed questionnaires were submitted to the survey team at the end of the day, validating each with the enumerators right away.

Data Analysis

- Multiple Choice Questions – Count the answer per choice to see how most people answer the question. If the question has an actual correct answer, identify how many people got it which can describe the general knowledge level of the community regarding an issue.
- Open-Ended Questions – List down all the answers and try to group together those with the same themes, then identify the frequency of each answer.
- Likert Scale and True or False Questions – Compare how many people answered for each given choice. It can also help if the choices will be given numerical values, with the middle as 0. This will give the team an idea of the general attitude of the respondents regarding a certain issue (if it is negative or positive, depending on the question).

g. Data Interpretation

Graphs and tables can be very handy when analyzing data. Using tables can arrange and organize the data to see the pattern, while graphs can serve as visual representation of the data which can help one to easily compare and analyze the data.

Results of the survey should be used to generate a survey report. This will help the implementers document the whole KAP survey process. Aside from recommendations, the survey report has to include the highlights of the findings from the survey. For full documentation, challenges and facilitating factors throughout the whole survey process should be written as well.

Translating findings to plan (See Appendix 4 for a sample KAP Analysis with recommendations)

- Use the KAP result to set targets for the ToC diagram. For example, if the target in the Knowledge Level is to increase the community's awareness regarding the importance of mangroves, identify the current level and try to set a realistic target based on that.
- Use the findings to develop the messaging strategy for the campaign by looking at what kind of information is already common and what needs to be popularized more.
- Try to find where the gap is to identify how to effectively address the problem (Ex. Knowledge level can be high, but their attitudes and practices do not reflect it. Campaign should focus more on activities that can drive positive attitude and practices and less on awareness-raising initiatives)
- Look into the respondents' exposure to different kinds of information to identify the channels and medium to be used.

2. Focus Group Discussion

It is a qualitative research method that aims to further understand a certain issue by inviting a group of people to discuss it among themselves. It is a semi-structured form of interview led by a facilitator with a set of guide questions while the answers of the participants can direct the flow of the discussion. This can be a source of qualitative data about the audience by looking for recurring themes based on their answers and discussions. This is a good way to validate some information gathered from the KAP survey.

Steps in Conducting a Focus Group Discussion (Wong, 2008; Nyumba, et al., 2018):

- a. Develop the research design
 - ii. Define the objectives of the discussion - Conducting a focus group discussion starts with identifying the purpose of the discussion. To supplement the KAP, the objective of the FGD can be to verify certain topics from the results. Identify the specific parts of the KAP result that need validation or if there are any other areas of the problem that the KAP results did not cover.
 - iii. Create the guide questions for the discussion - The questions for the FGD should be in support of the KAP questionnaires. This is where the probing and reasoning should happen. Consider asking more open-ended questions and try to ask follow-up questions to get the whole story. Remember to use the questions as a guide to keep the flow of the discussion and not as a script.
 - iv. Select the participants - Participants for FGD should be based on their involvement and knowledge on the topic. Select the participants who can provide more information about the topic and are credible enough to validate the KAP results. The size of the group can vary depending on the goal of the FGD, but the best number is between 6-12 persons. If more people have to be included, consider grouping the participants into sub-groups to keep the number of participants manageable.
- b. Collect the data
 - iii. Prepare for the session - To prepare for the discussion, it is important to carefully select the venue of the FGD. Consider the participants' comfort and accessibility when selecting the venue. Also make sure that it is conducive for a group discussion and free from outside distractions. Participants should also be seated facing each other so they can clearly see and hear each other.
 - iv. Facilitate the discussion - Assign the key roles to the team in facilitating the FGD. A group moderator should be the one to guide the flow of discussion and look after the group dynamics of the participants. Another member should take the role of a note-taker to record the important points from the FGD. It will also be helpful to record the meeting (video or voice recorder) but make sure to inform and get the consent of the participants. Start the discussion with the introduction of the organizers and the participants. Build rapport with the participants as early as possible to make them more comfortable to talk and share their insights. Make sure to state the purpose of the FGD, the information needed from them, and how they will be used. It is important to assure them of the confidentiality of the discussion. During the discussion, try to get them to explain and elaborate their answers to the guide questions.

- c. Analyze the data
- iv. Transcribe the entire meeting - The actual conversation will be the basis of the analysis for the FGD, so it is important to start the analysis process by transcribing the meeting. It is important to keep a recording of the entire discussion and cross-check it with the notes of the note-taker. This process will ensure that all the important points will be documented.
- v. Analyze the data - Analysis of the data can be classified into 2 levels. The first level is by merely describing the flow of the discussion and what were the sentiments and insights of the participants. The second level is where the assumptions can be made based on the recurring themes and creating links based on their answers.

3. Key Informant Interview

KII is a one-on-one interview with a key person that aims to supplement other forms of surveys with more qualitative data. For Amlan's campaign, KII was done by the implementer with a few selected people (bantay-dagat, PO leaders, community members, etc.) to supplement the information from FGD and KAP. To conduct KII, identify at least 1 representative from each of the audience groups to have a one-on-one interview with. This can give more information and real stories about the community that the FGD and the survey were not able to catch.

CHAPTER
6**SETTING THE SMART OBJECTIVES***Learning Objectives*

At the end of this chapter, the participants should be able to:

1. Learn how to develop SMART objectives;
2. Appreciate the importance of clear and specific objectives; and
3. Understand the relationship of the ToC diagram and the campaign objectives.

Topic Outline

Definition of SMART Objectives

- Specific
- Measurable
- Action-oriented
- Relevant
- Time- bound

Write the SM campaign objectives

When developing the SM objectives, it is important to refer to the ToC diagram and create an objective for each of the components. The objectives of the campaign should be aligned with the ToC diagram. The SM objectives will be the basis in developing the core message and the activities of the campaign. Each of the activity and material should contribute to the achievement of the objectives.

Writing SMART Objectives:

SMART stands for Specific, Measurable, Action-oriented, Relevant, and Time-bound. To be able to write a complete objective, consider the following:

Specific – Make sure that the targets indicated are specific including the time the objective should be achieved (when), the people involved in the achievement of the objective (who), and the specific goal to be achieved (what).

Example:

By 2013, SMR will provide an educational training program to 40% of the Suyac island on proper waste disposal and sanitation.

Measurable – It is important that there is a specific way to measure the objectives. This will be the success indicator of the SM campaign. Since pre-KAP and post-KAP are both parts of the social marketing process, comparing the results can be one way of measuring the achievement of the objectives.

Example:

By the end of the campaign, the fisherfolk of TINMR should be able to express their understanding of the importance of marine conservation and protection during meetings by actively participating in the PO and compliance to laws and related policies

(Indicator: Increase of attendance and active participation in meetings and General Assemblies)

Action-oriented – Make sure to clearly state what is expected from the target audience to achieve the objective. In writing the objectives, use verbs or action words that can be easily observed like “enumerate” or “identify” instead of simply putting “know” or “understand”.

Example:

By 2013, 30% of the Suyac island community **will actively participate** in the management of MPA as determined by reports of community behavior.

Relevant – The individual campaign objectives should be relevant to the overall goal of the campaign which is the behavior change and the target conservation result. The key is to always go back to the ToC diagram and make sure that whatever objective it is, it should directly contribute to the achievement of the target and the behavior change.

Time-bound –Make sure to indicate the exact duration when the objectives should be achieved. It can be stated as follows “at the end of the campaign”, or “By the end of [timeline]” to ensure that the scope of measuring the achievement of the objective is defined.

TABLE 8. SMART Objectives based from the ToC Diagram of Sagay Marine Reserve.

ToC Components	ToC Target	SMART Objectives	Measurement Method
Knowledge	Increase in level of awareness on the proper solid waste management practices.	By 2013, 40% of Suyac community can enumerate the different proper waste management practices.	KAP
Attitude	Positive reaction towards proper waste management and sanitation programs	By 2013, 40% of the Suyac community will express support on proper waste management & sanitation programs .	KAP and field observation
Interpersonal Communication	Discuss the relationship between irresponsible disposal of garbage into the sea, health of the marine ecosystems, and climate change.	By 2013, 40% of the Suyac community will talk about the impacts of irresponsible disposal of garbage to the environment.	KAP and field observation

Barrier Removal	Creation of Community Task Force on Solid Waste Management.	By 2013, SMR will provide an educational training program to 40% of the Suyac island on proper waste disposal and sanitation.	Field observation and training records
Behavior Change	Eradicate undisciplined and irresponsible garbage disposal and increase community participation in the proper waste disposal and sanitation.	By 2013, 40% of Suyac island will observe proper waste disposal, biodegradable, and non-biodegradable as part of protecting marine protected area as determined by field observation and reports on community behavior.	KAP and field observation
Threat Reduction	Community no longer throws garbage into the sea.	By 2013, 40% of the Suyac island community will no longer throw garbage into the sea as determined by field observation, survey & reports of community behavior.	KAP and field observation
Conservation Result	Increase in population of crabs or abundance of catch by 5%.	By 2013, an increase of 5% on the abundance of crab catch at Suyac island as determined by the Sagay Marine Reserve crab catch data.	Crab catch data

CHAPTER
7**PLANNING AND IMPLEMENTING THE CAMPAIGN***Learning Objectives*

At the end of this chapter, the participants should be able to:

1. Understand the process of developing and planning the SM campaign;
2. Familiarize with the concepts of messaging, brand identity, flagship species, and channel;
3. Appreciate the integration of concepts of advertising;
4. Learn how to develop their own creative brief, SM marketing mix, and action plan;
5. Identify different activities and materials needed in launching the SM campaign; and
6. Learn from the experience of other sites in launching SM campaign.

Topic Outline

- Campaign Development
 - Messaging
 - Flagship Species
 - Brand Identity
 - Channels
- Campaign Planning
 - Creative brief
 - SM marketing mix
 - Pretesting
 - Cost Estimates
 - SM Action Plan
- Campaign Launch
 - SM campaign launch activities
 - SM campaign materials

A. CAMPAIGN DEVELOPMENT**1. Develop the Messaging****a. Core Message and Supporting Messages**

The core message of a social marketing campaign is the central idea where all the communication should revolve around. This is the mother statement where all the other communication messages can be based from. The core message should contain the desired behaviors (what) and the reasons (why) of the SM campaign.

For example, the core message of Sagay Marine Reserve associated the idea of healthy marine life to a clean environment which they relate to an increase in crab catch. Through this, they were able to include how people can benefit from the desired change in behavior.

SMR SM Campaign's core message:

It is important to keep the island clean to have a healthy marine ecosystem which can increase the crab catch and provide more income to the community. A cleaner community also attracts more tourists, which can mean additional income.

The team were able to come up with their tagline and other communication materials. They were also able to draw supporting messages from the core message as follows:

- Manage your trash for a healthier marine protected area.
- Use baskets instead of plastic bags.
- Start recycling to save the environment.
- Maintain the mangrove area of the island.

BOX 6. Core message and supporting messages of TINMR

Core Message

Keeping the PA healthy is not only beneficial to marine life but also to the sustainability of the community's livelihoods and source of food.

Supporting Messages

- Target Audience 1 (Local Communities) *Discourage intrusions to PA so we can all enjoy its benefits to our livelihood and community for a long time.*
- Target Audience 2 (Fisherfolks within PA) *Discourage destructive fishing methods within the PA so that the healthy status is maintained.*
- Target Audience 3 (Tourists and Visitors) *Encourage responsible tourism practices within the PA so they can enjoy more benefits from the PA.*
- Target Audience 4 (Resort Owners and Boat Operators) *A responsible tour guiding excludes you from fines and penalties.*

b. Messaging Strategy

For conservation programs, developing the messaging can be quite a challenge due to the nature of the information that needs to be communicated. Some of these might be too technical for the target audience to process. According to E. Maibach (2017), for experts to effectively share what they know, they need "simple messages, repeated often, by a variety of trusted resources".

- Message simplifying – To simplify a message, it is important to refer to the KAP results and identify what the target audience already knows and try to build on that to introduce other relevant information. A technique that can be done is to anticipate all the questions that can be possibly asked about a topic and draft a message that can answer those

anticipated questions. Another is to present the message to someone who is not familiar with the topic and ask that person to repeat it using their own words. This will determine if the key message was clearly communicated.

- Message repetition – Repetition is said to help the people recall the message easily. The more exposure the message gets, the more people can remember it. This is the same technique that businesses use for brand recall and politicians use during elections. The key is to repeat the same message delivered by different messengers and channels. Format and actual wordings may change but they should be communicating the same message.
- Trusted resources – In the KAP results, it is very important to take note of the trusted authority or information sources. The authority and level of trust of the target audience with the messenger can affect the people's reaction to the message.

Other tips in developing the messaging strategy:

- Take note of the elements of persuasion.
 - Pathos (appeal to emotion and beliefs)
 - Logos (appeal to logic and reasoning)
 - Ethos (appeal to ethics and moral values)
- Develop different ways of messaging appropriate for different target audience.
- Be specific with the call to action.
- Keep it simple, clear, and easy to read.
- Use the language that most of the audience can understand.
- Use visual representations, stories, and analogies to explain technical information.
- Use examples that are relevant and relatable to the target audience.
- Present some facts and figures to establish credibility.
- Always consider the findings from the KAP survey to make the messages more targeted to the audience.

2. Identify the Flagship Species

Flagship species is the species that can symbolize the SM campaign. The use of flagship species is important as this will represent the conservation result the campaign is trying to achieve. Aside from the logo, this will become the face of the campaign, so its appeal to the target audience should be taken into consideration.

Flagship species can be physically manifested through a mascot. Mascots usually appeal the most to children so producing one can help the implementers create a friendly image of the flagship species. In the case of Sagay Marine Reserve, since they were trying to conserve blue berried crabs, they chose this as their flagship species and created a mascot named Kakay Bukakay.



FIG. 16. Kakay Bukakay, a gravid blue crab, is the official flagship species of the SMR SM campaign. Photo by Sagay City Information and Tourism Office.

FIG. 17. Ban-ban, the lobster (banagan), is one of the official flagship species of TINMR for their social marketing campaign. Photo by ZSL.



3. Develop the Brand Identity

Brand identity refers to all the components related to the brand or the campaign. It is the embodiment of the idea that is being promoted which includes the advocacy, the message, and the values it represents. It also includes all the visible elements of the brand that distinguish it from other brands. Important things to consider in developing the brand identity are creating strong associations and making it memorable.

a. Logo

Branding is more than just developing the logo, although it usually is the first step. The logo is the face of the brand. Although it is important to create a visually pleasing logo, there are some things that should be considered in creating one:

- Color - Different colors can have different messages and feelings attached to them. Although they are not universal, it is important to take into consideration the choice of color. Usually, the color/s of the logo will be the color that will represent the brand throughout the campaign.

- Icon or Symbol – This will be the visual representation of the campaign so make sure that it is closely related to what the campaign is all about and must have a positive meaning to the target audience.
- Design – This will be the overall look of the logo which includes the use of color palette, typography of the brand, and the presentation of the visuals. The design will also express the campaign’s personality so pay attention to the overall feel or theme of the logo.

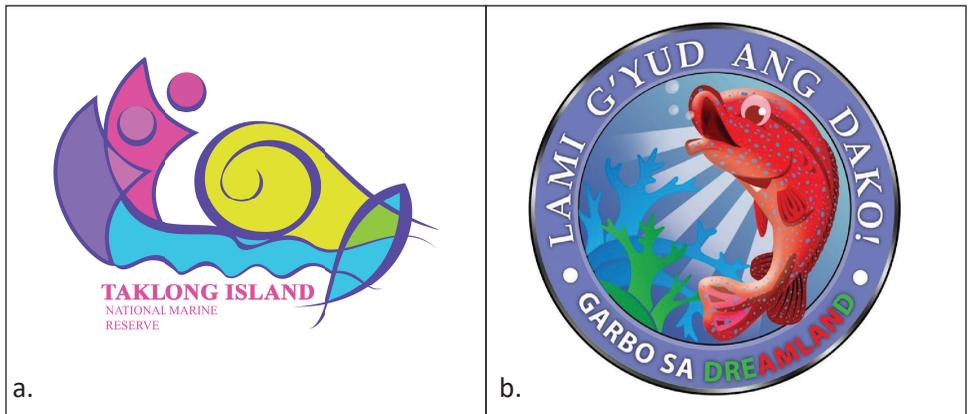


FIG. 18. Official logos of (a) Taklong Island National Marine Reserve and (b) Amlan for their respective social marketing campaigns.

b. Tagline

The tagline will be the slogan that will accompany the logo and most of the marketing materials. In this sense, this will be the rally cry so it should be short, direct to the point, and clear. Create taglines with a call to action to make it more active and in the target audience’s native language for them to feel some sense of ownership and connection. Make sure that it is also memorable by inserting some humor or word play into it without losing the key idea. Here are some examples:

Tandayag and Bio-os, Amlan: *Lami g’yud and dako (Bigger is better)*

Taklong Island National Marine Reserve, Nueva Valencia: *Hiyas sang Guimaras – Aton amligan kag protektahan ini aton manggad sa kadagatan (Jewel of Guimaras – Let us take care and protect the treasure of the sea)*

SMR, Sagay: *Matinlo nga Palibot. Bugana nga Kadagatan. Malipayon nga Komunidad (Clean environment. Healthy ocean. Better community.)*

c. Campaign Character

Brand character is the overall personality and mood of the campaign. For example, the campaign can be a teacher with a very straightforward way of communication or a parent with emotional appeal. This will depend on who the target audiences are and the content of the campaign.

Although it may not be consistent across all the activities and communication materials, developing a general brand character can guide the implementers on the tone of messaging and designs of the materials. An example of a campaign character is how the Sagay Marine Reserve social marketing team used the tone of a child in their campaign by establishing the Suyac Junior Eco Patrol and let them write the “Ten Things I can do for my Island”.



FIG. 19. Suyac Junior Eco Patrol with the things they can do for their island, giving the campaign of SMR a more youthful tone.

d. Spokespersons

This is something related to the brand character. Choosing the spokesperson or brand ambassador should be in line with the overall brand identity of the campaign. But the most important thing to consider in choosing the spokesperson/s is their credibility. Choose someone who the people have a positive reaction with or someone the audience can relate to. For Sagay Marine Reserve, they chose the children of Suyac Island as their ambassadors, while the Amlan team chose their Mayor.



FIG. 20. Suyac Junior Eco Patrol members being the main ambassadors of the campaign giving the campaign a friendlier character. Photos by Sagay City Information and Tourism Office.

4. Select the Channels

The choice of channels from where the messages will be delivered is just as important as the message itself. Channels are the vehicles of the campaign that will bring the message to the audience. In choosing the channels to use, consider the audience's accessibility, exposure, and interests.

Message of the campaign can be delivered through:

- Materials such as posters, brochures, or even radio advertisements;
- Activities such as meetings, contests, and community fiestas;
- Art in different forms such as songs, community theaters, and mural paintings

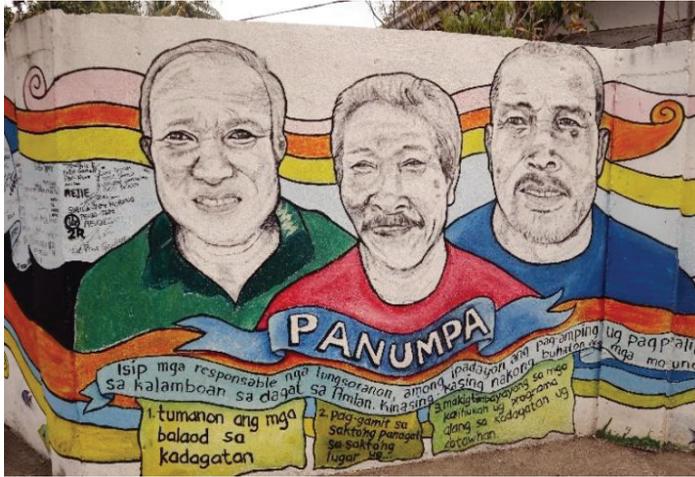
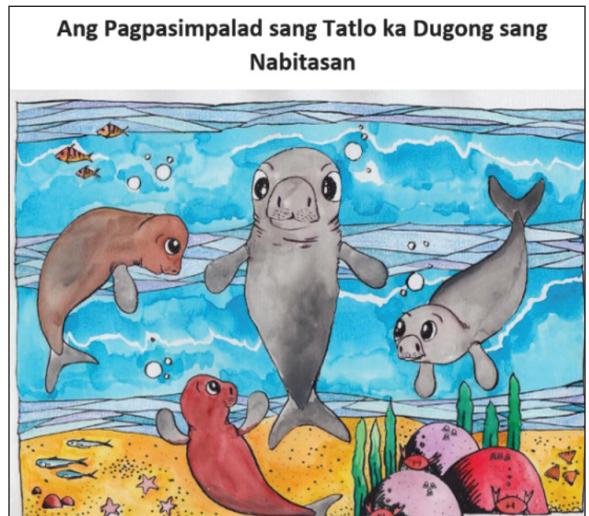


FIG. 21. Mural paintings of the Amlan's role model awardees outside the MENRO Office to encourage more fisherfolks to copy their best practices. Photo by ZSL.

FIG. 22. A story book developed by ZSL to promote marine conservation to younger audiences. Photo by ZSL.



BOX 7. You and me Under the Sea

In 2017, as part of the celebration of the Month of the Ocean, Zoological Society of London – Philippines has conducted “You and Me Under the Sea”, a program with the goal of engaging the youth in coastal and marine conservation initiatives. The program included storytelling activities and interactive learning games, along with exhibits and installations representing different areas in a Marine Protected Area (Mangrove, Coral Reef, and Seagrass Zones). The activities were designed to make learning more fun and interesting for the younger audiences while still being able to deliver the message. The stories featured in the storytelling activities (“Ang Pakikipagsapalaran ng Tatlong Dugong, “Little Boy and the Sea”) were written to stimulate the interest of the youth and elicit empathy towards coastal habitats. The activity was attended and participated by 53 children (ages 1-12 y/o). It was held at SM City Iloilo Southpoint last June 4, 2017.



FIG. 23. Storytelling activity to engage the younger audience. Photo by ZSL.



FIG. 24. Some of the children playing one of the interactive learning games during the event. Photo by ZSL.

B. CAMPAIGN PLANNING

1. Develop the Creative Brief

A creative brief is the summary of the general direction of the campaign. This will be the guide in creating content and producing materials. It includes the problem, objectives, target audience, desired image of the campaign, and the list of marketing collaterals needed. (See Appendix 7 for a sample creative brief)

- Problem Statement – This is the same problem statement developed during the problem definition part. Results of the KAP survey can be added to describe the current mindsets of the target audience.
- Target Audience Profile – To write an audience profile, try to humanize the target audience by describing their socio-demographics information, current knowledge, attitude, practices regarding conservation and source of information. This information can be found in the KAP results.
- Desired Action – This is the target behavior identified in the ToC diagram.

- **Barriers to Action** – The barriers for the target audience to change their behaviors.
- **Benefit Exchange** – These are the benefits of the behavior change that will be promised to the target audience.
- **Messaging Strategy** – These are the core message and supporting messages that will be used in the campaign.
- **Support** – Some supporting information that can make the benefit exchange believable. It can be scientific studies, fish catch data, or local policies to back-up the promised benefits.
- **Image and Tone** – The image that would distinguish the action and the voice of the campaign.
- **Openings** – The opportunities when and where the target audience can be exposed to the messaging.
- **Campaign Materials** – List of marketing materials that will be used for the campaign

2. Formulate the SM Marketing Mix (4 Ps)

Marketing mix is a planning tool that can be used to develop the campaign strategy by identifying the 4Ps of marketing: Product, Price, Promotion, and Placement. These marketing elements should be planned with the target audience at the center of the mix.

- **Product** – In commercial marketing, this is usually what the customers are paying for. It can be an actual product or a service. In SM, the product is the idea that the campaign is selling. It is the desired behavior or the conservation result.
- **Price** – It is the cost the consumers need to pay for the product. In this case, these are the things that they have to give up to change their behaviors. It can be their resources such as their time or value of other outcomes.
- **Promotion** – These are the ways or techniques the product are being communicated to the target audience. In social marketing, these are the activities or materials used to communicate the conservation initiative, what should be done and at what cost.
- **Placement** – This is the medium and vehicle used to sell the product and how to make the product available to the target audience. In SM this is where the target audience can find the message that is being promoted.

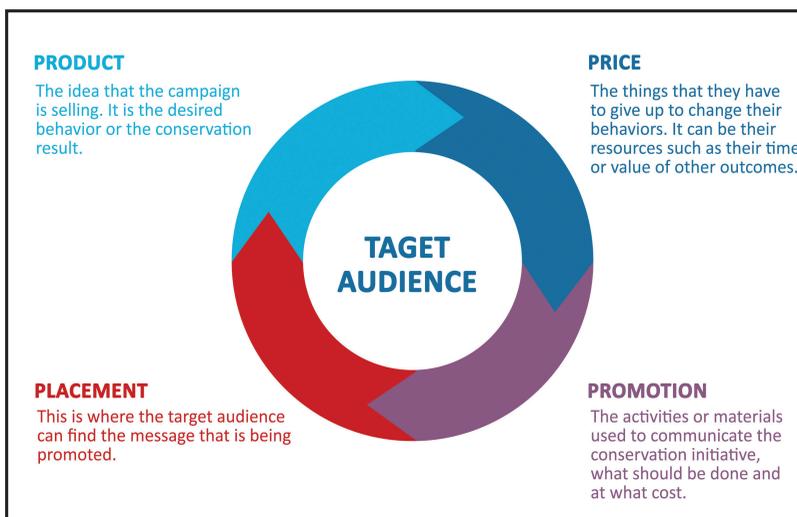


FIG. 25.
Marketing
mix
diagram.

3. Pretest the Materials

Pretesting is the process of trying out of a product to get the initial reaction of the target market. A sample target audience will be chosen to test the clarity of your message, efficiency of the design and the overall effect of the campaign to them. This way, implementers can assess how the target audience will receive the information.

Pretesting can be done by evaluating the following elements:

- Attractiveness (the appeal of the material to the target participants)
- Comprehension (clarity of the message)
- Acceptance (the appropriateness of the message)
- Identification (relevance of the message to the target audience)
- Persuasion (the ability to motivate)

TABLE 9. Sample pretesting questionnaire.

Pretesting Elements	Sample Questions
Attractiveness	<ul style="list-style-type: none"> • What do you think about the overall look of the material? • Are the colors pleasing to the eyes? • What did you first notice when you look at the material?
Comprehension	<ul style="list-style-type: none"> • What do you think is the meaning of the message of the material? • Which part of the message is not clear to you, which part is the easiest to understand? • In your own words, can you tell me what the message is about?
Acceptance	<ul style="list-style-type: none"> • Is there anything in the material that is offensive to you? • Is there anything in the material that you find annoying?
Relevance/ Identification	<ul style="list-style-type: none"> • Do you think the message is relevant to you? • Do you think you are the right audience for this kind of material?
Motivation/ Persuasion	<ul style="list-style-type: none"> • What does this material want you to do? • After reading the message, what did it make you feel? • What actions regarding the message did you want to take after seeing/watching/hearing the material?

4. Estimate the Cost

In planning a social marketing campaign, the budget can be one of the issues. In estimating the budget for the campaign, some of the considerations are the number of campaign sites, capacity of the SM team, available budget, and target reach of the campaign materials. Securing partnerships with the private sector can also be explored for additional funding. Another way is to integrate some social marketing activities with existing events to make it more cost-effective.

TABLE 10. Sample SM Lite campaign cost estimates.

SM Step	Cost Item	Cost (PhP)
Diagnose – KAP Survey	Preparation of surveys, reproduction of surveys, hiring of enumerators, logistics, travel, and communication expenses	20,000
Campaign Planning and Launch	Basic: Coastal community meetings, t-shirts (200 pcs), key chains (500 pcs), caps (500 pcs), billboard	70,000
	Extensive: Flagship species mascot, boat tarpaulin, marine camp/youth orientations, radio plug production and airing, video documentary	100,000
	Food, venue, entertainment, logistics (50-100 participants)	30,000
TOTAL		220,000

5. Create the Social Marketing Campaign Plan

The SM campaign plan is the overall plan of the intervention which allows the implementers to plot all the activities and materials needed for the SM campaign including the budget, message, channel, and success indicators. It is also important to indicate which objective/s the activity is contributing to.

(See Appendix 8 for a sample campaign plan)

- Campaign Objective – Write the SM campaign objective/s the activity or material will contribute.
- Activities or Materials – The actual activities to be conducted or materials to be produced.
- Key Messages – What messages will the activities or materials will communicate? This should support the SM campaign’s core message.
- Target Audience – Who the activities or the materials are intended for?
- Office and Person Responsible – This can be the actual people or the organization/agency who will lead, facilitate, and implement the activities.
- Channel/Distribution Strategy – This is where the materials can be found or how to disseminate the messages.
- Timeline – Duration when the development or production of the materials or implementation of the activities.
- Budget – Estimate budget for the activity and material and include the source of funds.
- Success Indicators – This will measure the success of the activity.

C. CAMPAIGN LAUNCH

1. SM Campaign Launch Activities

The key to launching a social marketing campaign is to create a buzz. Try making it visible to as many people as possible. SM campaigns can be launched in different ways depending on the availability of resources and the goal of the campaign.

Here are some SM campaign launch ideas:

- Festive Launch - Social marketing can be launched in the community with a festive atmosphere. Parades and performances can also be included in the list of channels for the campaign. It is also a good idea to invite LGU officials and other key stakeholders to provide the event some credibility.
- A week-long celebration – This is ideal when plotting different activities per day to expose the audience to the messages of the SM campaign.
- Integration with regular events - If resources such as time and money are limited, it can be a part of an annual town fiesta program or a special school-based events or competition.
- Social Media Campaign – Social media has been widely used as a platform to communicate important information to the public. The cost of developing a social media campaign is also minimal if the implementers know how to use it to their advantage. Social media campaigns can be used to complement an on-ground campaign.

FIG. 26. Amlan team launched their social marketing companion through a parade followed by series of activities last March, 2012. Photo by Amlan LGU.



FIG. 27. SMR invited LGU leaders and representatives and welcomed them through a boat parade during their launch. Photo by Sagay City Information and Tourism Office.



2. SM Campaign Materials

SM campaign materials are vital in launching and sustaining a campaign. Events can only last for a few hours and supplementary materials to deliver the message of the campaign can help to keep it visible for longer periods of time. Supplementary materials can be event giveaways or posted materials that can be seen by the target audience frequently to remind them of the campaign.

- For giveaways, consider materials that can be worn or used such as T-shirts and caps with the campaign's logo and tagline.
- Items that promote sustainable lifestyle such as water bottles and tote bags can also be used as giveaways to make a stronger statement.
- If the target audience are students, school supplies such as notebooks, pens, and cases with printed logos can be considered too.
- Printed materials such as stickers, postcards, and calendars are also great ideas for giveaways since they can cater to people in all ages.
- Flyers and brochures are perfect supplementary materials to be distributed because they can include more information about the campaign and the advocacy.
- Billboards, posters, and organizational/barangay bulletins can help to make the campaign more visible if posted in strategic areas.
- Radio-based materials such as plugs and dramas can also be used to make the format more interesting and easier to recall.
- Although audio-visual presentations and videos are more expensive to produce, these can make the message clearer to the audience with the help of animations and visuals that can help to simplify certain topics. They can be played during events or can be shared through online platforms such as websites and social media accounts.



FIG. 28. Sample marketing materials used by TINMR team for their social marketing launch. Photo by ZSL.



FIG. 29. Billboards installed in key areas to raise the people's awareness about the rules and regulations of the MPA's. Photo by ZSL.

Tips in Launching a Social Marketing Campaign

- Publicize the event as much as possible to invite, entice, and intrigue more people.
- Consider partnering with private sectors for sponsorships.

- Get to know the activities that the target audience are interested with and willing to do.
- Set clear and specific objectives for the event and identify ways of measuring its success.
- Make sure that the type of event matches its purpose.
- Remember to do an evaluation right after the event to help the team plan the succeeding activities.
- Turn some of the activities into annual events such as pageants, contests, or simply a day to celebrate the MPA or the site.

CHAPTER
8**ASSESSING THE CAMPAIGN***Learning Objectives*

At the end of this chapter, the participants should be able to:

1. identify different ways to assess the SM campaign;
2. Identify the appropriate assessment tools to use with the different aspects of the SM campaign; and
3. Appreciate the importance of assessing the SM campaign.

*Topic Outline***SM Campaign Assessment**

- Post-KAP Survey
- Success Indicators vs the SMART Objectives
- Existing Assessment Tools

A. POST-KAP SURVEY

This will test the success of the social marketing campaign by measuring the changes in the audience's knowledge, attitude, and practices compared to the pre-KAP results. As stated before, pre-KAP results will serve as the baseline information for the campaign and the way to measure the impact of the campaign is through measuring the difference between the baseline information and the post-KAP survey results.

In developing a post-KAP questionnaire, try to include the same questions from the pre-KAP but add a portion to measure their awareness and attitude towards the activities and materials developed for the campaign to measure their effectiveness. Just like pre-KAP, another FGD session and one-on-one interviews can also be done to get more insights about the impact of the campaign to the target audience. Post-KAP surveys can be done 6-12 months after the campaign.

B. SUCCESS INDICATORS VS THE SMART OBJECTIVES

The objectives are basically the goals of the projects so reviewing the achievement of each objective is very important to identify if they are met. The measures and indicators assigned to each objective at the start should be checked at the end of the campaign to assess its success.

Here is a sample template to report the changes from the baseline information to post-implementation of the campaign:

TABLE 11. Sample template to assess the SMART Objectives.

SMART Objectives	Survey Question	Survey question number	ToC Category	Target Audience	Sample size	Pre-campaign survey result (baseline)	Post-campaign result	Difference between pre and post (i.e. % point change)	Comments
Increase in the number of community members who are aware of the programs of the local government about climate change.	Do you think your local government is doing anything about climate change?	17A	Knowledge	Community Members	100	83%	88%	5%	There is an increase in the level of awareness regarding programs of the local government about climate change.
Increase in the level of support of the fishers in any activities or programs related to the management of the MPA	What is your level of support for any MPA-related programs and activities?	4B	Attitude	Fishers	100	65%	72%	7%	There is an increase in the level of support of fishers regarding programs and activities related to MPA management.

The success indicators per activity and material in the SM marketing plan should be reviewed as well to assess whether they were able to meet the objectives. This can also help in deciding which activities are worthy to be continued and what improvements should be done.

C. EXISTING ASSESMENT TOOLS

Other assessment tools outside of the social marketing initiative can also be used to measure the impacts of the SM campaign such as the following:

- MPA assessment tools – Existing assessment tools for MPAs such as Management Effectiveness Assessment Tool (MEAT) and Management Effectiveness Tracking Tool (METT) can also be used to determine the impact of the campaign. An increase in scores in certain management categories related to the social marketing campaign such as IEC, Education and awareness, and community participation can be one of the indications that the campaign worked.
- Biophysical Assessment – One of the components of the ToC Diagram is the conservation result which is basically the very reason for the campaign. For this, baseline and post-campaign results can be measured by the biophysical assessment appropriate for what is indicated in the conservation result.

GLOSSARY

Audience orientation – It is the process of getting into the minds of the target audience to design the campaign from their point of view.

Audience segmentation – the process of dividing a larger audience into groups to design a more targeted campaign appropriate to the audience group.

Behavior change continuum – the process by which an individual has to go through different stages to start or stop a habit. It has five (5) phases which are: pre-contemplation, contemplation, preparation, action, and maintenance.

Brand identity – refers to all the components related to the brand or the campaign that distinguish it from other brands.

Channel – channels are the vehicles of the campaign that will bring the message to the target audience.

Creative brief – a document used to summarize the creative strategy of the campaign.

Diffusion of innovation – This is a theory that explains how and the rate at which an innovation or new ideas are being adopted by different members of a social system.

Flagship species – the species that can symbolize the social marketing campaign.

Focus group discussion – a semi-structured form of interview led by a facilitator with guide questions while the answers of the participants can direct the flow of the discussion.

KAP survey – a survey used to get quantitative data about the audience's current knowledge, attitude, and practices to identify the gaps wherein the communication interventions can fill in.

Key informant interview – a one-on-one interview with a key person that aims to supplement other forms of surveys with more qualitative data.

Likert scale – These are rating scale types of questions to determine one's attitude towards a certain statement. Can be used to measure frequency, quality, intensity, agreement, approval, awareness, importance, and satisfaction regarding an issue.

Logo – a unique symbol or trademark that can be used to promote a certain brand or campaign.

Marketing – the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Marketing mix – a planning tool that can be used to develop the campaign strategy by identifying the 4 Ps of marketing which are the Product, Price, Promotion, and Placement.

Pretesting – the process of trying out of a product or marketing materials to get the initial reaction of the target market.

Research instrument – any measurement tools used to gather data from the samples for a research or study.

Sample size – a portion of a whole population of the target audience included in the research or study.

SM Lite – a concise approach to make the campaign shorter and more cost-effective.

Social Marketing – a campaign with the goal of changing the behavior of the target audience using techniques and strategies of commercial marketing.

Tagline – the catchphrase or slogan used to promote a certain product or brand.

Theory of Change – a participatory process of identifying the goals and the conditions to meet the target outcomes in a causal pathway to map out their relationship with each other. As developed by Rare, it is a tool used to clearly articulate how shifting behaviors and social norms will reduce threats to biodiversity.

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APPENDICES

APPENDIX 1. Sample Theory of Change Diagram.

Knowledge	Attitude	Interpersonal Communication	Barrier Removal	Behavior Change	Threat Reduction	Conservation Result
Sagay Marine Reserve						
<p>Knowledge on the following:</p> <p>Proper solid waste management.</p> <p>Benefits of a healthy marine ecosystem.</p> <p>Threats of solid waste in the marine ecosystem.</p> <p>Relationship of waste management problem and crab catch.</p>	<p>Positive reaction towards proper waste management and sanitation programs.</p> <p>Sense of responsibility in helping keep the coastal and surrounding marine ecosystem clean and healthy.</p>	<p>The relationship between irresponsible disposal of garbage into the sea, health of corals and marine life, and climate change.</p> <p>Ways on how the community can manage and dispose their waste properly.</p>	<p>Creation of Community Task Force on Solid Waste Management.</p> <p>Establishment of Community-based EcoTourism Mangrove Park and Recreation.</p> <p>Organize Kiddie Eco-Patrol Program among Suyac children (with Marine Camp).</p>	<p>Eradicate undisciplined and irresponsible garbage disposal and increase community participation in the proper waste disposal and sanitation.</p>	<p>Community no longer throws garbage into the sea.</p>	<p>Increase in population of crabs or abundance of catch by 5%.</p>
Amlan, Negros Oriental						
<p>Tandayag and Bio-os community became aware of the benefits of the MPA, MPA regulations, and who to report intrusions.</p>	<p>Tandayag and Bio-os community believed that the MPA will benefit them if nobody intrudes in the MPA and that they have an important role to play by reporting violators.</p>	<p>Tandayag and Bio-os community increased discussion among themselves about the benefits they get from the MPA if nobody intrudes and the role they have to play in reporting intruders.</p>	<p>Tandayag and Bio-os community get involved in MPA management meetings and MPA-related activities.</p> <p>Enforcement infrastructure.</p> <p>Reporting system, equipment, and facilities in place.</p>	<p>Tandayag and Bio-os community follow the MPA rules and report intrusions to the enforcement team.</p>	<p>Excessive removal of coral reefs, fishes, and invertebrates caused by intrusions in the MPA is decreased, if not totally eliminated.</p>	<p>By 2012, a 5% increase in coral reef health, abundance of reef fishes and invertebrates inside the MPA.</p>

APPENDIX 2. Sample Size Table (Xu, G., 1999)

Population Size	Confidence = 95%				Confidence = 99%			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	29	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	40	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	146	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
1000	278	440	606	906	399	575	727	943
1200	291	474	674	1067	427	632	827	1119
1500	306	515	759	1297	460	712	959	1376
2000	322	563	869	1655	498	808	1141	1785
2500	333	597	952	1984	524	879	1288	2173
3500	346	641	1068	2565	558	977	1510	2890
5000	357	678	1176	3288	586	1066	1734	3842
7500	365	710	1257	4211	610	1147	1960	5165
10000	370	727	1332	4899	622	1193	2098	6239
25000	378	760	1448	6939	646	1285	2399	9972

APPENDIX 3. Knowledge, Attitude, Practices Survey Instrument

Pre-KAP Survey

Hello, my name is _____, and I am working with the _____. We are conducting a survey of people in this area about our coastal environment. Whatever information you provide will be kept strictly confidential and your name and answers will not be shown or shared with any other person except for those people who are working on the survey. Your answers will help us to plan and implement a communication program.

Participation in this survey is voluntary and you can choose not to answer any individual question or all of the questions. However your views are important to us and I hope you will participate. May I begin with the interview now?

Respondent agrees to be interviewed (if no, keep a tally on separate sheet of paper) () yes

Section 1 – Background information filled in prior to the interview without asking the respondent

Interviewer Name _____

Barangay _____ Purok _____

Date (month/day/year) _____

Target Audience

[] _____

[] _____

[] _____

Section 1 – Socioeconomic and Demographic Questions

To begin, I would like to ask questions about yourself.

Sex [] Male [] Female

What is your current marital status?

[] Single [] Married [] Separated [] Widowed [] Not stated

How old were you on your last birthday?

[] 15 – 19 [] 20 – 24 [] 25 – 29 [] 30 – 34 [] 35 – 39

[] 40 – 44 [] 45 – 49 [] 50 – 54 [] 55 or older

What is your highest level of education attained?

[] No school completed

[] Some or all primary completed

[] Some or all intermediate school completed

[] Some or all secondary completed

- Some or full college/university completed
- Some or all trade/professional completed
- Refused to answer

If you belong to a religion, please tell me which religion (choose one only)

- Roman Catholic
- Iglesia Filipina Independiente
- Iglesia ni Kristo
- Church of Latter Day Saints
- Born Again
- Muslim
- Protestant
- Seventh Day Adventist
- Jehovah’s Witness
- Baptist
- Local/traditional
- Refuses to answer
- None
- Other _____

Is your job located in your home community, that is the community in which you currently live? Yes No

How many years have you lived in this community?

- 1 2 3 4 5 6 7 8 9 10
- More than 10

Section 2: Housing Characteristics and Locations

How many people living in your household (including you) are adults and how many are children (17 years and below)?

- Adults Children

Is your house situated near (less than 150 ft) to a riverside, coastline, low-lying area or on steep-incline?

- No Yes – Riverside Yes – Coastline
- Low-lying area Yes – Steep incline Other _____

What is the main construction material of your house?

- Mostly wood Wood and concrete
- Do not know Not stated (please specify _____)

Do you own the land on which you live?

- Yes No Other _____

How prepared are you to lose your house and other belongings to climate-related hazard (i.e. storm surge, flashfloods)?

- Not prepared (no insurance, low savings) Prepared (has insurance)

Section 3 – Knowledge of Climate Change and the focal area

Have you ever heard the word “climate change”? Yes No

What do you think is meant by climate change? _____

Give me some examples of the effects of climate change.

Do you think your local government is doing anything about climate change?

Yes No

Relate the following questions together.

	Do you know if any of these events are likely to occur in or near your community?			If yes, have you noticed any of the following changes over the last 10 years?			In your opinion, how have these events affected your community?
	Yes	No	Don't know/ Not sure	Yes	No	Don't know/ Not sure	
Increase in rainfall							
More drought							
More intense tropical storms							
Rising tides/seas							
Temperature increase/decrease							
Increase in coastal erosion							
Deterioration of coral reefs							
More landslides							
More flooding							
Changes in seasonality of crops/ fish harvest							
Decrease in fish supplies							
Increase in diseases (malaria, dengue,etc)							
Other _____							

Do you associate any of the following with climate change?

	Yes	No	Don't know/Not Sure
Earthquakes			
Typhoons			
Increase in air and sea temperature			
Rising tides/seas			
Landslides			
Storm surges			
Health epidemics			
Droughts			
Coral reef bleaching			

Do you associate any of the following as causes of climate change?

	Yes	No	Don't Know/Not Sure
Any activities involving burning (coal, oil, slash-and-burn)			
Transportation			
Land clearing			
Overgrazing, pesticide misuse			
Improper waste disposal			
Electricity generation			
Others (Specify)			

Please indicate whether you believe each following statement is either true or false for the following

	True	False	Unsure
Community members can fish and collect shells inside the _____ MPA			
There is an ordinance or resolution formally establishing the _____ MPA			
There is a formally recognized Management Committee overseeing the _____ MPA			
There is a team of coastal law enforcers (Bantay Dagat) who patrol _____ MPA			
Local people know boundaries of the MPA			

Do you think the community is benefitting from having an MPA?

- Yes No Don't know

If yes, what are the benefits of having the _____ MPA? (please indicate up to 3)

Section 4 – Establish Baselines for and Measure Change in Attitude

How concerned are you about climate change?

- Very Moderately
 Not concerned at all Don't know/ not sure

Is climate change man-made or is it caused by God/Higher Being?

- Man-made Caused by God
 Both Don't know/ Not sure

Are you interested in knowing how climate change affects or can impact the following?

- Livelihood
 Other living things survival and behaviour
 Food availability and prices
 Water supply
 Safety during natural hazards
 Health risks

What is your level of support for _____ (any anticipated activity of program of the MPA)

- Strongly do not support
 Do not support
 Support
 Strongly support
 Unsure

For each statement, tell me if you strongly agree (SA), Agree (A), Disagree (D), strongly disagree (SD), or not sure (NS) with it.

	SA	A	D	SD	NS
There is a clear plan for the protected area					
Local village fishers regularly participate in management decisions of the protected area					
There is enough money and other resources to fully manage and enforce rules of the protected area					
The rules are regularly enforced so that violators are caught and punished					
The rules are clear and locals understand them					
The rules are designed more to protect what is in it than to help the people dependent on it.					

The infrastructure, equipment and facilities to enforce the rules are adequate					
There is an adequate public information program about the protected area					
Research and monitoring activities of the protected area are adequate					

Section 5: Establish Baselines for and Measure Change in Interpersonal Communication SMART Objectives

- In the past 6 months, have you talked to anyone about any of the following:
- Benefits to the community of well-enforced rules in [Name of MPA]
 - Strengthening and improving management and guarding of the protected area
 - Consequences of not following the protected area’s regulations?
 - Your role in the management of the protected area?
 - No, I have not talked about any of the above

If you have talked to anyone regarding the above topics, please tell me all of the people with whom you have talked to about this

- Have not talked to anyone
- Talked to spouse of partner
- Talked to parents or in-laws
- Talked to children aged 16 years or older
- Talked to children aged 15 or younger
- Talked to friends or neighbors
- Talked to village or local authority
- Talked to National government environment officials
- Talked to non-government environment officials
- Talked to local government environment officials
- Talked to a local fisher or Gleaner
- Other _____

If you did talk about this, can you tell me what was the main thing you discussed?

Section 6 – Trusted Sources of Information & Media Access/Exposure

For climate change information, in what way would you like to receive the information

- Listen Watch Read
- No preference

People hear information about the environment from many different sources. From the following sources, tell me whether you find it “very trustworthy” (VT), “Somewhat trustworthy” (ST), or “Not trustworthy” (NT), “Not Sure/Don’t Know” (NS/DK)

	VT	ST	NT	ND/DK
Person on the radio				
Person on television				
Report in newspaper or magazine				
Law enforcement official				
National government environmental officials				
Local government environmental officials				
Local community leaders				
Religious leaders				
Friends or family members				
Teachers				
Scientists				
Information on poster or billboard				
Information in printed booklet				
Information from public meetings				
Celebrity				
NGO environmental officials				
Bantay dagat				
Barangay Captain				
Information received via SMS on your phone				

Section 7 – Establish Baselines for and Measure Change in Behavior

During the past 6 months, would you say that you have been regularly involved, occasionally involved, or not involved with the activities led by the management of the _____?

- Regularly involved Occasionally involved
- Never involved Don’t know/not applicable

If regularly to occasionally involved, why did you attend or participate?

- As an obligation
- To learn updates or new information
- To clarify and ask questions
- None of the above
- Other, specify _____

If never involved, why did you not attend or participate?

- Schedule/Timing conflict
- No prior information about the meeting

APPENDIX 4. Sample KAP Analysis with Recommendations

Final Report of the Baseline KAP Survey Results in 10 Upland Communities of Ragay Cabadisan Mountain Range Conservation Forest

This KAP Survey was conducted for the primary purpose of determining the level of awareness of the ten (10) upland communities bordering the Ragay Cabadisan Mountain Range Conservation Forest with regards to environmental issues, phenomena and related concerns. A total of 153 household-level surveys and additional 10 MLGU departmental key informant interviews were conducted month-long in July 2015 but a re-survey plus one (1) municipal-level FGD were carried out during the succeeding two months (August to September).

Socio-Demographic Findings

- 2/3 (66%) of the respondents have monthly income of less than Php 3,000, four to five times lower than the poverty threshold income level set by the regional development agency.
- Close to 1/3 (22.9%) of the survey population may have other sources but considers the government's dole-out CCT as their main source of income.
- 47.7% of the total 2082 households have dwellings made up of light or vulnerable materials, itself a hazard risk.
- 51.6% are engaged in agriculture-based livelihood endeavors considerably provided by the forest ecosystem.
- 54.4% get water for their domestic consumption from untreated (read: "unsafe") spring and surface water sources.
- 7 up to 20% of the households in 3 barangays have no toilet facilities; up to 53% in 1 barangay.
- An overwhelming 84.7% of the population resort to burning, dumping and burying as a manner of garbage disposal.
- Almost all (98.1%) of the respondents use fuelwood/charcoal for domestic cooking.

Environmental Knowledge and Awareness

- Of the 409 multiple answers, 86.7% of the respondents demonstrate moderate familiarity or are somewhat familiar with what a forest is.
- When asked about the importance of forest, 29% (equivalent to 131 responses) answered "prevents soil erosion" while 21 % (or 91 responses) answered "serves as home to animals and birds". Only 9 % (or 41 responses) answered "dissolves carbon dioxide in the atmosphere".
- Of the 515 multiple answers, 24% answered fuelwood for cooking when asked about the value and use of forest.
- Total of 147 responses (24%) out of 608 answered that flashflood is the negative effect of forest denudation. There were also responses that are somewhat reflective of the respondents' high familiarity with the negative effects of deforestation. These include "drying-up of aquifers" (9%), "loss of biodiversity" (8%), "reduced agricultural productivity" (7%) and "higher risk of disaster occurrence" (6%).

- Regarding visible threats to the forest, of the 410 responses, “illegal cutting/ timber poaching” shared the top slot with “slash-and-burn agriculture” with 27% each.
- Without hesitation, 100 respondents (30%) replied “DENR” as the one to whom forest violations are reported and complaints are lodged. While 24 respondents (a substantial number considering such a small survey size) or 7% of the total, said they do not report at all any forest violation even if they see one or just remain silent about it.
- When asked about if there are groups or institutions doing environmental management in the community, 84 out of 153 community respondents replied in the affirmative which is equivalent to 55% of the total responses while the remaining 69 respondents (45%) answered in the negative.
- Two hundred and eight (208) responses or 52.4% of the total 393 answers identified “radio and television” as the primary source of environmental information. More than half (54.9%) of the 388 responses affirm the “high” usefulness of the environmental information made available to them while an additional 35.3% asserts a “very high” effectiveness of such environmental information.
- Twenty-nine percent (29%) of the total 362 community responses consider “cooperation, participation and involvement of everyone” as the most effective means in raising the level of environmental awareness.
- Among various IEC strategies and methodologies mentioned, “trainings, meetings and assemblies” is perceived to be the most effective with 104 responses gobbling up 28.7% of the total answers, followed by “info-commercials and radio/TV plugs” with 56 responses (15.5%), “exposure trips/ cross-visits to model sites” with 34 replies (9.4%).

Environmental Attitudes and Preconceptions

Twenty-three (23) motherhood statements on the causes and effects of environmental degradation, the scope and measure of environmental responsibility as well as its attributes and compulsions, were individually rated by the respondents according to their own personal beliefs, concepts, and standards. Based from the results, these generalizations can be inferred:

- The respondents wholeheartedly agree that a strong, unified and systematic approach to environmental management is necessary and is everybody’s concern,
- This deep sense of consciousness on the ownership of environmental responsibility is evident as they agree and accept the fact that most of forest degradation activities are man-made and claim responsibility for such wrong doings,
- There is also a high level of enthusiasm among the respondents as they agree that concrete corrective/preventive measures would be most effective if carried out immediately by no less than the community residents themselves; and
- The respondents are quite indisposed to deflect such environmental responsibility to other “forces” (e.g., nature, government, non-residents,

even Divine Providence) as they would rather either post a disagree-leaning answer or a safe “neural/don’t know” response than be sorry.

Environmental Practices and Behaviors

- One hundred thirty (130) out of the three hundred sixty-three (363) multiple responses or about 35.8% of the total replies stated “tree planting and vegetable-gardening” as their major contribution to environmental protection, followed by “practicing the 3Rs (reduce, reuse, recycle)” which got 87 responses (24%), “efficient use of water and electricity” with 79 responses (21.8%) and “not burning of garbage” with 53 responses (14.6%).
- There were 112 responses or a little over 41% of the total 273 replies which signified “when necessary” as the frequency of doing the above-stated environment-friendly practices.
- When asked about what needs to be done to sustain the benefits we derive from the forest, “Continuous planting and caring of more trees” topped the list with 57 responses or equivalent to 9.39% of the total, followed by “strict prohibition on cutting of trees” with 52 responses (8.57%)
- Three hundred ninety-four (394) out of the 1,215 community responses or 32.43% thereabout pointed out to BLGUs as the primary duty bearer in fulfilling the task of forest protection in order for the present and future generations to continue enjoying the benefits derived from the forests.
- One hundred six (106) responses equivalent to 24.59% of the total 431 multiple answers showed “year-round environmental awareness through seminars and training” as the most sought-after adaptation measure to lessen or reduce the negative impacts on the forests.
- Topping the list of interventions that should be done to control the identified threats to the forest is to “strictly enforce laws to stop charcoal-making, illegal quarrying, timber poaching, wildlife trade, etc.” with 88 replies representing 21.36% of the total responses.

RECOMMENDATIONS

Based from the findings and conclusions drawn out from the KAP Survey, major recommendations can be lumped into the following categories, thus:

CAPACITY-BUILDING: The nexus of the consciousness-raising objective is to develop a sense of community ownership of environmental responsibility among community leaders and members as well. Apparently, since there is an express acclamation on the part of the communities involved to take on such burden since they consider themselves “answerable” to all man-made inflictions upon the forests, this is a good starting point and augurs well for subsequent capability-building interventions that this or future projects may introduce.

CONSTITUENCY-BUILDING: Widening the project’s scope of influence by encouraging as many development players, multiple actors and stakeholders as possible into the environmental management playing field will not only facilitate the project’s successful implementation but will also contribute greatly to the sustainability of all related activities. By forging and sustaining collaborative

partnerships and coordinative linkages with both government and non-government entities, greater environmental management intensity and impact is guaranteed.

CULTURE-BUILDING: Acquiring knowledge is the first step to environmental literacy. But it would seem insufficient to simply know things and keep it dormant. The real essence of knowing things is in doing them. Knowledge to become valuable must transcend the level of knowing to the level of doing – and doing things right and in harmony with nature and social norms. Culture-building, in this sense, is fostered by inculcating positive and proactive environmental management values and practices through adequate knowledge-enhancing and behavior-changing information, education and communication strategies and schemes to the widest range of clientele and in the most efficient fashion as possible.

SPECIFIC RECOMMENDATIONS

ON THE USE OF DIFFERENT IEC FORMS AND CHANNELS. The use of mass media is emerging as a positive trend for reaching people far and wide on various environmental issues and concerns. This opening can be considered as this study shows that “radio and television” is the primary source of environmental information relied upon by 52.4% of the respondents. However, given the present geographic and media market context, radio may not prove to be an effective environmental IEC medium as there are so many existing radio stations (AM and FM) clogging the airwaves resulting in audience fragmentation and hence, cannot guarantee the intended communication focus and impact. Television, on the other hand, would be the best alternative as there are only two (2) TV networks that enjoy wide acceptance and significant viewership, thus providing audience focus and ensuring a high potential for effective communication reach and impact.

Other non-mass media IEC modalities that the respondents find as “significantly effective” are the following: “cross-visits to model eco-sites”, “theatrical plays/ audio-visual presentations” and “techno-demonstration.” Moreover, when done or supplied on a regular basis, “meetings”, “training” and “reading materials” would still count much as “most likely preferred” choices. Interestingly, topping the list of suggested IEC channels is “cooperation and involvement of everyone” capturing 27% of combined community and MLGU responses. This can be viewed and interpreted as a manifestation of their bias for participatory approaches in taking up those IEC activities. Another important finding to note in this study is that IEC impetus should consider utilizing “NGO workers” as communicators as they are “more favored” to be relied upon than “government technicians/ employees” and “relatives/friends/neighbors.”

OTHER RECOMMENDATIONS

ADAPTIVE MEASURES

- Conduct year-round environmental awareness through trainings and seminars,
- Adopt tree-planting as a regular school, church, and government office transactional requirement,
- Periodic assessment and monitoring of forest biodiversity,
- Improve capacities of MLGU/BLGU frontline service providers on environmental protection and biodiversity conservation,
- Institutionalize tree-planting as part of LGU's development plan with budgetary allocation,
- Provide technical assistance to strengthen/organize community groups and conduct regular social mobilization on forest resource management,
- Formulate a comprehensive site management plan with proper zoning and appropriate regulations,
- Enact ordinance or issue tenurial instrument granting BLGUs administrative operational control over timberlands in their respective jurisdictions,
- Forge public-private partnership arrangement with the business sector to support reforestation activities by co-financing with LGUs viable livelihood activities,
- Provide incentives to upland communities with less fuelwood/charcoal utilization and consumption.

MITIGATION MEASURES

- Strictly enforce laws to stop charcoal-making activities, illegal quarrying, timber poaching, wildlife trade, etc.
- Organize, capacitate, deputize, and mobilize Wildlife Enforcement Officers and/or Bantay/Gubat volunteers to conduct regular patrolling activities and effect immediate apprehensions,
- Impose stiffer penalties for violators of forestry and biodiversity laws and regulations,
- Encourage and involve more POs/CBOs/NGOs and educational institutions to plant more trees and/or reforest denuded areas,
- Increase DENR-PNP visibility in strategic entry and exit points of Ragay Cabadisan Mountain Range Conservation Forest,
- Provide supplemental or alternative livelihoods to decrease forest pressures.

APPENDIX 5. DENR-BMB Technical Bulletin (DENR-BMB TB No.17) on Conducting Knowledge, Attitude, Practices Survey (DENR-BMB, 2017).

The Department of Environment and Natural Resources -Biodiversity Management Bureau (DENR-BMB) released a supplementary guideline last November 2017 on the conduct of KAP for the Coastal and Marine Ecosystem Management Program (CMEMP).

Objectives of the KAP Survey:

1. Examine the perception of the stakeholders on what is Biodiversity, Marine Pollution, and Climate Change;
2. Determine the prevailing knowledge, attitudes, and practices of stakeholders relative to the specific coastal and marine ecosystems (mudflat areas, mangrove forests, seagrass meadows, and coral reefs); and
3. Identify the different communication channels that are being used/accessed by the stakeholders.

Sampling Design/Methodology

1. Sampling Frame

Identify the population of each category of target audience in all barangays within the NIPAS Marine Protected Areas. Each list will serve as a sampling frame for each category in each MPA locality. Once the listings are observed, 10% of the totality in each category in each barangay within the MPA shall be considered for interview. Each interview is expected to be complete and correct. In case a respondent qualifies to two or more of the categories, s/he will be counted for one category only.

LCE/ Barangay Officials	Household heads (Fishermen)	Local organization members	Youth/ Students	Local Business Owners	School heads/ Teachers
10 % of the totality in each barangay	10 % of the totality in each barangay	10 % of the totality in each barangay and in each MPA	10 % of the totality in each barangay	10 % of the totality in each barangay or in each MPA	10 % of the totality in each barangay or in each MPA

2. Data Collection

Enumerators will be trained for data gathering and interviews. Data validators will check for errors and incomplete responses in the questionnaires. Data consolidators will consolidate the data gathered during the duration of the survey.

3. Data Triangulation

To validate and ensure accuracy of data interpretation and analysis, the CMEMP implementers may conduct Key Informant Interviews (KII) and Focus Group Discussions (FGD) among the following:

KII

a. Municipal Mayor or Municipal Environment and Natural Resources Officer/
Municipal Agriculture Officer/Municipal Planning and Development Officer

- b. Member/s of the Indigenous Peoples Group
- c. One representative from local business group

FGD

- a. Wives of Fishermen
- b. Local Business Owners (medium or small-scale)
- c. Local Organization Member
- d. Out of School Youth/Students (15 to 24 years old)
- e. Fishermen
- f. Teachers

4. Data Processing and Analysis

Collected data from the complete interviews will be encoded in the spreadsheet file following a prescribed template with standard encoding values as guide. Simple descriptive analysis will be employed in interpreting the data gathered using pivot tables, pie graphs, bar charts, averages and percentages will be used.

5. Submission of Data and Reports

All KAP Survey encoded raw data and final reports (with analysis) should be submitted to BMB.

6. Survey Report Framework

The following are the prescribed sections of the report:

- a. Introduction** – Brief description of the conduct of the survey (before, during and after)
- b. Objectives** – this is basically the objectives of the survey as outlined in the earlier part of this guideline. Additional specific objectives that may have identified at the regional level, appropriate to the locality can likewise be reflected in this section.
- c. Survey Methodology** – describes all the activities undertaken for the KAP survey
- d. Results** – Contains strictly the processed results of the survey organized in tables, graphs, and a narrative portion for the answers to the open-ended questions and other sections as appropriate.
- e. Discussion** – This is where significant results are highlighted in relation to the objectives of the survey
- f. Recommendations and Conclusions** – This section highlights the most significant information based on the analysis of the report. This can now point to the next steps toward the possible activities of CMEMP particularly for the respective regional/NIPAS MPA level communication campaigns nationwide.
- g. Reference/s** – List of related literature/publications that may have been used or served as reference/s in the actual conduct of the survey and/or in writing the report.
- h. Appendix(es)** – This is where all the comprehensive tables and figures supporting the information presented on all reports sections particularly discussions/analysis of results can be attached.

APPENDIX 6. Sample Marketing Mix from Sagay Marine Reserve

PRODUCT	PRICE	PROMOTION	PLACEMENT
<p>Conservation of blue crab by practicing responsible solid waste management and stop catching gravid crabs.</p>	<ul style="list-style-type: none"> • Potential loss of income because of selective collection of gravid and non-gravid blue crab • Additional policy for the residents to follow (regarding solid waste management program) • Potential strained in the relationship between violators and enforcers 	<p>Promotion of the product will be through the following:</p> <ul style="list-style-type: none"> • Weekly community recorda for weekly announcement of segregation and hauling of non-biodegradable waste • A radio drama about the impacts of climate change and the environment featuring the Suyac Junior Eco Patrol • Billboard with the ambassadors and the tagline of the campaign • T-shirt, caps and pin buttons with the ambassadors and tagline of the campaign 	<ul style="list-style-type: none"> • Billboards will be installed in strategic places such as in front of Suyac Elementary School, Museo sang Bata sa Negros Inc. and City Public Plaza • The radio drama plug will be broadcasted through Radio Natin 88.3 Sagay, a local radio station. • The ambassadors of the campaign will be featured in different media such as local tv plugs and other marketing materials.

APPENDIX 7. Creative Brief**Sagay Marine Reserve Creative brief for Suyac Island Community**

Problem Statement	Suyac island is part of the Sagay Marine Protected Area which is known for the century mangroves and their abundant crabs. Most households are not practicing proper waste management and sanitation because they have no dumping site for their garbage. The community of Suyac is very much aware of the marine protected areas but some are complaining because they could not see the long term benefit for them.
Target Audience Profile	<ul style="list-style-type: none"> • 25 years old and above, fishing is their main source of livelihood • Most of them is in the intermediate level • Most of them are fisherman • Majority of the residents are Roman Catholic and believe so much in religious leaders. • There is no other source of income • They know about the MPA but some could not feel the benefits most especially to the small fishermen.
Desired Action	<ul style="list-style-type: none"> • Stop throwing garbage anywhere to help protect the marine ecosystem. • Educate people on proper waste management. • Active participation in the protection and conservation of MPAs.
Barriers to Action	<ul style="list-style-type: none"> • The community is willing to practice proper waste management but there is no dumping site for garbage • No boat service to collect non-biodegradable waste from the island to the community. • Most of the households do not have their own toilet. • No ordinance on proper waste management
Benefit exchange	<ul style="list-style-type: none"> • Ecological Benefit Assurance of long-term benefits of a healthy marine protected area • Economic Benefit Increase in crab catch • Social Benefits: Elevated social status Social conformance (Example: Bayanihan among island residents) Pride of community (Example: Recognition by the City and National Agencies, awards)
Messaging strategy	<p>It is important to keep of the environment clean to have a healthy living and marine ecosystem</p> <ul style="list-style-type: none"> • A healthy marine ecosystem will drive an increase in crab catch that can provide more income to the community. • A cleaner community attracts more tourists which means additional income .

Support	<ul style="list-style-type: none"> • The Mayor has a strong position towards improving enforcement • MPA Ordinance • Scientific studies done on the mangrove forest in the island • Data on the number of crab catch
Image	<ul style="list-style-type: none"> • Community looking positively on the MPA • Sense of ownership to the program • Model to other coastal areas • Clean and healthy marine ecosystem • Responsible community • Abundant crab catch • Healthy and productive community
Openings Positive	<ul style="list-style-type: none"> • When they are at the store buying something • When they are in a picnic at the sea • When they are buying fish at the market • When they are attending a community meeting
Campaign materials	<ul style="list-style-type: none"> • Native Hats • Crab mascot • T-shirts • Button pins • 60-second radio plug • Billboards

APPENDIX 8. Sample Social Marketing Campaign Plan

Social Marketing Campaign Plan of Taklong Island National Marine Reserve (TINMIR)

Campaign Objectives	Activity/Material	Key Message	Target Audience	Office and person responsible	Channels/Distribution Strategy	Timeline		Budget	Success Indicator
						Developed by	Produced by		
For the local communities to be active and empowered members/stakeholders in the conservation and protection activities within the PA by the end of the campaign.	Posters	A well-maintained PA and good practice of fishing method will lead to better livelihood and boost more tourism.	Local Communities Fisherfolks within PA	DENR-PENRO	Barangay Hall, Schools, Plaza, Sari-Sari Stores, Municipal Hall	November 2018	February 2019	--	No intrusion will be recorded.
For fisherfolks to deepen their understanding of the importance of marine conservation and protection laws and related policies.	Calendar	Discourage intrusions to PA.	Local Communities Fisherfolks within PA	DENR-PENRO/MLGU	Will be given to Fisherfolks, Local Communities	October 2018	December 2018	--	No destructive fishing method recorded
For the local communities to be active and empowered members/stakeholders in the conservation and protection activities within the PA by the end of the campaign.	Launch	Keeping the PA healthy is not only beneficial to marine life but also to the sustainability of the community's livelihoods and source of food.	Community members	DENR-PENRO	Manggahan Festival	March 2019	May 2019	--	Attendance or No. Of Pax

APPENDIX 9. Post-campaign FGD Guide Questions

- A. MARINE PROTECTED AREA: Knowledge and Attitudes
1. In your own understanding, what is a Marine Protected Area? What are its purposes?
 2. Are there any benefits to having an MPA? What do you think these are?
 3. Do you think members of the community should support the MPA? Why or why not?
 4. If yes, what do you think can you do to support the MPA?
- B. SM ACTIVITIES: Knowledge and Attitudes
1. Do you know of any activities that were conducted this year that are related to the MPA?
 2. Did you hear about the marine camp for kids? If yes, what do you know about it?
 3. What do you think was the effect of the marine camp on the children in the community?
 4. Did you see any other materials related to the MPA in your community?
 5. If yes, what do you remember about them? What materials did you see, and what did they talk about?
 6. What did you learn from the materials that you saw?
- C. INTERPERSONAL COMMUNICATION
1. Do you discuss the MPA with your friends? If yes, what are the things that you usually talk with your friends and families about the MPA?
 2. If not, why do you not discuss the MPA? What hinders you or them from talking about the MPA?
- D. CHANGE IN BEHAVIOR
1. Have you participated in MPA activities in the last 3-6 months? In what ways did you participate?
 2. What would encourage you to participate in the MPA management?
 3. What are the things that will discourage you to participate in the MPA management and why?
- E. UNDERSTANDING BARRIERS AND BENEFITS OF BEHAVIOR CHANGE
1. Would you report violations in the MPA if you saw any? Why or why not?
 2. What would encourage you to report violations in the MPA?
 3. What would discourage you from reporting violations in the MPA?
 4. How do you feel about people to whom violations are usually reported?



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