

PAGYANIG III

PROPOSED COMMUNICATION PLAN FOR THE 2016 3RD QUARTER NATIONWIDE SIMULTANEOUS EARTHQUAKE DRILL

CONTENTS:

- 1. BACKGROUND**
- 2. OBJECTIVES**
- 3. TARGET AUDIENCES**
- 4. KEY MESSAGES**
- 5. COMMUNICATION METHODS**
- 6. ACTIVITIES**
- 7. PLAN SCHEDULE**
- 8. EVALUATION AND REVIEW**

1. BACKGROUND

The Nationwide Simultaneous Earthquake Drill (NSED) is a quarterly National Disaster Risk Reduction and Management Council (NDRRMC)-led activity that seeks to educate the public on disaster preparedness against earthquakes and to showcase government capability on disaster response.

In the continuing run of the NSED, growing public participation has been noted as well as the involvement of private sector organizations in support of this project.

The 2016 3rd Quarter NSED is slated on the 28th September 2016 with the Province of Laguna as the ceremonial pilot venue. This will focus on the evaluation of the planned actions of the Regional Disaster Risk Reduction and Management Council (RDRRMC) IV-A CALABARZON Emergency Operations Center at Camp Vicente Lim, Calamba City, Laguna, the local government of Biñan City, Laguna, the Metro Manila Disaster Risk Reduction and Management Council (MMDRRMC) Operations Center, as well as the communications interconnectivity of the national, regional and local DRRMCs.

The experimental communication plan utilized in the 2016 1st and 2nd Quarter NSED required a 2-month campaign period to promote public awareness and participation to the NSED. However, due to the drastically reduced timeframe actually provided to the designated communications team (14 days), a number of the crucial sections of the plan focused on the establishment of private sector and opinion leader support were deferred.

The plan also heavily relied on social media in the area of the popularization of the activity. Through the help of Rappler and the various agencies who utilized the concept "#PAGYANIG CHALLENGE" wherein agencies and organizations took challenge videos, inviting other agencies to participate in the 2Q NSED and posted them online; a large following in social media was observed/ 5 Billion impressions in social media were registered during the NSED day itself.

The plan is continuously being improved through the review of the activities, strategies and results observed in the previous NSED. The assistance of information officers of the other government agencies are also sought via consultative workshops. These workshops include the presentation of the plan in its rudimentary form for examination of the colleague government information officers and suggestions for improvement are heard and considered for inclusion/application in the plan's final form.

The following are the Conceptual anchors of the communication plan:

1. DRRM should not be an imposition from government but must be embraced by the people willingly via education and persuasion
2. Private sector and citizen concern and interest on disasters have grown in the previous years, ripe for engagement and closer cooperation
3. The level of interest and support of the bureaucracy are indicative of its willingness to have wider engagement in DRRM activities
4. Social media has contributed to the popularization of disaster preparedness
5. The mainstream media have embraced the DRRM advocacy as evidenced by their development of individual branded campaigns on DRRM and disaster preparedness

2. OBJECTIVES

The plan is founded upon the following objectives:

- Educate the public on the importance of preparedness against earthquake hazards
- Heighten public awareness on the earthquake hazard
- Educate the public on the duck-cover-hold technique
- Encourage wider public participation to the Nationwide Simultaneous Earthquake Drill
- Promote wider inter-agency cooperation and participation to the NSED
- Reinforce public perception on government unity in the campaign for national disaster preparedness
- Elicit public involvement in the national DRRM program
- Utilize all available channels of communication to popularize NSED

3. TARGET AUDIENCES

The following are the target audiences of the communication activities specified in this plan:

SECTOR	AUDIENCE
Government Sector	<ul style="list-style-type: none"> - National and Local Leaders - Communication Staff - Government Employees
Private Sector	<ul style="list-style-type: none"> - Celebrities - Leaders of Corporate Organizations - Employees - Private Citizens - Youth - DRRM-oriented Civil Society Organizations
Academe	<ul style="list-style-type: none"> - Executives/Leaders of Academic Communities - Teaching Staff - Students
The Media	<ul style="list-style-type: none"> - Media network Executives - Opinion Leaders in the national media
The Opposition	<ul style="list-style-type: none"> - Leaders of the Political Opposition - Citizens with negative views on the government's DRRM programs

4. KEY MESSAGES

The following are the key messages arranged per audience:

SECTOR	AUDIENCE	KEY MESSAGES
Government Sector	<ul style="list-style-type: none"> - National and Local Leaders - Communication Staff - Government Employees 	<p><i>"The Philippine Government is united in the drive to build disaster preparedness and national resilience"</i></p>

Private Sector	<ul style="list-style-type: none"> - Celebrities - Leaders of Corporate Organizations - Employees - Private Citizens/General Public - Youth - DRRM-oriented Civil Society Organizations 	<p><i>"DRRM is good for business"</i></p> <p><i>"Preparedness is everybody's responsibility"</i></p> <p><i>"We can all contribute in the drive to become prepared and resilient"</i></p>
Academe	<ul style="list-style-type: none"> - Executives/Leaders of Academic Communities - Teaching Staff - Students 	<p><i>"To prepare for a disaster is to prepare for survival"</i></p> <p><i>"We can all survive an earthquake hazard by being ready"</i></p>
The Media	<ul style="list-style-type: none"> - Media network Executives - Opinion Leaders in the national media 	<p><i>"Mag-duck, cover and hold para sa kaligtasan!"</i></p>
The Opposition	<ul style="list-style-type: none"> - Leaders of the Political Opposition - Citizens with negative views on the government's DRRM programs 	<p><i>"The Philippine Government is united in the drive to build disaster preparedness and national resilience"</i></p> <p><i>"DRRM is one of the priorities of the Government"</i></p> <p><i>"Unity in DRRM equates to survival"</i></p>

The key messages are expected to yield the following resulting behavioral changes from the target audience:

- o Express commitment to participate in the NSED
- o Encourage their peers to participate in the NSED
- o Take advocacy action in their communities
- o Take pride in their participation in the NSED
- o Support government DRRM programs
- o Utilize available communication channels to express support for government DRRM activities

5. COMMUNICATION METHODS

To be able to convey the key messages to the target audiences of the campaign, the following communication platforms will be utilized:

- NDRRMC, OCD and websites of participating agencies and organizations (regular publication of features/articles about the earthquake hazards, the NSED and the need for public support)
- Electronic mail and Mobile Telecommunications (regular issuances of email or text messages/text blasts about the earthquake hazards, the NSED and the need for public support)
- Social Media: Facebook and Twitter (regular issuances of posts and tweets about the earthquake hazards, the NSED and the need for public support)
- Broadcast Media. (TV and radio appearances and guesting of talking heads and endorsements of supporting opinion leaders and celebrities)

6. ACTIVITIES

The plan activities are divided in to three parts: support gathering, the bandwagon campaign and the Pagyanig Challenge.

SUPPORT GATHERING ACTIVITY

This area of activities consist of the conduct of discussions with current partners and prospective partners of the NDRRMC seeking their support for the NSED via official endorsement to their communities.

To be invited are:

- leaders of the various media networks and their entertainment heads (to solicit their assistance in endorsing the activity to the public through their artists and talents)
- leaders of stakeholder-serving non-NDRRMC member agencies
- leaders of religious organizations
- leaders of civil society organizations
- leaders of partner organizations

BANDWAGON ACTIVITY

This area of activities are geared towards the popularization of the NSED and the PAGYANIG challenge as well as the eliciting of public support for the NSED and the succeeding DRRM activities of government.

The following are the bandwagon activities:

- The posting of the endorsement videos and event adverts in various public areas and in the national media
- The TV and radio guestings of talking heads endorsing the activity and inviting the public to participate

- The conduct of the challenge postings in social media

THE PAGYANIG CHALLENGE

The lead campaign program is the continuation of the #Pagyanig Challenge. The activity requires the consistent branding across platforms that this is a national activity with the main message: "I/We accept the #Pagyanig Challenge!"

The supporting messages that can be created by participating/supporting agencies must convey that accepting the challenge equates to Social responsibility, Leadership, Safety and Heroism. The goal of the activity is to gather the maximum number of commitments via social media

Participants must post photos of themselves executing the DUCK, COVER and HOLD.

Government PIOs must post videos of their Department secretaries accepting the #Pagyanig challenge through OCD's and their agency Facebook accounts with the fan sign or spoken statement: "**Magda-DUCK-COVER-HOLD kami sa September 28! Sali na kayo sa #Pagyanig Challenge!**"

Government agencies must post a video of all their employees saying in unison: "**Sama-sama tayong magDUCK-COVER AND HOLD sa Sept. 28! NAME OF AGENCY accepts the #Pagyanig Challenge**" followed by "**Name of OTHER agency, kaya n'yo ba 'to?**"

EX.

***Sama-sama tayong magduck-cover and hold sa Sept 28!
OCD accepts the #Pagyanig Challenge!***

DSWD, kaya niyo ba 'to?

Note:

Agencies can modify the statement just as long as the modified form reflects the same main ideas: doing the duck, cover and hold on Sept. 28 and the challenge/invitation for others to join the activity.

The following are the mechanics of the #Pagyanig Challenge:

1. Like the OCD's official facebook page: Civil Defense PH.
2. Show your commitment to the conduct of the 3rd Quarter NSED by posting a video saying: "I accept the #Pagyanig Challenge" or a photo with the fan sign "I accept the #Pagyanig Challenge".
3. Tag Civil Defense PH on Facebook and invite friends to do the same.

4. On September 28, share their earthquake drill experience by posting your photo or video on social media doing the DUCK, COVER, HOLD with #Pagyanig.

The following items are expected to be encountered after the conduct of the activities:

- o Significant increase of traffic in the website of participating agencies
- o Increase in the likes and followings for OCD and government social media accounts
- o Increased public attention to the NSED as reflected by the number of postings during and after the NSED
- o Increased public knowledge on DRRM
- o Increase public awareness on earthquake preparedness and the duck-cover-hold
- o Strengthened coordination with NDRRMC-member agencies and private sector partners

7. PLAN SCHEDULE

Date	Activity
September 13 - 14, 2016	Drafting, approval and sending of invitation letters to heads of entertainment of media networks.
September 15 - 16, 2016	<ul style="list-style-type: none"> - Formal discussion meetings with the partnering agencies and organizations. - Start of shoots for challenge videos/photos of participating agencies - Drafting of articles for posting
September 19, 2016	<p>OFFICIAL START OF THE CAMPAIGN</p> <ul style="list-style-type: none"> - Press Conference on the Launch of the 3rd Quarter NSED - Start of the posting of challenge videos/photos in social media - Start of the text blasts, email advisories for the NSED - Start of the posting of articles in agency websites as per schedule
September 21 – 27, 2016	Intensive Media and Bar wagon campaign

September 28, 2016	Conduct of the 3 rd NSED - Opening Program - Drill Proper - Press Conference OFFICIAL END OF THE CAMPAIGN
September 29, 2016	Communication Activity Review

SCHEDULE OF PUBLICATION ITEMS:

ACTIVITY DATE	TOPIC
September 19 - 26	<ul style="list-style-type: none"> - Posting of challenge videos/photos via social media - Introductory articles for the NSED and #Pagyanig Challenge
September 19 – 21	<ul style="list-style-type: none"> - Posting of stories, features and anecdotes reflecting the dangers of earthquakes
September 21 - 26	<ul style="list-style-type: none"> - Posting of articles explaining the rationale, the hows and benefits of doing the "Duck-cover-hold" technique
September 22 – 26	<ul style="list-style-type: none"> - Publication of articles with the theme: making a difference in the community: disaster preparedness means saving lives (call to advocacy action)

ACTIVITY GANTT CHART

	9/19	9/20	9/21	9/22	9/23	9/24	9/25	9/26	9/27	9/28
Posting of challenge videos/photos in social media										
Posting of Articles for the NSED & #Pagyanig Challenge										
Posting of stories re: Earthquakes										

Posting of articles re: Duck-Cover- Hold										
Posting of articles reflecting call to public advocacy action										

8. EVALUATION AND REVIEW

The contributing partners for the campaign will meet to discuss the various related experiences encountered during the campaign period and evaluate the impact of the utilized strategies during the campaign with the objectives as follows

- o Determination of the level of effectiveness of the campaign as a whole
- o Identification of the areas of weakness in the campaign
- o Determination of required revisions

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