



May 16, 2005

Memorandum Circular No. 12
Series of 2005

**SUBJECT: DSWD SOCIAL MARKETING PLAN
AND THRUSTS FOR 2005-2009**

I. INTRODUCTION

The President's vision to build a strong republic is outlined in the Ten-Point Agenda and the National Development Agenda, the Medium-Term Philippine Development Plan (MTDPP) 2004-2010 and its accompanying Medium-Term Philippine Investment Plan (MTPIP) 2005-2010, and these were formulated to provide the development framework for the next six years.

As such, the Department of Social Welfare and Development Medium Term Development Plan 2005-2010 contains programs, projects, activities and targets for the next six years to enable it to achieve its Major Final Outputs (MFOs) namely: Services relating to the formulation and advocacy of policies, plans and programs; Standard setting, licensing and accreditation services; Provision of support services and technical assistance to intermediaries and; Provision of services for community and center-based clients.

As the lead agency in social welfare and development, DSWD is mandated by Executive Order (EO) 15 as amended by EO 221, Redirecting the Functions and Operations of DSWD, to provide both direct service and technical assistance to its partners and stakeholders. However, the DSWD's direct service roles have traditionally taken more importance in the dispense of its duties, attributed to the continuously escalating number of poor people and the series of natural and man-made disasters recently experienced by the country. Hence, DSWD is still very much identified as the agency to turn to in times of disasters, or the agency responsible in addressing issues about street children, mendicancy and other sectoral concerns.

The passage of the Local Government Code (R.A. 7160) in 1992 significantly changed the institutional arrangements in the delivery of government basic social services. Thus, most of DSWD's frontline services have been devolved to local government units, but through the years, the need to communicate this change continue to be a challenge.

This social marketing plan, therefore, aims to promote the new roles and corporate image of the Department as the lead agency in social welfare and development. At the same time, this plan aims to strengthen partnerships and build constituencies, particularly local government units (LGUs) and other national government agencies (NGAs) to take the reins in implementing devolved social welfare and development programs and services.

II. SOCIAL MARKETING ISSUES

This social marketing plan aims to address several major issues and concerns including the fact that DSWD has the lowest budget among the agencies in the social services sector and its continuing, persistent image as a "dole-out" agency.

There is also a need to advocate the leadership roles and functions of the Department so this will be better understood and appreciated by its various stakeholders and target audience. Based on feedback and results of consultation dialogues, there is a need to inform and make the public better understand and appreciate the DSWD's new roles and functions.

Another important issue is the devolution of basic services which has not been fully understood and appreciated by the local government units (LGUs). Most of DSWD's basic services have been devolved to LGUs in 1992 with the passage of the Local Government Code. However, most of the local government units have not fully and effectively delivered devolved SWD programs to their constituents.

Notably, despite its low budget, DSWD enjoys a high level of confidence from its different publics, landing among the top three performing national line agencies based on surveys conducted by various organizations. For the first quarter of 2005, DSWD ranked first in agency performance ratings based on Pulse Asia survey.

Thus, this plan seeks to strengthen the important role that DSWD plays in the formulation and implementation of social welfare and development programs and making devolution work to enable the poor and disadvantaged have access to basic social services.

III. SOCIAL MARKETING OBJECTIVES

Over-all social marketing objective

To inculcate the values of empowerment, social responsibility and accountability as meaningful social welfare and development contributions in improving the quality of life of the poor and to build a corrupt-free agency and a Department of character made up of motivated, service people oriented and morally upright employees, contributing towards the achievement of a strong and progressive nation.

Specific objectives

1. To build the image identity of the DSWD as the leader in social welfare and development and a Department with character.
2. To ensure that the proper information of the Department's programs, services, laws enacted, and other activities are well disseminated to the target audience.
3. To widen, encourage, strengthen, and sustain support from partners and intermediaries in the implementation of developmental programs.
4. To intensify promotion and advocacy on the active participation, support and commitment of the local government units in carrying out the devolved services/programs of national agencies as specified in the Local Government Code.
5. To encourage debate or dialogue on SWD issues as a feedback mechanism to be participated in by stakeholders.

IV. TARGET AUDIENCES

To realize its objectives, this plan shall be addressed to key target groups, namely:

1. Colleagues in the government (LGUs, NGAs and legislators)
2. Colleagues within the Department
3. Non-traditional partners – business, socio-civic groups and academe
4. NGOs involved in social welfare and development
5. Foreign and multi-lateral agencies
6. Media
7. General public

V. MESSAGES

Over-all message: DSWD is a poverty-reduction agency.

Target Publics	Key Messages	Desired Outcomes
Local Government Units (Chief Executives and Legislative Body)	LGUs are frontliners in delivering basic social welfare and development services. Devolved SWD program implementation is good	LGUs allocated and prioritized SWD programs in their budgets. Implementation of devolved projects based on needs of their constituents.

Target Publics	Key Messages	Desired Outcomes
	<p>governance.</p> <p>A strong and stable LGU puts premium in providing its constituents good social services as these are the fuel to make their people socio-economically productive.</p> <p>LGUs are frontliners in delivering basic social welfare and development services.</p>	<p>SWD program implementation included in local investment plan.</p> <p>Increased in the number of local ordinances/resolutions passed/adopted in support to the implementation or replication of SWD programs/projects.</p> <p>Maintained and sustained SWD projects.</p> <p>Mobilized existing community welfare structures, number of community welfare structures/POs organized, activities/strategies adopted to sustain and strengthen the intent and vigor of CWS, etc.</p>
Colleagues within the Department	<p>Delivering public service with passion.</p> <p>Your contribution is important in achieving the goals of the Department.</p> <p>Serving the poor, serving the people is service to mankind, a step to help rebuild one's community and ensure the future of the next generation.</p>	<p>Committed and motivated to deliver and serve the poor; increased feeling of appreciation of one's work and worth.</p> <p>Informed and empowered DSWD employees.</p>
Non-traditional partners (business and socio-civic groups, interfaith groups and multi-lateral agencies	<p>Social welfare and development is OUR responsibility; SWD is a corporate responsibility.</p> <p>Helping will make you become good corporate Filipino citizens.</p>	<p>Feel committed in providing resources for SWD programs and projects.</p> <p>Strengthened sustainable relationships with partners and intermediaries.</p> <p>Forged commitment to support SWD programs and projects.</p>
National Government Agencies and legislators	We are partners in improving the lives of the disadvantaged.	Supported DSWD in implementing developmental projects
Media	Media can help us communicate our steering role to the public.	Informed the public of the new roles of DSWD vis-à-vis LGUs e.g street children, mendicant etc.

Target Publics	Key Messages	Desired Outcomes
	Media is a vital partner in promoting people empowerment and providing accurate information.	Development of a stronger DSWD-media partnership resulting to more responsible reporting/coverage of SWD issues, programs and services. Informed their audience successful implementation of frontline services by LGUs and DSWD developmental projects through their respective media vehicles.
NGOs involved in SWD	You are our partners in empowering people and the communities.	Strengthened partnerships with DSWD for an improved quality of life.
General Public	DSWD is a poverty reduction agency.	Promoted new image of the Department.

VI. IMPLEMENTATION STRATEGIES

This social marketing plan shall be implemented based on four communication strategies, namely:

1. Mass media campaign
 - a. national mass media campaign - this campaign shall help DSWD obtain support from the business, socio-civic groups and donor community to drive home the point that investing in SWD projects is not only a responsibility of the government but a concern of all. The campaign shall focus on the developmental projects being implemented by DSWD
 - b. Local mass media campaign – this shall tackle issues on devolution
2. Development and Production of IEC materials – to make social welfare and development projects implementation a matter of concern for local government units to fully and effectively implement devolved programs/projects in their jurisdiction. This shall provide material support in making the specific target audiences fully aware and convinced that delivery off basic services is the mandate of local government units. The materials to be developed and distributed will be directed at various audiences such as local chief executives, line agencies who shall be involved in the delivery of social services and the general public.
3. Interpersonal communication – this may include dialogues, meetings, consultations, fora among others

4. Information and Communication Technology – this may refer to the use of the website or internet.

There shall be thematic messages for each year of implementation to unify all advocacy efforts to be conducted by the central and field offices.

Specific Strategies and Activities Per Target Audience

1. LGUs

Goal: To ensure LGUs' full and effective implementation of devolved SWD programs.

Strategies

1. Conduct of briefing sessions with local chief executives and local officials on the roles of LGUs in implementing devolved SWD programs
2. "Tulong Sulong" awards
3. Provide technical assistance to local SWD office in implementing devolved programs
4. Recognize outstanding LGU implementers of devolved SWD programs and projects

Activities/Components

1. Audiovisual presentation/powerpoint presentation on the devolved programs vis-à-vis LGUs' roles
2. Production of advocacy kit (program module, briefing materials)
3. Tulong Sulong awards for outstanding LGU implementers of devolved SWD programs and projects
4. Advocacy meetings or briefing sessions with LGUs
5. Publicity featuring successful implementation of LGUs
6. Guestings of LCEs with successful implementation of devolved programs in TV programs
7. Sending out of advocacy letters to be signed by the Secretary to herald the conduct of briefing sessions to local chief executives through their umbrella organizations such as the League of City Mayors, League of Municipalities, League of Provinces, Union of Local Authorities of the Philippines, etc.

8. Production and distribution of fliers, primers and posters to diagram the flow of basic services and the delineation of roles vis-à-vis LGUs and DSWD
9. Installation of a flow chart in the municipality focusing the processes involved in the delivery of basic services

Colleagues within the Department

Goal: To instill a sense of pride among DSWD employees on their individual and collective contributions towards achieving the developmental role of the Department.

Strategies

1. Communicate the importance of each employee's contribution in the development role of the Department.
2. Create a positive, dynamic image of DSWD employees in mass media
3. Invigorate search for outstanding DSWD employee/s.
4. Re-orient employees with the DSWD's new roles and functions in accordance with the devolution
5. Internalize values of service people oriented, tireless and efficient, and vibrant service among employees

Activities/Components

1. Holding of "Model Employee of the Quarter" awards, wherein one employee will be cited for his/her untiring efforts.
2. Feature stories on the people behind the DSWD (common employees) to be published in newspapers or magazines and Infolink.
3. Undertake search for outstanding employees who shall be awarded during anniversary celebrations
4. Giving out of monetary incentives to outstanding employees; special access to goods and services outside the Department through working out of special arrangements with goods and service providers (such as free entrance to theme parks, etc.)
5. Conduct of info-caravan within DSWD units
6. Installation of info-easels featuring a specific DSWD office/unit
7. Updating of DSWD programs, services and projects in the bulletin boards.

8. Literary contests

2. Non-traditional Partners and Foreign and Multi-lateral agencies

Goal: To widen, encourage and strengthen sustainable relationships with partners and intermediaries in the implementation of development programs.

Strategies

1. Constantly inform and involve partners and stakeholders on updates on DSWD programs and projects relevant to them.
2. Articulate the long-term benefits of DSWD projects and its impact on our partners.
3. Mobilize partners and stakeholders in implementing DSWD programs and projects.
4. Promote developmental programs of DSWD.

Activities/Components

1. Conduct of stakeholders' meetings and other similar dialogues
2. Production of DSWD AVP/powerpoint presentation
3. Production and distribution of marketing brochures for specific SWD programs
4. Sending out advocacy letters and letters of commendation to partners
5. Awarding of partners and donors during Anniversary/special events.
6. Sending out of programs updates and newsletters

3. Government Colleagues (line agencies and legislators)

Goal:

1. To make them understand and appreciate importance of their contribution to social welfare and development programs in promoting the welfare and development of their constituents and national development.
2. To generate long-term commitment and support for anti-poverty programs and services (KALAHI-CIDSS, ECD, SEA-K, etc.)

Strategies

1. Share knowledge and technology about the concept and principles of DSWD programs during inter-agency meetings, seminars, and other gatherings
2. Identify champions and mobilize them for advocacy
3. Recognize and award supporters during DSWD Anniversaries
4. Feature their contributions in media

Activities/Components

1. Sending out of program updates and newsletters
2. Awarding and recognition of partners during Anniversary
3. Advocacy meetings
4. Viral Marketing
5. Publication of developmental programs/success stories in newsletters

4. Publicity on support from legislators, NGAs

5. Non-government organizations involved in SWD

Goal: To encourage NGOs to be licensed and accredited by DSWD and implement a standard of service delivery.

Strategies

1. Regularly inform and invite them in DSWD activities.
2. Conduct and invite them to open house of DSWD programs and services.
3. Sharing of program updates thru newsletters/advisories and reports
4. Conduct of NGO forum discussing the benefits of being licensed and accredited.

Activities/Components

1. Sending of newsletter and program updates
2. Feature benefits of a licensed and accredited NGO in newspaper
3. Conduct of dialogue and advocacy meetings
4. Recognition of NGO contributions

6. Mass Media

Goal: To mobilize them in promoting and advocating SWD issues, policies and programs.

Strategies

1. Recognize their contribution in promoting and advocating SWD concerns.
2. Media advocacy meetings
3. Media tour to DSWD projects
4. News and feature service
5. Regular media briefings and orientation of DSWD projects

Activities/Components

1. Conduct of regular press briefings and orientation
2. Conduct of Search for Outstanding SWD Journalists
3. Conduct of media tours
4. Provide regular press releases

7. General Public

Goal: To promote the image of the Department as a poverty reduction and development agency.

Strategies

1. Communicate the role of LGUs in the delivery of basic social services to the people.
2. Develop activities that will project the developmental role of DSWD.
3. Develop creative information tools and symbols to aid, recall and internalize LGUs role in devolution

Activity/Components

National Media – to promote developmental programs of DSWD

1. Exclusive high-impact articles
2. TV ads
3. Special segment on DSWD developmental projects in TV programs

4. Photo releases
5. Issuance of press releases
6. Information desk

Local media – to promote SWD devolved programs

1. Production and dissemination of posters to diagram devolution of basic services e.g. “Saan at paano makakakuha ng mga sumusunod na serbisyo?”
2. Public service announcements in local media
3. Installation of billboards in the municipality on the flow of basic services highlighting the role of LGUs in the delivery of basic services.

VII. IMPLEMENTING MECHANISM

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

At the national level, a technical working group spearheaded by the Social Marketing Service (SMS) shall be created to facilitate the implementation of the Plan. Its functions shall include studying and crafting operational details, ensuring the Plan’s proper and efficient implementation and sourcing logistical requirements.

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

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

VIII. INSTITUTIONAL ARRANGEMENTS

This plan shall be implemented in coordination with other Bureaus/Offices in the Central and Field Offices. The following are the specific roles and responsibilities of each concerned units.

Social Marketing Service

1. Develop a yearly operational plan based on the thrusts and directions of the Department for the year.
2. Conduct regular monitoring and technical assistance to Field Offices in the implementation of regional social marketing plans.
3. Develop a monitoring tool that will assess and evaluate implementation of the social marketing plan in coordination with the Policy Development and Planning Bureau.
4. Develop and produce information and education campaign (IEC) materials for various audiences.
5. Undertake publicity activities.
6. Prepares and sends advocacy letters to various audiences.
7. Feature stories of DSWD employees, success stories, donors and volunteers to be published in newspapers and DSWD newsletter.
8. Sending of program updates and newsletters to donors and partner agencies.

Policy Development and Planning Bureau

1. Provide technical assistance in project proposal preparation on resource generation activities to be undertaken.
2. Provide/assist in the developing a monitoring system for the implementation of the plan.
3. Assist in resource generation activities to support implementation of the project.
4. Conduct of donors forum in support to developmental projects.

Human Resource and Management Development Service

2. Conduct of "Model Employee of the Quarter" awards in coordination with SMS.
3. Allocate funds for the monetary incentives of outstanding employees e.g. Model Employee of the Quarter" and those who have rendered noteworthy contribution.
4. Conduct of literary contests to employees in coordination with the Social Marketing Service.
5. Conduct of regular orientation to newly hired employees focusing on the "new" DSWD.

Social Technology Bureau

1. Inform and update partners and stakeholders on updates of DSWD programs and projects which are relevant to them.
2. Provide SMS update of pilot projects implemented as well as new technologies developed for publicity and advocacy.
3. Allocate funds for the implementation of social marketing activities concerning promotion of new technologies developed.

Program Management Bureau

1. Inform and update partners and stakeholders on updates of DSWD programs and projects which are relevant to them.
2. Provide SMS success stories on developmental projects implemented which can be used for publicity activities.
3. Allocate funds for the conduct of social marketing activities to promote social welfare and development issues and concerns either print or broadcast media.
4. Provide regular updates and data to SMS to support publicity activities.

Standards Bureau

1. Allocate funds to support implementation of projects for NGOs involved in SWD.
2. Assist SMS in sending updates of DSWD programs and projects to NGOs.
3. Provide regular updates on activities and policies formulated which can be promoted to target audience.

Management Information Systems Service

1. Responsible for the storage, maintenance and central administration of all Department's servers.
2. Maintain Department's central computing facilities, particularly local area network (LAN) and other Internet-based applications and services.
3. Maintain and configure the database server(s) of Guestbook, e-mail, and/or other forms of queries made available by the DEpartment.
4. Provide technical consultancy on the maintenance of the advanced and critical computer-based operations of the Department.

Social Welfare Institutional Development Bureau

1. Promote DSWD programs and projects during training to various DSWD stakeholders such as LGU social workers, community volunteers, among others.

Field Offices

1. Develop and implement a regional social marketing based on the DSWD Social Marketing Plan.
2. Allocate funds for the implementation of regional social marketing plans.
3. Mobilize local partners in implementing developmental programs and projects.
4. Strengthen partnerships with the local media, Philippine Information Agency and other network of government information officers.
5. Provide SMS success stories and feature articles of LGUs with successful implementation of SWD devolved programs which can be published in national newspapers.
6. Undertake publicity activities in the region.
7. Feature in local newspapers successful implementation of SWD devolved programs by LGUs.
8. Conduct advocacy activities and briefing sessions with LGUs about DSWD developmental programs and other SWD issues and concerns.
9. Submit report to SMS on the implementation of the Social Marketing Plan.

IX. MONITORING AND EVALUATION

The SMS shall conduct regular monitoring visits to Field Offices on the implementation of the DSWD Social Marketing Plan. A monitoring system for the implementation at the central and field offices shall be formulated based on identified monitoring tools. This shall include:

1. Situationers, issues and concerns along social marketing and advocacy.
2. Extent of implementation of social marketing plans
3. General indicators of behavior change in the target audiences or actions that are expected as a result of Plan implementation
4. Lessons and experiences learned

SMS shall likewise closely coordinate with Policy Development and Planning Bureau in coordinating the regular updating and development planning related to this Plan.

X. BUDGETARY REQUIREMENT

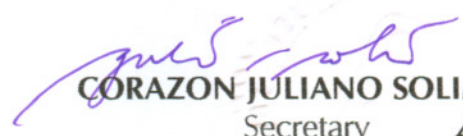
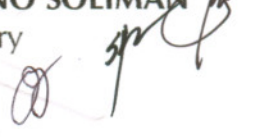
An annual budget to implement this social marketing plan shall be set aside by the DSWD central and field offices to operationalize the DSWD social marketing plan.

XI. SOCIAL MARKETING THRUSTS

The attached matrix comprises the social marketing thrusts for 2005-2009.

The DSWD field offices shall be guided by their regional situationers and the aforementioned thrusts in formulating their social marketing plans and activities for 2005-2009. The social marketing plan and implementation shall be included in the field offices performance contract.

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


CORAZON JULIANO SOLIMAN
Secretary


5-YEAR SOCIAL MARKETING THRUSTS
2005-2009

TARGET AUDIENCE	SOCIAL MARKETING THRUSTS				
	2005	2006	2007	2008	2009
1. Internal Public	<p>1.1 Information and advocacy campaign on character-building program</p> <p>1.2 Recognition of outstanding performances of employees every quarter and during Anniversary celebrations</p> <p>1.3 Continue production of newsletters</p> <p>1.4 Holding of literary contests</p> <p>1.5 Formation of communication network at Central and Field Office</p>	<p>1.1 Information and advocacy campaign on character-building program</p> <p>1.2 Recognition of outstanding performances of employees every quarter and during Anniversary celebrations</p> <p>1.3 Continue production of newsletters</p> <p>1.4 Conduct of info-caravan</p> <p>1.5 Installation of info-easel at the Central Office</p> <p>1.6 Feature stories on the people behind DSWD in newspaper, magazines and newsletters</p>	<p>1.1 Strengthening of communication network</p> <p>1.2 Continue production of newsletter or magazine</p> <p>1.3 Giving of monetary incentives to outstanding employees</p> <p>1.4 Updating of DSWD programs, services and projects in the bulletin boards</p> <p>1.5 Holding of literary contests</p> <p>1.6 Search for employees with character</p>	<p>1.1 Continue production of newsletters</p> <p>1.2 Information and advocacy campaign on character-building program</p> <p>1.3 Conduct of fora/orientation on DSWD programs/projects</p> <p>1.4 Recognition of outstanding performances of employees during Anniversary</p>	<p>1.1 Continue production of newsletters</p> <p>1.2 Information and advocacy campaign on character-building program</p> <p>1.3 Recognition of outstanding performances of employees during Anniversary</p> <p>1.4 Recognition of employees with good character thru travel incentives</p>

TARGET AUDIENCE	SOCIAL MARKETING THRUSTS				
	2005	2006	2007	2008	2009
		1.7 Strengthening of communication network			
2. Local Government Units (LGUs)	<p>1.1 Information, advocacy and promotion of devolved programs for youth, women, PWDs, family and older persons</p> <p>1.2 Advocacy for the effective implementation of devolved programs</p> <p>1.3 Holding of Tulong Sulong awards</p>	<p>1.1 Presentation of Tulong Sulong Awards to LGUs with outstanding implementation of devolved programs</p> <p>1.2 Promotion of Tulong Sulong Awards through media publicity</p> <p>1.3 Sending out of advocacy letters</p> <p>1.4 Conduct of technical assistance</p>	<p>1.1 Advocacy for the continuous implementation of devolved programs for youth, women, PWDs, families and older persons</p> <p>1.2 Holding of Tulong Sulong awards</p> <p>1.3 Sending out of advocacy letters</p> <p>1.4 Production and distribution of fliers and posters on basic services</p>	<p>1.1 Presentation of Tulong Sulong Awards to LGUs</p> <p>1.2 Continuous briefing sessions/advocacy meetings with LCEs</p> <p>1.3 Conduct of technical assistance</p> <p>1.4 Capability building activities to local social workers</p> <p>1.5 Feature successful implementation of devolved program implementation by LGUs</p>	<p>1.1 Continuous briefing sessions and advocacy meetings</p> <p>1.2 Documentation of LGUs best practices on devolved programs implementation</p> <p>1.3 Publicity on LGUs best practices</p>
3. Non-traditional partners and Foreign and multi-lateral agencies	<p>1.1 Conduct of donors meetings</p> <p>1.2 Advocacy of developmental projects</p>	<p>1.1 Recognition of partners and donors during Anniversary</p> <p>1.2 Advocacy of developmental programs/projects for funding support</p>	<p>1.1 Conduct of dialogues and donors</p> <p>1.2 Sending out of advocacy letters and letters of commendation</p> <p>1.3 Sending of program updates and</p>	<p>1.1 Advocacy of developmental programs and new technology</p> <p>1.2 Sending of program updates</p>	<p>1.1 Recognition of partners and donors through publicity and during Anniversary</p> <p>1.2 Sending of program updates</p>

TARGET AUDIENCE	SOCIAL MARKETING THRUSTS				
	2005	2006	2007	2008	2009
			newsletters		
4. Non-government organizations (NGOs)	Advocacy campaign for social welfare standards	1.1 Advocacy campaign for registration, licensing and accreditation of social welfare agencies 1.2 Advocacy on SWD standards for implementers and donors/sponsors	1.1 Advocacy of standards for SWD local delivery system 1.2 Advocacy of best practices	1.1 Continuous advocacy of SWD standards 1.2 Advocacy of best practices	Continuous advocacy of SWD standards
5. Mass Media	1.1 Continuing advocacy to promote social welfare and development issues and concerns thru press briefings, orientations and media tours 1.2 Launch National Search for Outstanding SWD Journalist	1.1 Awarding of Outstanding SWD Journalist 1.2 Continuing advocacy to promote social welfare issues and concerns thru press briefings, orientations and media tours	Continuing advocacy to promote social welfare issues and concerns thru press briefings, orientations and media tours	Continuing advocacy to promote social welfare issues and concerns thru press briefings, orientations and media tours	Continuing advocacy to promote social welfare issues and concerns thru press briefings, orientations and media tours
6. Government colleagues (legislators and NGAs)	Advocacy for passage of DSWD priority legislations e.g. Comprehensive Juvenile Justice System	1.1 Advocacy for support passage of DSWD priority legislations e.g. Magna Carta for Day Care Workers and Social Welfare and Development	Advocacy for the passage of DSWD priority bills	Continuous advocacy of DSWD priority legislations	Continuous advocacy of DSWD priority legislations

TARGET AUDIENCE	SOCIAL MARKETING THRUSTS				
	2005	2006	2007	2008	2009
		Workers, Foster Care Bill 1.2 Advocacy for support of developmental projects (KALAHI-CIDSS, ECDP, SEA-K)			
7. General Public	1.1 Promotion of DSWD's image as a poverty reduction agency 1.2 Special events promoting sectoral concerns i.e. Adoption Consciousness Day, International Year of the Family, Family Week, Elderly Filipino Week, Social Welfare week, etc.	1.1 Promotion of DSWD's image as a poverty reduction agency 1.2 Special events promoting sectoral concerns i.e. Adoption Consciousness Day, International Year of the Family, Family Week, Elderly Filipino Week, Social Welfare week, etc. 1.3 Installation of info-easel at the Central Office	1.1 Promotion of DSWD's image as a poverty reduction agency 1.2 Special events promoting sectoral concerns i.e. Adoption Consciousness Day, International Year of the Family, Family Week, Elderly Filipino Week, Social Welfare week, etc.	1.1 Promotion of DSWD's image as a poverty reduction agency 1.2 Special events promoting sectoral concerns i.e. Adoption Consciousness Day, International Year of the Family, Family Week, Elderly Filipino Week, Social Welfare week, etc.	1.1 Promotion of DSWD's image as poverty reduction agency 1.2 Special events promoting sectoral concerns i.e. Adoption Consciousness Day, International Year of the Family, Family Week, Elderly Filipino Week, Social Welfare week, etc.