



# TUBBATAHA MANAGEMENT OFFICE

# CEPA

(COMMUNICATION, EDUCATION &  
PUBLIC AWARENESS)

# PLAN

2021-2025

IEC (Information, Education and Conservation) Programs were established to raise conservation awareness for the protection of the Tubbataha Reefs Natural Park and World Heritage Site.

Beginning in 2001, TMO (Tubbataha Management Office) developed a 3-year IEC Plan from 2008-2011. This focused on spreading information on marine conservation particularly to fisherfolks and coastal areas. School outreach then became a priority for the second development of the IEC Plan which spanned for a total of 5 years from 2015-2020.

This 2020, the IEC Program, like many, has encountered many changes because of the global pandemic that hit the whole world including the Philippines. The face to face interactions and school visits that once was the main strategy of the program has been put to a halt.

MDL (Modular Distance Learning) is now the target activity of the Department of Education, Schools Division of Palawan, to be adopted by local public elementary and secondary schools because of the limited capacity and coverage for online learning here in the province. Wi-Fi and electricity is not accessible specially for areas not within the city.



# GOALS & OBJECTIVES

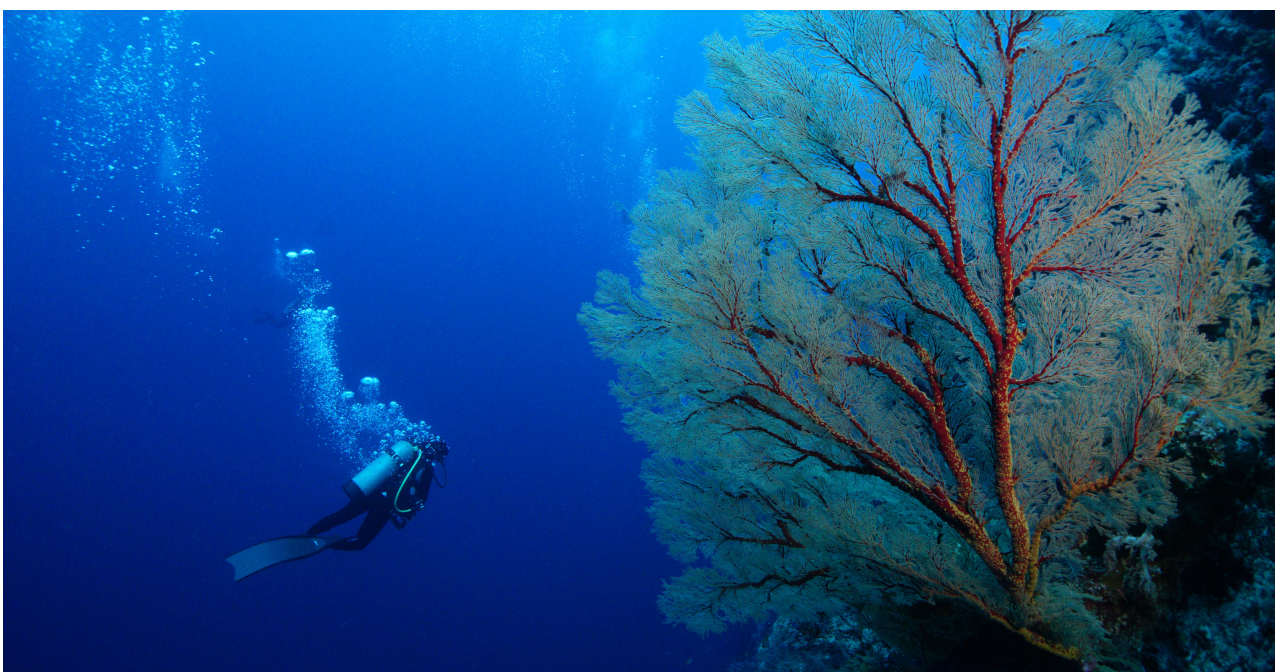
The four management programs stated in our TRNP Management Plan are the following: Conservation Management, Conservation Awareness, Ecosystem Research and Monitoring and Sustainable Resource Management. IEC/CEPA is included in the Conservation Awareness Program.

The TRNP Management Plan states that the Conservation Program aims, *to promote awareness, generate support, and achieves voluntary compliance with regulations. It seeks to foster a holistic view of the park ecosystem as an interrelated and interdependent system, and thus engender a sense of stewardship towards the marine environment. Conservation awareness activities will cater to the general public, with special focus on children and the youth.*

Two main strategies previously implemented for the IEC Program were, the conduct of public outreach activities and development of information materials and products. Since face to face interactions cannot be implemented in the following years, the conduct of public outreach is temporarily removed from the program.

The main goal of the CEPA Program is to introduce activities that will achieve behavioral change in the target audiences. It will be greatly influenced by technology and other strategies that are currently being applied in line with adapting to the “New Normal”.

Globally, we also adhere to the UN Decade of Ocean Science as a part of our program. This aims to develop campaigns and activities for us to “have the kind of Ocean that we want.” This program will begin this 2021 until 2030.



# VISION



A World Heritage Site that is effectively conserved to:

- Maintain the ecological integrity
- Contribute to the equal distribution of benefits
- Sustain socio-economic development of the present and future generation

# MISSION

To conserve Tubbataha's natural endowment through:

- Responsible stewardship
- Genuine partnership





# SPECIFIC OBJECTIVES

- To inform the target audiences that Tubbataha Reefs is not only a dive site but also a UNESCO World Heritage Site, a Marine Protected Area (MPA) and a Natural Park with conservation laws
- To increase knowledge about the value of marine biodiversity as well as policies of MPA's
- To increase park visitors' awareness about the global significance of the Tubbataha Reefs Natural Park (TRNP)
- To engage in activities that support and protect TRNP
- To increase awareness about the Parks functions and advocacies
- To reach a wider range of audience through the use of social media
- To raise awareness on key concepts of marine biodiversity and conservation

# TARGET AUDIENCES

Children/Youth

Educators and Teachers

Private Sectors: Dive Operators and Tourists

Media

Legislators and Donors



# KEY STRATEGIES:

Due to the prohibition of face to face interactions with the target audience, the 2021 CEPA Plan compose of the following activities:

## OUTREACH

1. Exposure Trips
2. Online Meetings
3. Briefings & dialogues
4. Pre-departure Briefings
5. Radio Plugs
6. Annual Dive Operators' Meeting
7. Participation in tourism trade shows
8. Online Trainings

## PRODUCTION & DISTRIBUTION OF INFORMATION MATERIALS

## PUBLISH SOCIAL MEDIA

1. Publishing of Social Media and Website Content
  2. Information on The Website
  3. Social Media Campaigns
  4. Engagement of the Social Media Community
  5. Webinars Online lectures Communication of News
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1. Modules
  2. Animated Videos
  3. Radio-based Instructions
  4. Handouts for the modules provided
  5. Billboard installation
  6. Printing of information materials
  7. Digital and Online information materials

## TARGET AUDIENCE AND MESSAGES

## PUBLIC OUTREACH

## INFORMATION MATERIALS

### CHILDREN/YOUTH (Elementary Students)

- Value and stewardship to the marine environment
- Contribution of the Tubbataha Reefs Natural Park to marine biodiversity

1. Webinars
2. Online lectures
3. Animated videos
4. Radio-based Instruction
5. Publishing information through social media & website

- Social Media Content (Facebook & Instagram)
- Information published on the Website
- Modules/Workbooks
- Educational videos
- 1,000 pcs. Notebooks
- Recorded Radio-based Instruction with module
- Poster

### EDUCATORS & TEACHERS

- Value and stewardship to the marine environment
- Contribution of the Tubbataha Reefs Natural Park to marine biodiversity

1. Webinars
2. Online Lectures
3. Radio-based Instruction

- Social Media Content (Facebook & Instagram)
- Information published on the Website
- Handouts of modules provided to children
- Tubbataha Calendars
- Digital Cards
- Fact Sheets
- Powerpoint Presentations



## TARGET AUDIENCE AND MESSAGES

### PRIVATE SECTORS

(Dive Operators/Tourists)

- Local and international value of the Tubbataha Reefs
- Results of research and the Citizen Science Program

## PUBLIC OUTREACH

1. Pre-departure briefings
2. Billboard installation
3. Radio Plugs
4. Printing of information materials
5. Annual Dive Operators' Meeting
6. Participation in tourism trade shows

## INFORMATION MATERIALS

- Social Media Content (Facebook & Instagram)
- Information published on the Website
- Primers
- Brochures
- AVP
- Billboards
- Tubbataha Calendars
- Digital Cards
- Fact Sheets
- Powerpoint Presentations

### MEDIA

- Universal and Outstanding value of TRNP (highlight UNESCO World Heritage brand)
- TRNP as food factory for Filipinos

1. Familiarization Trips
2. Dialogues
3. Partnership through news coverage
4. Social media campaigns

- Social Media Content (Facebook & Instagram)
- Information published on the Website
- Radio plugs
- Develop partnerships to increase news features
- Tubbataha Calendars
- Digital Cards
- Fact Sheets
- Powerpoint Presentations

## TARGET AUDIENCE AND MESSAGES

### BOARD MEMBERS & STAKEHOLDERS

- Value and stewardship to the marine environment
- Contribution of the Tubbataha Reefs Natural Park to marine biodiversity
- Local and international value of the Tubbataha Reefs

## PUBLIC OUTREACH

1. Exposure Trips
2. Online Meetings
3. Briefings & dialogues
4. Information on the website
5. Social Media Campaigns

## INFORMATION MATERIALS

- Social Media Content (Facebook & Instagram)
- Information published on the Website
- News features
- Tubbataha Calendars
- Emails
- Digital Cards
- Online Surveys

### NETWORKS & PARTNERS

(Private & Government Organizations, Marine Park Rangers: Philippine Navy, Philippine Coast Guard, LGU Cagayancillo)

- Value and stewardship to the marine environment
- Contribution of the Tubbataha Reefs Natural Park to marine biodiversity
- Global significance of TRNP

1. Briefings & dialogues
2. Radio Plugs
3. Online Trainings
4. Information on The Website
5. Social Media Campaigns

- Social Media Content (Facebook & Instagram)
- Information published on the Website
- News features
- Trainings
- Webinars
- Tubbataha Calendars
- Digital Cards
- Fact Sheets
- Powerpoint Presentations

## TARGET AUDIENCE AND MESSAGES

### LEGISLATORS & DONORS

- Universal value of TRNP
- Importance of political will in the conservation and protection of TRNP
- Challenges and needs in managing TRNP

## PUBLIC OUTREACH

1. Exposure Trips to the Park
2. Briefings and dialogues
3. Communication of News
4. Social Media Campaigns

## INFORMATION MATERIALS

- Social Media Content (Facebook & Instagram)
- Information published on the Website
- News features
- Tubbataha Calendars
- Emails
- Digital Cards

### RESIDENTS OF PALAWAN (Local level)

- Local and international value of the Tubbataha Reefs
- TRNP as food factory for Filipinos

1. Radio Plugs
2. Information on The Website
3. Social Media Campaigns
4. Engagement of the Social Media Community

- Social Media Content (Facebook & Instagram)
- Information published on the Website
- News features

# GUIDELINE OF LESSONS FOR CHILDREN/YOUTH

1. 7 Environmental Principles
2. Marine Ecosystems
3. Tubbataha & the Importance of Sharks
4. Shark Stanley and Friends
5. Threats and the Plastic Problem
6. Participation in Marine Conservation

