

**ADVOCACY AND COMMUNICATION PLAN
FOR THE 2013 BARANGAY ELECTION**

DATE/ PERIOD	TARGET GROUP	ADVOCACY AND COMMUNICATION OBJECTIVE	COMMUNICATIO N STRATEGY	KEY ACTIVITY	COMMUNICATION CHANNEL	IEC MATERIALS TO SUPPORT ACTIVITY	KEY CONTENT
September 16- 20, 2013	DILG Central Task Force	To enhance the capability of the DILG Focal Persons in popularizing and disseminating relevant information on 2013 Barangay Election and good barangay governance	Capacity Building in Communication Skills	➤ Orientation Briefing	➤ Organizational Communication	<ul style="list-style-type: none"> ➤ Philippine Constitution ➤ Local Government Code ➤ Executive/Administrative Orders ➤ COMELEC Issuances ➤ DILG Issuances ➤ Other related literature 	<ul style="list-style-type: none"> ➤ Barangay Governance ➤ Pertinent rules on the conduct of 2013 Barangay Election
September 23- 27,2013	DILG Regional & Sub-regional Field Officers	To mobilize DILG Field Officers in facilitating Barangay Election related activities.	Social Mobilization	<ul style="list-style-type: none"> ➤ Regional/Provincial Team Conference ➤ Cluster Meeting 	➤ Organizational Communication	<ul style="list-style-type: none"> ➤ Briefer o Barangay Good Governance ➤ Dashboard on Barangay Governance ➤ Frequently Asked Questions (FAQ) Primer on 2013 Barangay Election ➤ Relevant 2013 Barangay election Issuances; and ➤ Voters' Guide entitled: KAPehan sa Barangay: Kasali Ka Na, Kasalo Ka Pa. 	<ul style="list-style-type: none"> ➤ Basics on barangay governance ➤ Barangay adherence to accountability and transparency ➤ Details on the conduct of 2013 Barangay Election ➤ Election calendar etc including prohibited acts ➤ Qualities of a good leader (<i>Mahusay at Matino</i>)

September 16-26, 2013	General Public	To increase the level of awareness of the general public on the importance of the upcoming elections.	Advocacy	<ul style="list-style-type: none"> ➤ TV/Radio Guesting ➤ Press Releases ➤ Posting at websites 	<ul style="list-style-type: none"> ➤ Television /Radio Stations and Networks ➤ DILG Central/Regional websites 	<ul style="list-style-type: none"> ➤ Briefer o Barangay Good Governance ➤ Dashboard on Barangay Governance ➤ Frequently Asked Questions (FAQ) Primer on 2013 Barangay Election ➤ Relevant 2013 Barangay Election Issuances; and ➤ Voters' Guide entitled: KAPehan sa Barangay: Kasali Ka Na, Kasalo Ka Pa. 	<ul style="list-style-type: none"> ➤ Basics on barangay governance ➤ Barangay adherence to accountability and transparency ➤ Details on the conduct of 2013 Barangay Election ➤ Election calendar etc including prohibited acts ➤ Qualities of a good leader (<i>Mahusay at Matino</i>)
October 11-17, 2013	Candidates	To guide local candidates on the do's and dont's of the upcoming elections.	Advocacy	<ul style="list-style-type: none"> ➤ Election Fora 	<ul style="list-style-type: none"> ➤ Interpersonal Communication ➤ Organizational Communication 	<ul style="list-style-type: none"> ➤ Briefer o Barangay Good Governance ➤ Dashboard on Barangay Governance ➤ Frequently Asked Questions (FAQ) Primer on 2013 Barangay Election ➤ Relevant 2013 Barangay Election Issuances; and ➤ Voters' Guide entitled: KAPehan sa Barangay: Kasali Ka Na, Kasalo Ka Pa. 	<ul style="list-style-type: none"> ➤ Basics on barangay governance ➤ Barangay adherence to accountability and transparency ➤ Details on the conduct of 2013 Barangay Election ➤ Election calendar etc including prohibited acts ➤ Qualities of a good leader (<i>Mahusay at Matino</i>)

<p>October 11-26, 2013</p>	<p>Local Community</p>	<p>To educate voters in choosing the right candidates for the position in their respective barangays.</p>	<p>Behavior Change Communication</p>	<ul style="list-style-type: none"> ➤ Conduct of Barangay Assembly Day 	<ul style="list-style-type: none"> ➤ Interpersonal Communication ➤ Organizational Communication 	<ul style="list-style-type: none"> ➤ Proclamation 260 ➤ DILG Memorandum Circular on Barangay Assembly Day ➤ Briefer o Barangay Good Governance ➤ Dashboard on Barangay Governance ➤ Frequently Asked Questions (FAQ) ➤ Primer on 2013 Barangay Election ➤ Relevant 2013 Barangay Election Issuances; and ➤ Voters' Guide entitled: KAPehan sa Barangay: Kasali Ka Na, Kasalo Ka Pa. 	<ul style="list-style-type: none"> ➤ Guidance on the conduct of Barangay Assembly Day ➤ Basics on barangay governance ➤ Barangay adherence to accountability and transparency ➤ Details on the conduct of 2013 Barangay Election ➤ Election calendar etc including prohibited acts ➤ Qualities of a good leader (<i>Mahusay at Matino</i>)
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