A REPORT ON

SOCIAL MARKETING ON SOLID WASTE MANAGEMENT: THE JAGNA EXPERIENCE

(Initial Implementation)

Conchita Gloria – Bigornia Regional IEC Specialist Region 7

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Photo Documentation, Design of Billboard and Leaflet (Separate CD)

A. INTRODUCTION

The application of marketing principles and techniques to promote a social cause, idea or behavior has been effectively used in many projects. Known as Social Marketing, this strategy has been found to significantly contribute to the attainment of specific program objectives and goals. Implementing it, however, involves a decision by management to undertake a focused and purposive activity requiring the kind of support that is anchored on the belief that this approach in fact, can make a difference.

In March 2006, the management of EcoGov2 decided that the Social Marketing on Solid Waste Management of the project follow the process detailed in the book, entitled, "Social Marketing: Improving the Quality of Life", authored by Kotler, Roberto and Lee. The process consists of eight (8) steps:

Step 1: Conduct a Situation Analysis

Step 2: Select Target Audiences

Step 3: Set Objectives and Goals

Step 4: Analyze Target Audiences

Step 5: Develop Marketing Strategies

Step 6: Develop a Plan for Evaluation and Monitoring

Step 7: Determine Budgets and Funding Sources

Step 8: Complete an Implementation Plan

A modified version of this approach will be tested in Region 7. The first phase of this activity was to gather information related to Steps 1 to 4. After these steps have been completed, a meeting with the Project Management and the IEC team will be held to assess the initial information gathered and the succeeding steps to be undertaken.

Based on the results of the project's Governance Index conducted in 2005, five sites were identified as the areas in the region most prepared to undertake Social Marketing: the municipalities of Albur, Jagna and Maribojoc in Bohol, the City of Bayawan, and the municipality of San Jose in Negros Oriental. In April and May of 2006, the five sites were visited by the Regional IEC Specialist and a focus group discussion with members of the Technical Working Group, IEC Group and / or SWM Board, was conducted in each area to gather information related to Steps 1 to 4.

As planned, a meeting with the Project Management and IEC Team was conducted in June to evaluate the results of the focus group discussions in the five identified sites. To complete the Social Marketing process, it was further agreed that Steps 1-8 will be done in the municipality of Jagna.

B. THE PILOT SITE: JAGNA

1. Brief Description

The Municipality of Jagna is located more than 60 kms. east of Tagbilaran City, the capital of the Province of Bohol. It is a fourth class municipality with varied resources, which if properly managed, can lead to further development of the area.

Jagna is accessible via its coastal and inland routes. Of all the municipalities in Bohol, Jagna is the only one which maintains a wharf that serves as the province's gateway to Mindanao. The presence of this facility has resulted in the development of this small town into a budding commercial and trading center in Eastern Bohol.

2. SWM Issues and Concerns

As a result of its growing population and the corresponding increase in trade and small scale industries, Jagna is confronted with the issue of unmanaged solid waste leading to problems related to threat of diseases, contamination and pollution of water resources, flooding, as a result of clogged drainage. This situation affects the image of the community. With these concerns and in compliance with the Republic Act 9003 (otherwise known as the Ecological Solid Waste Management Act of 2000), the LGU of Jagna consolidated its efforts to improve its program on Solid Waste Management.

The long term goal of the program is to reduce the threat of unmanaged solid waste to health and environment. Its short term goal is to increase waste diversion and improve aesthetics or lead to cleaner surroundings. Crucial to the attainment of these goals is waste management – waste generators segregating at source and disposing properly the different types of wastes.

Efforts to achieve these objectives require not only strengthening enforcement but motivating the different waste generators, through a campaign, to enable them to practice the desired behaviors of segregation, recycling, composting, and the proper disposal of residual and special wastes. For its program to succeed, the LGU realized that an Information, Education and Communication Campaign that will bring about the desired practices must be implemented.

3. SWM Activities

Jagna started efforts to address the problem of managing their solid waste as early as 2002 with the creation of the SWM Technical Working Group or TWG. In that same year, Jagna signed a MOA with EcoGov to avail of the project's technical assistance. The formation of the Ecological Solid Waste Management Board followed.

The 10-year ISWM Plan was completed in the second quarter of 2004 and later adopted by the Municipal Development Council and Sangguniang Bayan. Thereafter, the comprehensive ISWM Ordinance was approved and the Central Material Recovery Facility established.

Activities for 2005 focused on the site selection and inspection of the proposed Sanitary Landfill and the establishment of the Central Composting Facility.

The ISWM Enforcement Plan started in 2006. Towards the end of March, an orientation on the ordinance was conducted in the seven targeted urban barangays followed by the training of Deputized Enforcers.

The "dry run" of segregation at source including the collection system begun in April using available containers while waiting for the official receptacles. The ISWM Program was formally launched on August 15, 2006.

4. Why Jagna

Jagna was chosen as the pilot site, the area most prepared to implement a Social Marketing Campaign. It has a 10-year legitimized ISWM Plan and Budget, an SWM Board and a functional office. The Solid Waste Management Program of the municipality enjoys an unwavering support from the LGU, particularly from its Local Chief Executive, Mayor Exam Lloren. Jagna has a very active TWG. Its members are still the original members since its formation. The TWG Chairman is likewise a very active councilor who sponsored the ISWM Ordinance and the Ordinance on The Ecosavers Club. Kagawad Senen Lloren, who is the brother of the Mayor, is in the forefront in the planning and implementation of IEC activities.

Most of the details of the implementation of the ISWM Ordinance have been finalized at the start of the Social Marketing process including the conduct of initial purok orientation and assemblies in the seven target barangays.

5. Activity Post Decision to Pilot in Jagna

After the decision of choosing Jagna as the pilot site, another focus group discussion was conducted in July with the TWG to complete Steps 5-8. The information derived from the first FGD were validated: issue statement; campaign focus and purpose; SWOT; analyzing target audience, in terms of current behavior, knowledge, beliefs; and, benefits costs and barriers in adopting the desired behaviors.

The basic information needed for the succeeding steps were discussed – developing marketing strategies and promotional approaches, messages and communication channels, as well as resources needed. Other details could not be taken up since this would require a lot more time. In addition, the creative inputs needed could not be decided in just one or two sessions. Since the TWG's members are technical people,

creative minds must also be tapped to contribute to the conceptualization and implementation of approaches in marketing the desired behaviors.

C. PREPARATION OF THE SOCIAL MARKETING PLAN

Information on knowledge, attitude and practice or behavior (KAP) on specific solid waste management issues and concerns among the target audiences would have provided the needed baseline data from which evaluation could be done – measuring KAP after a certain period of the campaign. However, these information were not available and an official survey or a similar method to obtain such data was not provided as part of the process.

As a substitute, FGDs with the TWG were conducted to validate already known KAP as well as observations on major SWM issues of segregation, payment of garbage collection fees and composting. It was also the general opinion by the Project Management that a survey like this, which would entail time and resources, would only reveal what are obviously known except perhaps, the extent to which Jagna-anons practice composting. Inasmuch as the desired behaviors are relatively new and are required by law, it was assumed that these behaviors were not at all or minimally practiced.

With these premises, the Social Marketing Plan was drafted – after the second discussion with the TWG. A revised plan was prepared in July incorporating the comments from the Project Management and those from the LGU.

1. Consultation with the TWG

Since Social Marketing will be implemented by the LGU, their involvement in the planning stage is crucial. In every step of the process, key members of the TWG, – notably the Chairman, the former and present coordinator of the SWM Project were consulted and their inputs were integrated in the plan.

Details of the situational analysis, description of target barangays, objectives and goals, messages, promotional strategies, schedule of implementation, and funding were discussed. As a result of these consultations, a major revision was made in the objectives and goals section of the draft plan. Instead of focusing only on the behavior of segregation, which was the behavioral objective originally identified, payment of garbage collection fees and composting were added to the desired behaviors of the campaign. Correspondingly, the desired knowledge and attitude objectives were included.

2. Creation of the Social Marketing Core Group

It became imperative that a smaller group is needed to function as the "think-tank" for Social Marketing as well as to implement ideas, concepts and approaches. The TWG is the approving body of the outputs of this Core Group.

To address the creative concerns of the campaign, the inclusion of creative people, specifically local artists, is a must. Jagna is not wanting in this regard. Three artists were identified. All have rendered creative services in various LGU activities, although they have not worked together in a single endeavor or as a team. Initially reluctant due to their doubts as to how they could participate, the artists later realized the significance of their contribution to the campaign.

The Core Group is composed of three technical staff involved in SWM, three artists and the Municipal Public Information Officer. This is also the first time that the MPIO has been tapped to form part of the SWM Campaign. The TWG Chairman oversees the group's activities and EcoGov's UEM Assisting Professional and IEC Specialist provide technical assistance.

Social Marketing Core Group

1. Engr. Peter Jamero - Public Market Administrator,

TWG Member, Former In-charge of ISWM Program

2. Jerry Pagulon - Executive Assistant

ISWM Point Person

3. Melba Acera - SB Office Staff

4. Norman Lloren - Artist, Graduate of UP Visual Arts

Son of the Mayor

5. Stephen Hatayna - Jagna's known artist / illustrator; worked with

Liwayway Publications

6. Rico Tadena - Officially, a Fireman, Artist / Illustrator

7. Catalino Bero - Municipal Public Information Officer

All the members of the Core Group, except the three artists, are members of the TWG. An arrangement to provide honorarium to the artists for services rendered was done.

D. SUMMARY OF THE SOCIAL MARKETING PLAN

1. Target Barangays

Description

The target audiences are found in the seven urban barangays, namely: Canjulao; Can-upao; Pagina; Looc; Poblacion; Pangdan; and Tejero. The total population of these barangays represents 31% of the entire population of the municipality.

Canjulao, being the largest, has more than 500 households and a population representing 8% of Jagna's population. Not found in any other barangay, is a mushrooming Muslim community and a squatter's area in Barangay Pagina, which is a major source of wastes.

The Central Public Market and Port are found in Barangay Looc. A hospital is found in Barangay Poblacion. Barangay Tejero hosts the Material Recovery Facility.

Table 1 contains information on the target barangay population and household, their size, waste point sources and brief description of behavioral intent.

Table 1: Description of Target Barangays

Brgy. Population and No. of Households ¹	Behavioral In	tent	Size	Other Considerations ²
Canjulao Population = 2786 Household = 532	Preparation and Action Stages	Willing to adopt the new SWM System and Ordinance.	8%	Largest brgy., residential area, a hospital, 1 elem, 1 preschool, 1 primary, bus operator, & hardware, apartment houses, 1 derma clinic, 1 satellite market
Can-upao Population = 2037 Household = 385	Preparation and Action Stages	• Eager to use labeled and color-coded sacks (but	6%	Residential, 3 rice mill, cockpit, copra station, 3 warehouses, 1 lodging house
Pagina Population = 1510 Household = 271	Preparation and Action Stages	not yet available). • Waste segregation into four types being	4%	Squatters area, transients, Muslim community, big grocery, 1 gasoline station, 1 bank, 1 dental clinic, composting facility
Looc Population = 1017 Household = 199	Preparation and Action Stages	done at source using any available containers. • Formal launching	3%	Central Public Market and commercial establishments, Port, 1 high school, 1 gasoline station, 3 big warehouses, 1 lodging house, beer houses, 1 dental clinic
Poblacion Population = 1119 Household = 223	Preparation and Action Stages	and full implementation in August. • Each barangay	3%	Church, hospital , municipal bldg., plaza, 1 college, 1 high school, funeral home, pilgrimage area (shrine)
Pangdan Population = 1201 Household = 243	Preparation and Action Stages	has one deputized waste enforcer to augment the six	3%	Automotive shops, pension house, ceramics, junk shop, funeral home, residential
Tejero Population = 1404 Household = 280	Preparation and Action Stages	municipal regular waste enforcers.	4%	2 cemetery, central elem , 2 preschool, church, pension house, abattoir , MRF, piggery , poultry
TOTAL Population = 12,064 Household = 2,133			31% of Jagna population	•

¹Data used is the projected population for 2006 Total Jagna population is 35,237

²The bold items are the major waste point sources in the barangay.

2. Audience Analysis

2.1 Behavior

Prior to the conduct of any IEC activity, the people of Jagna dispose of their garbage using a single container. Segregation has not been practiced due to time, effort and knowledge needed to perform this behavior.

Like segregation, proper composting is not practiced. What is generally practiced is simply digging a hole to serve as a container for leaves and other biodegradables.

In the Social Marketing language, all barangays can be descriptively labeled, in their behavioral intent, as being in that Stage of Change, known as the *Preparation and Action Stages*.

At the *Preparation Stage*, the audiences have not only acknowledged that there is a concern or a problem, but they are now ready to take action within the month or so. In addition, they are also making adjustments for the eventual changes in their behavior.

Since the people are now practicing segregation at source and conducting a "dryrun", minus the prescribed containers, they are, in fact, in the initial phase of the *Action Stage*. They are overtly modifying their behaviors, by segregating using four separate containers, recycling, re-using, observing the collection system and schedule, as well as confronting their mental reservations of not initially wanting to practice these behaviors. In short, they are performing the actions for which they have prepared for.

2.2 Knowledge

Prior to any information dissemination campaign, the people of Jagna does not know the types of wastes. But after the assemblies were completed, it was observed that majority knew how to classify wastes according to four types, except for some items.

Most are aware of the general benefits of composting but are at a loss on its proper application, based on the available space in their respective households. Composting methods must be suited to the type / kind of space available. The absence of successful model composts at the household level makes this practice even more challenging to promote.

On recycling and reusing waste materials, people have long acknowledged its benefits. The savings that can be generated from this practice has been the primary reason for its continued patronage. It is a known fact that clean surroundings is a result of proper waste disposal. Unmanaged garbage serve as breeding areas for disease – carrying organisms. However, the direct cause and effect connection between health and solid waste management, cannot be clearly established by the target audiences.

Community members are aware that there are penalties for non-compliance of the ordinance, but the mechanics of its implementation may not be as accurately recalled as the penalties imposed. The Ordinance hastens behavior change.

3. Objectives and Goals

The Social Marketing Campaign is designed to influence specific behaviors and attain certain knowledge related to it. Complementing these are equally significant beliefs that each waste generator must have in order for them to meaningfully exhibit the desired behaviors.

While these beliefs are needed in order for such behaviors to happen, in some cases, these are not considered pre-requisites. Examples of these are found in campaigns where the behavior being promoted is mandatory, such as the use of a seat belt, no smoking and segregation. The audience need not necessarily believe that the use of seatbelt, not smoking and segregating will result in benefits that far outweigh the costs of performing these behaviors. That is the reason why the percentage goal of the belief objectives are much lower than those of its counterpart behavior and knowledge goals.

The *key behaviors* of each waste generator being promoted in this campaign are the following:

- 1. Segregate wastes into four (4) types or classification, using the LGU prescribed color-coded receptacles.
- 2. Follow the system and schedule for the type of wastes to be collected.
- 3. Recycle and reuse selected wastes.
- 4. Pay the garbage collection fee monthly based on the classification of wastes generators, as indicated in the Ordinance.
- 5. Practice proper composting for wastes classified as biodegradable.

Behaviors 1 to 4 are musts for each waste generator. Color-coded receptacles (sacks with colored strings) are to be purchased at P10.00. This was recently increased to P15.00 due to added costs. It is acknowledged that the payment of the garbage collection fee can be a separate campaign by itself. However, the LGU believes that this behavior is crucial to the effective implementation of the SWM Program.

While composting is mandatory for households as specified in the Ordinance, the households are given the option to dispose of their biodegradables for a fee of P5.00 per sack, everytime it is collected. Proper composting is highly encouraged; therefore, this is among the key behaviors promoted.

The TWG identified, as a goal, an 80% accomplishment of the first four behaviors to be promoted. Full enforcement of the Ordinance will make this possible.

For the practice of composting, however, 10% of the households in the seven urban barangays are targeted to perform this behavior. Despite a mandatory provision in the Ordinance on this practice, its performance is not expected to be as high as that of segregation. The alternative to composting which is the collection of biodegradables for a fee, delays such practice. In addition, both segregation and composting are "new" behaviors being "required", particularly of residents in the urban areas. The initial perceived costs outweigh its benefits.

Behavior, knowledge and belief objectives are detailed in Table 2 with its corresponding goals and current situation.

Table 2: Objectives, Goals and Current Situation

	Objectives	Goal (%)	Current Situation
Behavi	or Objectives	,	
For	each waste generator, to:		
1. 2.	Segregate wastes into four (4) types or classification, using the official receptacle (color-coded sacks). Follow the system and schedule of the type of waste to	80% 80%	 "Testing Stage" Residents in the seven target barangays are now
	be collected.		practicing segregation,
3.	Recycle and reuse specific wastes.	80%	collection, and recycling.
4.	Pay the monthly garbage fee based on the classification of waste generator, as indicated in the Ordinance.	80%	Segregated wastes are placed in available containers pending the availability of the official receptacles.
	every household or cluster of households to:	4.0	
5.	Practice proper composting of wastes classified as biodegradable.	10%	Composting is practiced, although not widespread.
Knowle	edge Objectives (to support the Behavior Objective) 1.1 Identify segregation as the first step to proper		
	management of wastes.		• With the completion of
	1.2 Name the reasons why there is a need to segregate.		the "pulong-pulongs", an
	1.2.1 Segregation allows the reduction of	95%	orientation on the
	biodegradables and recyclables that go to		Ordinance and its
	the dumpsite.		provisions, the people are
	• through segregation, biodegradables		expected to know at least
	and recyclables are taken out to be		the basic info-
	processed and used.	0.50/	segregation, types, what
	1.2.2 Identify the four types or classification of	95%	will be done to
	wastes and give examples.	050/	segregated wastes.
	1.2.3 Identify how the wastes are to be	95%	Better appreciation and
	disposed.		understanding of the
	Biodegradables are composted. Build be a set of the set of t		reasons for segregating
	• Residuals are collected and disposed in		need to be reinforced

1.3	the dumpsite by LGU personnel. Recyclables are reused, sold or collected and brought to the Materials Recovery Facility by LGU personnel. Toxic and hazardous wastes are collected and disposed in the dumpsite. Know how and where official receptacles are obtained.	95%	since the main concern is immediate compliance and the presence of an Ordinance. • Actual collection route and schedule is being followed.
2. 2.1	Know the garbage collection route and schedule of wastes to be collected.		 Unsegregated wastes are not collected.
2.2	Know that unsegregated wastes will not be collected.		Few instances have been related by the LGU
2.3	Know that monitoring of household is made easier because of the official, personalized receptacles (color-coded sacks with names).		where neighbors informed owner of uncollected and unsegregated wastes to practice segregation.
		95%	practice segregation.
3. 3.1 3.2	Identify wastes that can be reused and recycled. Know how these wastes can be put to good use – bottles, cans, paper.	95%	 Residents are recycling and reusing. Some dispose of these wastes through the regular collection system, while others take care of disposing their own
			recyclables.
4. 4.1	 Identify the amount to be paid monthly according to classification of waste generators. Know and understand the reasons why regular payment must be done. Operating a good system is costly and requires funds to sustain it and LGU needs support. (where do payments go) 	95%	 Information on the fees have been disseminated in the pulong-pulongs. The payment scheme can be better appreciated. Many are not fully aware of the high percentage of biodegradables in the
5.2	Know that 67% of wastes in Jagna are biodegrable. Know that biodegradables must be composted so this will not be the source of foul odor and attract pests and rodents. Know that if composting is done, wastes are reduced.		wastes generated in Jagna Majority do not fully appreciate how composting can reduce wastes.
	reduced.		The appropriate methods of composting are not known.
5.4	Identify appropriate methods of composting – for individual or cluster of households.		known. • Some households are
5.5	Identify other benefits of composting – soil enhancer, fertilizer for plants.		practicing composting, although the extent of such practice and methods used are not known. Target audiences are generally aware that

		composting produces fertilizer that can be used for plants.
Belief Objectives		
For each waste generator, to be convinced that: • The LGU will and can implement the SWM Ordinance.	75%	The people are generally pessimistic of the programs of government due to experiences with projects that have not been sustained. However, with the recent projects implemented, the LGU showed commitment and allocated resources to make this happen. Hence, the high percentage targeted.
	50v	Jagnaanons believe that since the desired behaviors are not easy to perform, the LGU needs a lot of resources and dedication to implement it.
Segregation will help address issues related to health and environment.	50%	While Jagnaanons see and smell the immediate effect of unsegregated and uncollected wastes, they do not fully realize how segregation can contribute to the reduction of threats to health and environment.
Segregation is not a waste of time and resources and is simply not just one of those programs of government that must be implemented and therefore followed. The benefits derived from the practice outweigh the efforts and resources used.	50%	Segregation requires proper knowledge, perceived as time consuming, requires resources (buying prescribed containers and paying for collection of biodegradable) and knowledge in following a system. Compliance is achieved mainly because of the Ordinance.

4. General Promotion Strategies

The selection of which medium to use depends on the goals and objectives of the campaign, preferences of the audiences, characteristics of the channel, and realities of budget and funding. To a great extent, the budget is a determining factor in media selection.

For the Social Marketing Campaign of Jagna, a variety of channels will be used, Special strategies and events will be conducted to highlight and "drumbeat" the IEC on SWM.

4.1 Broadcast – Radio and TV

An existing 30-minute radio program aired every Sunday in Radyo Natin, a radio station in Jagna, and anchored by the Civil Registrar will be one of the medium for the campaign. Entitled, "Basahon sa Kahanginan" (BASAKA), this program will feature information on specific SWM concerns, best practices and interview – testimonials. It will also regularly update its listeners on the progress of enforcement, "ala-community billboard." Jingle and radio plugs will be aired in this station.

The San Miguel Cable can be used as a supplementary medium to show the video materials / clips that will be produced.

No payment is needed in the use of both radio and TV. However, a formal agreement has to be signed to secure commitment and clarify roles and responsibilities.

4.2 Print Billboard, Stickers

Print materials on segregation and composting will be produced and distributed. Motivational How To leaflets and flyers with attractive messages will be developed by a Core Group.

An informational billboard on the classification of wastes with a clear and compelling message will be installed in strategic locations.

Stickers for vehicles will form part of the materials in the campaign.

4.3 Video

An arrangement has been made with a Tagbilaran – based video production group, "6300" to produce, for free, 30-seconder to one-minuter motivational video plugs and 5-7 minuter briefs to promote the desired behaviors.

A relatively- young, creative and new group, "6300" intends to make these productions part of their portfolio. The LGU will provide transportation, meals and accommodation and production supplies. EcoGov, through the IEC Specialist, will provide the technical assistance to produce the material – conceptualization, scripting, production and post production guidance.

The edited materials will be shown during assemblies, in schools, and in related IEC occasions or events where an opportunity for such an exposure exists.

4.4 Special Strategies / Events

Launching

The ISWM Program will be formally launched on August 15 starting with a Mass, followed by a caravan and a program.

• Poster Design Contest

During the launching, the poster design contest on the theme, "Lawas Panggaon, Basura Atimanon" will also be announced. Winners will be chosen and awarded during the 375th Foundation Day activities in the last week of September.

• IEC in Foundation Day

The 375th Foundation Day in Jagna is a very important affair that Jagnaanons are looking forward to. During the LGU night, the mascot will be officially introduced to the public. The mascot will be the LGU's SWM representative in succeeding events.

• Jagna Young Eco-Savers Club (JAYESAC)

An ordinance on the formation of this group has been passed. While the mechanics of implementation is still being finalized, this movement will be launched in September.

• Search for Outstanding ISWM Practitioners

As an incentive and to officially recognize the outstanding ISWM practitioner - barangay and business establishment, the LGU has decided to give awards by the end of the year. The criteria and mechanics will still be prepared.

E. IMPLEMENTATION OF THE PLAN

The Social Marketing Core Group immediately started its task of operationalizing the Plan. The group met four times – thrice in August and once in September.

As indicated in the Plan, there are four phases. Phase 1 consists of all activities related to meetings, orientation, coordination, and formalizing arrangements. Phase 2 are promotional activities — conceptualization, development and production of print, broadcast and video materials. Phase 3 is the conduct of promoting the desired behavior, knowledge and beliefs. This includes the distribution and airing of materials, IEC in schools, organization of the EcoSaver's Club, and recognition. Phase 4 involves monitoring and evaluation activities.

1. Establishing Partnerships

1.1 With Various Sectors

Four separate orientation composed of representatives from schools, religious and civic groups, PUV operators, market stall owners, and business establishment operators were held as scheduled in August. The TWG Chairman conducted the orientation with EcoGov's IEC Specialist providing assistance in the preparation of mechanics and content and facilitation to solicit specific assistance from each sector.

Out of the 32 different schools, religious and civic groups, 16 were represented. Eleven (11) PUV Operators attended out of the 31 invited. Sixty five (65) business and 40 service establishments were invited; only 26 and 14 attended, respectively.

The poor attendance of the PUV operators was attributed to an ongoing issue among them and the LGU. Attendance in a previous LGU-initiated activity by this group was not also good, prompting the LGU to seriously study the matter and take a more aggressive stand on how to deal with them. No definite reason for the poor representation of the business sector could be derived except, perhaps, the short notice of the orientation and the busy schedule of establishments not represented.

The few questions raised during the open forum were mainly on the collection schedule and the segregation classification. All sectors emphasized the need for a

brief material containing the basic information such as waste classification, collection schedule and fees as well as fines for violation.

Specific assistance was solicited on how these groups can support the SWM Campaign. It was agreed that they will reproduce the official, one to two liner messages in their own establishments using their resources and creativity. For example: a bank will use computer print-outs; a vulcanizing shop will make use of tires; a tailoring will utilize strips of cloth; and cartons or similar materials will be used by sari-sari stores to make creative pieces containing standard messages.

A letter signed by the Mayor will be sent to all those who attended the orientation and those who did not to remind and / or inform them of the full scale implementation of the program and the support that they have committed to provide.

1.2 With Broadcast - Radyo Natin

Still in line with establishing partnerships is coordination with Radyo Natin,a Jagna – based station. Integration in the existing LGU radio program is not a problem. However, the details of such integration has not been discussed with the anchor person who is an LGU staff. A meeting with the Station Manager on the possibility of airing plugs, mini-dramas or drama was held. However, resources are needed to fund this activity.

1.3 With Video Group

"6300", a Tagbilaran – based video group composed of young professionals, initially agreed to produce one or two motivational and informative video on solid waste management practices without charging professional fee in exchange for the technical assistance that will be provided by the IEC Specialist to complete the production. The edited video will form part of the group's portfolio of sample video materials that maybe presented to prospective clients. Expenses for supplies, transportation, food and accommodation for a two-day shoot will be shouldered by the LGU and other funding sources.

This production is scheduled for October.

1.4 With Possible Sponsors / Funding Agencies

A Donor's Forum was one of the activities originally scheduled during the 375th Foundation Day. A Social Marketing package was one of the projects to be presented for funding. However, the activity was cancelled due to time constraints. This will be scheduled before the year ends.

Globe Telecom has been identified as a possible donor of IEC materials that will be locally developed. After the final design of the billboard, Kagawad Senen met with the Globe representative in Tagbilaran. Globe agreed to sponsor the production of four, 16" x 10" tarpulin billboards. The printing will be done in Cebu.

2. Promotion

2.1 Key Messages

The Core Group developed seven core messages which were presented to, modified and approved by the TWG.

- 1. LAWAS PANGGAON, BASURA ATIMANON (the main message)
- 2. BASURA MO, IBULSA MO (for PUV's, Schools)
- 3. BASURA LAIN-LAINA, WA'Y MULTA (for Households, Establishments)
- 4. AKO JAGNAANON, AKONG BASURA ATIMANON (for PUV"s, Establishments, Households, Schools)
- 5. BASURA LAIN-LAINA, MALABAY GAMAY NA (for Establishments, Households, Schools)
- 6. BASURA LAIN-LAINA, HAPSAY ANG PAGKOLEKTA (for Establishments, Households, Schools)
- 7. BASURA KO, BASURA MO I-SEGREGATE KO, I-SEGREGATE MO (for Establishments, Households, Schools)

These short messages will be the focus of the Social Marketing's campaign on waste reduction. While these comprise the major messages (basically on segregation), others designed to motivate the performance of the desired behaviors of payment of garbage collection fee and composting will form part of the content of the campaign materials.

2.2 Launching of the ISWM Program

As scheduled, the ISWM Program was launched in August. Starting the activity is an early morning Mass where the celebrant, in his homily, emphasized the importance of the SWM Program and how the people can support it. The priest likewise related the day's gospel of the Assumption, to the significance of the program. While obedience to the law is the initial objective of compliance, (as in Mama Mary's obedience), he added that proper solid waste management practices should be a way of life of every Jagnaanon with the theme, "Lawas Panggaon, Basura Atimanon". Everyone must cooperate to have a clean and healthy environment.

The church's involvement (through a homily) is detailed in this section because this is a concrete outcome of the Orientation on SWM attended by the very supportive Parish Priest. In such gathering, he identified the areas where the church can support the program and mentioned the homily, as one vehicle for information dissemination and motivation. The priest who celebrated the Mass, however was not the Parish Priest who attended the orientation. Obviously, the information on how to support the SWM Program was effectively conveyed to the other priests.

The launching activities also included the blessing of the Composting and Material Recovery Facilities. The Mayor, BEMO and DENR heads, and LGU officials graced the occasion.

2.3 Poster Contest

A simple guideline for the Poster Contest was prepared and officially announced during the launching of the ISWM Program. Due to the many activities simultaneously conducted for the grand fiesta celebration, no additional information was provided, particularly among the schools where the participants were expected to come from. Thus, there were no entries submitted.

2.4 Mascot

The Core Group discussed the possibility of creating a character who will symbolize the SWM Program of the municipality. Such character must have certain features unique to Jagna and must appeal to the young.

After several discussions, the group agreed that a "super hero" type of character, which is generally acceptable among the young (not to mention the fad), will provide the needed appeal and attraction, as well as the fun.

A local historical hero of Jagna became the Group's inspiration for the SWM standard bearer, a mascot named, "GOYO BOY".

Based on historical accounts, Captain Gregorio "Guyo" Caseñas led a movement to fight the oppressive acts of the Spaniards and Americans. Believed to have been gifted with special abilities and powers such as the ability to fly, Captain Guyo easily became known as the great defender. He was killed by American forces during a Holy Week encounter. This was the time the Captain was believed to lose his special powers. Capt. Guyo's portrait is found in the Conference Room of the municipal building.

The idea of a hero was adopted and the name modified, GOYO, spelled with an O and not with a U. To reinforce its appeal among the young, a boy was used and the

look correspondingly changed to suit the character and be relevant to the times. To provide the "local flavor", a modified version of Captain Guyo's native hat was included and the "kalamay" (Jagna's famous native delicacy) became the identifying mark together with the name, Goyo Boy.

The colors of Goyo Boy – green, blue, yellow and red – represent the four colors used for waste classification. The dominant color green stands for the 67% of Jagna's biodegradables.

Goyo Boy was launched during the LGU Night last September 20, one of the weeklong activities of Jagna's 375th Foundation Day Celebration. He also joined the Sinulog Estokada last September 30, the grand parade on the day of the fiesta and had a stage presentation. While feedbacks on this mascot need to be gathered, the character will be used in the Social Marketing materials and SWM activities. As in commercial products, the character will be the endorser of the desired behaviors being promoted. Details of the plan on how to improve and maximize the use of the mascot will be finalized.

2.5 Billboard

Another output of the Core Group is the concept and design of the billboard. To achieve visual impact, it was agreed that the billboard should be very visible and attractive. The size agreed upon is 16 x 10ft., equivalent to five plyboards. The first will be installed in the most strategic place, the market area, which is also found along the main road. Four tarpaulins were planned and Globe has committed to sponsor all four. Printing will be done in Cebu and the first will be ready for installation during the last quarter.

2.6 Radio Plugs and Video

The identified activities in Phase 2 related to the use of broadcast and a-v medium are the writing of scripts for radio plugs and video materials including preproduction and planning for video. These were not undertaken, as indicated in the Plan, due to time constraints and the decision to focus on the conceptualization of the mascot and print materials, launching and preparations for the fiesta celebration.

3. Actual Implementation of Promotion Activities

The preparation and launching of the mascot and the development of the basic handout on the SWM Program were completed. However, other activities could not be undertaken in September as originally scheduled.

The TWG had many involvements in the preparation for the fiesta celebration. Thus, the IEC in elementary schools and the organization of the Young EcoSavers Club, could not be started.

As earlier reported, the scripts of the broadcast materials were not prioritized and funds for its production have to be sourced out. The video group had production contracts and therefore had no time for the Jagna documentation. Although, the group initially committed to produce, for free, a follow-up of this is needed. In addition, the supposed documentation of actual composting models have not started. The LGU staff were occupied with many events related to Foundation Day Celebration.

F. ANALYSIS OF IMPLEMENTATION

The initial implementation of the Social Marketing Plan demonstrated the capability of the LGU to undertake a more purposive campaign to promote specific behaviors. The technical assistance provided by the EcoGov facilitated a better understanding and appreciation of the Social Marketing process and fostered a belief that this process can make a difference in achieving sustainable behavior.

1. Situational Analysis

Analyzing the situation in any area including the knowledge, attitudes and practices / behavior (KAP) of the target audiences prior to any campaign is a must. These data will serve as the baseline of any evaluation to be conducted after a given time.

In Jagna, information was obtained through focus group discussions conducted with the TWG as well as knowledge and observations derived from random and informal interviews with some community members. The 10-year ISWM Plan also served as a main reference document. Ideally, a survey on the KAP would have provided such information. However, this was not deemed as necessary, given certain limitations. The process requires time, effort and resources and would reveal data that are already known.

It was likewise discussed during the Project Management and IEC Team meeting that there are information on the desired behaviors being promoted that are obvious, such as the reasons for non-segregation and composting. Since these desired behaviors have not been practiced, the performance rate is expected to be very low. Increase in performance can be mainly attributed to following the law due to fear of penalties for non-compliance.

In the absence of a project-initiated survey designed for this purpose, a review was done to find out if there is any existing data in the LGU which can be used as the baseline.

In 2005, Jagna was chosen as a pilot municipality for the Millenium Development Project funded by the European Union. Part of the survey were ten questions that the LGU requested to be incorporated, four of which are related to solid waste management – segregation, garbage and wastewater disposal practices, and a specific question on ways of disposing hazardous wastes. Since this portion of the survey was not directly related to the EU Project, encoding and analysis of these data become the LGU's concern. Since there is no urgent need for these information at that time, not all the responses have been processed. Very recently, data tabulation has been completed.

2. Involvement of Local Talents

The presence of the three local artists with varied and complimentary specialization was a big boost to the development of materials. Realizing that creative inputs are crucial to effective promotion, the official involvement of these artists was finalized.

Specific assignments were given to be able to simultaneously complete the outputs. While Rico did the billboard design, Stephen prepared the character sketches and studies of the mascots and Norman did the lay-out of the leaflet. Stephen and Norman were assigned to do the mascot – went to Cebu to buy the materials and worked on it. A local tailor made the costume. The mascot was done in a week.

An original jingle composition was desired but due to time constraints, this was not possible. Instead, the lyrics related to SWM was composed and sung to the tune of a popular song, "Buchiki". For now, the song serves as the background music of Goyo Boy's performances and is also played during SWM activities. Engr. Peter Jamero, the LGU staff who was formerly in charge of the SWM Program and currently Market Supervisor, composed the lyrics. Jagna's Budget Officer also made an original composition which was presented during the launching program.

3. *Organization of the Core Group*

Consulting the TWG, in the planning and implementation of the Social Marketing Campaign not only provided inputs but legitimized the entire process. However, it would be difficult for the group to be involved in the actual development of materials and other details of the Social Marketing activities since both time and creativity are needed.

The decision to create a Core Group to be the "think-tank" and "work-force" is one of the main reason for the speedy completion of the outputs with technical assistance from EcoGov, sessions were conducted to brainstorm on concepts and ideas, decisions were made, work assigned based on skills, and time frames were set.

Members of this group were in agreement of the approaches used and shared a common belief that Social Marketing will work in Jagna.

4. Pace of Implementation

Considering that preparation for implementation, consultations and completion of the first outputs were done only in August and September, the pace was relatively fast, compared to other development communication projects, with a similar objective.

The celebration of the 375th Foundation Day provided the sense of urgency needed to hasten implementation. The event is the perfect time to launch an activity. Failure to take advantage of this occasion is a great marketing loss, since a lot of people is expected to attend. Maximum exposure is thus ensured.

Goyo Boy's public appearance during the Sinulog Estokada is an acknowledgement of its existence. The positive reactions of the crowd, both the young and the old, is a significant indication that this character will not only be remembered but will be part of the Jagna community. The challenge is to make its presence felt in the coming months.

5. Support of the LGU

The LGU of Jagna, through the TWG and specifically Kagawad Senen Lloren and the Core Group, is very supportive of the pilot Social Marketing Campaign. From the initial focus group discussions held, to the planning, conceptualization and implementation of communication strategies, the LGU provided both the human and financial resources, inspite of its limited funds. Kagawad Senen facilitated requests for services of specific individuals who are not LGU staff as well as sourced out the necessary funds. An example of the latter is the sponsorship of Globe.

6. Cooperation of Different Sectors

The three day orientation showed that different sectors are willing to cooperate with the LGU to effectively implement the SWM Program.

The Parish Priest, who was present during the orientation, assured the LGU of the support of the church staff in disseminating information. He requested for materials that they could disseminate. He also mentioned the inclusion of SWM concerns in homilies and related pastoral work.

The PUV Operators and representatives of the business establishments willingly volunteered to produce, using their own materials, the messages that the LGU will provide. This is a test of their ingenuity and creativity. While the materials may look different, the messages are the same.

The schools pledged to integrate SWM concerns in the subjects. While this is currently practiced, the multi-sectoral effort to support the municipality's program, heightened their commitment. However, the specifics of such integration will be discussed in another forum.

7. Attitude and Outlook

The people who have been actively involved in Social Marketing realized that there's a lot of work to be done but equally realized that the work can be fun. They never thought that what was initially started as a focus group discussion of issues and concerns with the TWG, will turn out to be what it is now. Inspite of the municipality's limited resources, the optimistic attitude of finding ways to implement the plan is inspiring.

The former and current staff in charge of the SWM Program both consider this pilot campaign very challenging and expressed happiness that it happened in Jagna. Even if they consider it a difficult task, they are motivated to look for the resources to make it possible. Their initial impression of IEC which is "sayon" (easy) has drastically changed.

The artists had their own share of apprehensions about their involvement. They never imagined that they could contribute to the SWM Program of their municipality and are privileged to be part of this Campaign.

A bonus of this campaign is the relationship built between and among those who are the prime movers.

8. Principles Underlying the Approaches Used

Complex behaviors require multi-faceted approaches. The promotion of proper solid waste management practices used a combination of regulation and information strategies, behavior change tools and a strategy of piloting and evaluating the approaches used.

8.1 Regulation Strategy

The LGU's SWM Program used the regulation strategy as embodied in the Municipal Ordinance to promote solid waste management practices – segregation (purchase of official receptacles for waste segregation), payment of fines for specific offences, following a garbage collection schedule, and payment of the monthly garbage collection fee.

Fostering these behaviors can only be done if the corresponding facilities mechanisms are in place. Thus, people will segregate and pay the garbage collection

fee if the collection schedule is efficiently followed and fines are imposed as provided for in the Ordinance.

While the regulation strategy hastens behavior change, it may not be as effective as other strategies that inculcate sustainable behavior. The regulation strategy achieves the desired behavior mainly due to compliance to avoid being punished. Other strategies have lasting effects because the target audiences believe that the behavior is the right thing to do. The immediate result is waste reduction and its long-term effect is improvement in health and the environment.

8.2 Behavior Change Tools

• Commitment

Approaches in gaining commitment from different sectors to perform the desired behaviors form part of the overall strategy.

The three-day orientation of the different sectors conducted by the LGU was not only designed to inform them of the implementation mechanics of the ISWM Ordinance but to seek their commitment: This was done during the last portion of the orientation wherein each sector was asked how they could support the Program. Their respective commitments were publicly acknowledged, a gesture of recognition and approval.

All expressed their voluntary support in disseminating information and committed to produce materials containing the core messages identified by the LGU. This act is significant in enhancing the sector's image of themselves not only as law-abiding and supportive groups but one who cares for the health and environment of the Jagnaanons.

Identifying households who are willing to serve as the models of the different composting methods illustrates that commitments should be sought only for behaviors which people express interest in doing. These individuals become the so-called, "block leaders". A block leader is a community resident who already engages in the behavior that is being promoted and agrees to speak to other people in their community to help them get started. In the Theory of Diffusion of Innovations, they can be likened to the early adopters.

• Prompts

Building prompts is an effective way of reminding and motivating people to engage in the behaviors they have been predisposed to do. Since these behaviors need to be repeatedly done (segregation and collection) for it to have significant environmental and health benefits, the first Social Marketing outputs focused on the development of these prompts.

The four official color-coded receptacles are the prompts for segregation.

The four, big tarpaulin billboards sponsored by Globe, which will be installed in the last quarter of 2006 in strategic places, are noticeable and self-explanatory visual reminders. It encourages the target audiences to perform the desired behavior using a positive approach. The main message states that if one loves his health, one should take care of the garbage. This is in contrast to a message where the main focus is performing the behavior to avoid penalties. The latter approach was not adopted by the Group.

Norms

Modeling a new behavior would be more compelling than simply describing that behavior in a printed material. The likelihood that other members of the community would adopt the behavior is greater if this is done successfully in the locality.

Three households were initially chosen and were willing to be taught and to practice the composting method appropriate to their respective area: one, with available space for composting; two, where the area is prone to hold water when it rains; and, three, where there is no available space. These will serve as the pilot and model households who in turn will set the norm in composting in Jagna.

Aside from modeling the composting methods, the households will be rewarded, that is, acknowledged for being the first to do it. Visits to their composting areas will also be encouraged among those who would like to see how the method works. Prompts identifying other households who practice composting will form part of the recommended strategies. This approach which continually creates a bandwagon effect is better internalized by the people.

• Effective Messages

The conclusion, as to whether the messages are effective or not, will come at a later stage, when the desired behaviors are performed. But since persuasion begins with capturing attention, any message must first attract the audience. The other considerations of attending to the message and eventually being motivated by it, become the consequence of the initial attraction.

Creating effective messages involves framing them in the most appropriate way and using credible sources. Specific and easy to remember messages will result in high association and recall.

Ideally, the messages must be pre-tested randomly among a representative sample of members of the community. Due to time and resource constraints,

this was not done. In the absence of the formal methodology, the messages were presented to and finalized by the TWG members.

Following the general principles in framing messages, the seven core messages are specific and short and the behavior desired in each message is likewise clear and specific. In the messages, the people are being asked to do the following to their wastes / garbage:

Basura mo, ibulsa mo (place in the pocket)

Basura, lain-laina (segregate)

Ako Jagnaanon. Akong basura, atimanon (take care)

Such messages also contain why they are being asked to perform these desired behaviors:

Basura lain-laina, wa'y multa (so you will not be fined)

Basura lain-laina, <u>malabay</u>, <u>gamay ra</u> (so what you will dispose will only be little or less wastes will be disposed)

Basura lain-laina, hapsay ang pagkolekta (so collection will be orderly)

One message focused on a significant characteristic or distinguishing mark of a Jagnaanon:

Ako Jagnaanon, akong basura atimanon (take care of his garbage)

This message also sets a norm among Jagnaanons, a guideline for their behavior.

All the approaches made use of principles that weaken and remove barriers and enhance the benefits of the desired behaviors. While individuals systematically evaluate choices to make a decision to practice the behaviors being promoted or not, the regulation and information approaches facilitate their choice to do the right thing.

G. RECOMMENDATIONS

The first and a portion of the second phase of the Social Marketing Plan have been implemented. The campaign was launched at a time when the Jagnaanons were ready for it. Initial exposure was also relatively high since it coincided with a big event.

The 375th Foundation Day celebration was the ideal environment which provided the "lightness and fun" needed in launching serious devcom campaign topics like solid waste management. However, such an exposure increased the expectations that the LGU will effectively implement the ISWM Program.

As observed, the reactions were positive, inspite of the initial (and expected) negative reactions on the SWM Ordinance. Additional orders of sacks have been noted. Information materials are being requested by different sectors. The people of Jagna are now ready for the "main course" in Social Marketing.

1. Develop GOYO BOY

Being the standard bearer of the SWM Program and having been officially introduced to the public, the character of Goyo Boy needs to be developed. Who is he? Where did he come from? What can he do? What is his relationship to solid waste management?

Goyo Boy must come alive with a story to tell for him to meaningfully create a positive effect on the messages that he will promote. An initial storyline has been informally discussed by the Core Group but the story needs to be further developed.

Feedbacks must be gathered among a cross section of the community particularly among students on Goyo Boy, on his appearance and what he stands for. Their inputs on the storyline are crucial to make the content highly acceptable. The story will become the basis of the content of a planned comics material. Stephen Hatayna, the illustrator specialist among the three artist member of the Core Group, was identified to do this task.

Part of the plan is for Goyo Boy to appear in all SWM materials and in major activities. His appearance will be further improved and his overall look "stylized", as soon as additional funds are sourced out. Details of the plan are still being finalized.

2. Develop the Model Households for Composting

Modeling what we would like others to practice, in person or through video, is one of the more effective methods for increasing adoption of a sustainable behavior.

The Core Group must prioritize the provision of guidance to the three households chosen to serve as the models for composting. Results must be visible within a given time frame. This process will constitute the content – procedural steps – of the leaflet on composting.

This approach is important to enhance the motivation to adopt proper composting. If this is done in each of the seven target barangays, social diffusion will most likely be facilitated. Households will be passing on information to other households regarding their experiences, thus, setting a norm in composting.

3. Implement the EcoSavers Club

A resolution was passed by Kagawad Lloren on the organization of an EcoSavers Club in the schools. However, the mechanics of implementation need to be finalized.

The main objective of this movement is to highlight the value and develop the habit of recycling among students. Points are earned for every recyclable item turned over to a designated redemption center which can be exchanged for a specific school supply or related item.

This activity provides another event for Goyo Boy to make his appearance. The mascot will be present during the launching in the schools. The concept of the school adopting Goyo Boy can start with the launching.

4. Utilize the Broadcast and Audio Visual Media

The manner of integrating the ISWM concerns in the LGU – sponsored program in Radyo Natin needs to be identified with the anchor person including a schedule for such integration. The scripts of the radio plugs must also be written, produced or aired.

Documentation in video of the SWM activities and editing these into 5-7 minuter materials is also recommended. As earlier reported, an initial agreement was made with a Tagbilaran based video group, "6300", to produce these materials for free. However, should the group not push through with the production, other options must be explored. However, this is possible with funding support.

Three topics for the video materials are suggested. The first is on the SWM implementation and includes segregation at source, as currently practiced, collection system and testimonials of different sectors. The second material documents the three model households for composting. The third is an MTV – type of video, with an original jingle composition as the music.

5. Follow – Up Sector Commitments, Provide Feedback and Incentives

The commitment of the different sectors to support the information dissemination campaign through the preparation of materials must be given priority. The Core Group agreed that a letter signed by the Mayor will be sent to seal that commitment. Monitoring of the participation of each sector will follow.

Providing feedback and incentives create an impact on the adoption and maintenance of the behaviors being promoted. Written and verbal acknowledgment of the individual / group involvement is highly encouraged.

These non-monetary incentives maybe done right after the specific participation has been completed such as, the launching of the EcoSavers Club in a school, posting of the messages prepared by establishments, and composting by the model households. A scheme may also be implemented where every household practicing proper composting is recognized through a visible announcement or prompt – sticker, symbol or a similar uniform device.

The LGU's plan to conduct a search of outstanding ISWM Practitioner Households, business establishments, and barangay is a formal way of recognizing direct participation in the program. This activity involves both non-monetary and monetary incentives.

6. Monitor and Evaluate

Monitoring of the activities planned as implemented including the processes involved is the first step in documentation. Written, photo and video documentation are recommended.

Evaluation may come in two forms. The first consists of informal focus group discussions and random interviews to gather feedback on the Social Marketing activities, including simple pre-testing of materials. The second relates to the measurement of the knowledge, behavior and belief objectives being addressed by the campaign. The details of this activity need to be further deliberated on.

7. Source Out Funds

The planning and initial implementation of the Social Marketing Campaign started with technical assistance provided by EcoGov. At this stage where the LGU's commitment and motivation have been achieved, the campaign will be facilitated with additional funding from other sources.

For its part, the LGU will propose additional support for its SWM Program during the regular budget hearing in October. Business establishments and civic groups can likewise be requested to co-sponsor the production of specific materials and activities. EcoGov's Grants Program may also be another source. In this regard, an NGO – based group in Jagna will prepare a Letter of Intent.

Inasmuch as the campaign has started, and the LGU has demonstrated the will and enthusiasm to continue, it will not be difficult to solicit support for this activity. Being a pioneering endeavor on Social Marketing on Solid Waste Management adds interest and attraction to the "would be funders."

H. CONCLUSION

From the focus group discussions with the TWG in May and July to the presentation of the draft Social Marketing Plan in August, significant progress has been achieved beyond the expectations of the LGU. The words of Kagawad Lloren, chairman of the TWG, summarizes this sentiment, "Wa gyud mi magdahom na maabot mi sa ingon ani," ("We never imagined that we will reach this stage.") He added that what the LGU planned were the standard and traditional IEC techniques of conducting "pulong-pulong" and orientation.

With technical assistance from EcoGov, the LGU revised the format of the pulong-pulong for the first target barangay. Realizing that the revised format made a difference, the members of the TWG, who now comprise the Core Group, knew that their IEC Campaign, now dubbed, Social Marketing, will have a different character.

Peter Jamero and Jerry Pagulon (former and present LGU staff coordinating the SWM Program), revealed that it is their first time to experiment on attractive and more exciting strategies. There is more work involved, according to them, but it is very challenging.

The artists had their own share of surprise. They did not realize that they had a significant role to play in Social Marketing. Initially apprehensive of what they could possibly contribute to the SWM Program of their municipality, the artists' reluctance has now turned into a motivation to share their talents.

The general impression that IEC and Social Marketing are fairly easy to do, does not require a lot of effort and creativity, and that it cannot be done by a fourth class municipality whose funding is limited, has been proven all wrong, even at this initial stage of implementation.

While this pilot campaign has been designed to change the knowledge, behavior and beliefs on SWM of the Jagnaanons in the seven target barangays, it has, first and foremost, changed the knowledge, attitude and belief of the LGU, the TWG and the Core Group on Social Marketing. This is crucial since these people are the very planners and implementors of the campaign. And, being so, they should be the first believers of this strategy.

Social Marketing is work and fun. It requires purposive, creative, innovative and relevant strategies and approaches, technically accurate content, and a "passion" to implement it.

The final judgment of the success of this endeavor will come at a much later time. At this early stage, the signs are very encouraging. With the political will that has supported it, the commitment and dedication of the TWG and the Core Group, as

well as the cooperation of the different sectors, this pilot campaign will draw attention and provide inspiration to other LGUs. The challenge is likewise posed to the higher class municipalities and cities who have more resources than Jagna.

Bohol has been recognized for having many firsts and this maybe another. Jagna may not only be known for its "kalamay", but also for Goyo Boy and its Social Marketing Campaign on Solid Waste Management.

SOCIAL MARKETING PLAN ON SOLID WASTE MANAGEMENT MUNICIPALITY OF JAGNA PROVINCE OF BOHOL

I. SITUATIONAL ANALYSIS

A. Introduction

The Municipality of Jagna is located more than 60 kms. east of Tagbilaran City, the capital of the Province of Bohol. It is a fourth class municipality with varied resources, which if properly managed, can lead to further development of the area.

Jagna is accessible via its coastal and inland routes. Of all the municipalities in Bohol, Jagna is the only one which maintains a wharf that serves as the province's gateway to Mindanao. The presence of this facility has resulted in the development of this small town into a budding commercial and trading center in Eastern Bohol.

B. SWM Issues and Concerns

As a result of its growing population and the corresponding increase in trade and small scale industries, Jagna is confronted with the issue of unmanaged solid waste which leads to problems related to threat of diseases, contamination and pollution of water resources, flooding, as a result of clogged drainage resulting in a bad image of the community. With these concerns and in compliance with the Republic Act 9003 (otherwise known as the Ecological Solid Waste Management Act of 2000), the LGU of Jagna decided to consolidate its efforts to improve its program on Solid Waste Management.

The long term goal of the program is to reduce the threat of unmanaged solid waste to health and environment. Its short term goal is to increase waste diversion and improve aesthetics or lead to cleaner surroundings. Crucial to the attainment of these goals is waste management – waste generators segregating at source and disposing properly the different types of wastes.

Efforts to achieve these objectives require not only strengthening enforcement but motivating the different waste generators in the municipality through a campaign that will enable them to practice the desired behaviors of segregation, recycling, composting, and the proper disposal of residual and special wastes. Thus, the LGU realized that for its program to succeed, an Information, Education and Communication Campaign that will bring about the desired practices must be implemented.

C. SWM Activities

• 2002

The Solid Waste Management (SWM) efforts of the municipality of Jagna started in February 2002 with the creation of the SWM Technical Working Group or TWG. This was done in connection with a proposed survey of a suitable site for a Sanitary Landfill for the

province. Immediately following it was the creation of a Municipal Ecological SWM Board and the attendance of its local executives in an Interactive Assembly with EcoGov.

After signifying its intent to avail of technical assistance, the LGU, through the Mayor, signed a MOA with EcoGov and DENR in September. Before the year ended, the ISWM orientation was conducted and the ESWM Board was formed.

• 2003

To enhance their knowledge on SWM, motivate and strengthen their commitment, LGU representatives participated in an EcoGov - sponsored cross visits to various SWM facilities in Region 7 in the second quarter of the year. The exposure trip deepened their appreciation and increased their knowledge on the different SWM practices and options that are appropriate to a locality, specifically to Jagna. The Solid Waste Assessment was conducted mid-year and by December, the writeshop of the 10-year ISWM Plan was completed.

An initial information dissemination drive was done per purok in all the barangays of the municipality. Started in the first quarter, this activity was conducted throughout the year. Towards the end of the year, a barangay consultation on the options analysis resulting from the formulation of the ISWM Program, was conducted.

• 2004

By the second quarter of 2004, the Plan which was the result of a 20-month long collaboration between the LGU, EcoGov and DENR was finalized. This was later adopted by the Municipal Development Council and the Sangguniang Bayan. Thereafter, the comprehensive ISWM Ordinance was approved and the Central Material Recovery Facility was established.

In the last quarter of the year, an information drive was conducted among operators of business establishments regarding the requirements on the renewal of Business Permits. A purok level information campaign was also undertaken.

• 2005

Site selection and inspection of the proposed Sanitary Landfill in Barangay Tubod Mar was done in March. Other activities focused on the establishment of the Central Composting Facility in Barangay Pagina, including the acquisition of vermi / earthworms from Negros.

• **2006**

The year started with the drafting of the ISWM Enforcement Plan. Towards the end of March, an IEC campaign in the seven urban barangays was conducted. Each barangay was divided into two or three districts. The LGU IEC Team informed community members of the salient features of the Ordinance through an assembly. Technical assistance was provided by EcoGov in preparing the format and content of the presentation.

The training of Deputized Enforcers followed. A "dry-run" was conducted and improvements made for the succeeding assemblies.

Jagna's ISWM program is now in the "testing" stage. Segregation, collection, recycling, and composting are practiced within the seven collection areas. In the meantime, segregation is done using available containers while waiting for the completion of the marking of designated containers (plastic sacks). Full implementation of the program will be done in August after a formal launching.

D. S.W.O.T (Strengths, Weaknesses, Opportunities and Threats)

Motivating the different waste generators of Jagna to exhibit the desired behaviors leading to waste reduction is the main feature of an IEC campaign. Dubbed as the "Social Marketing Campaign on Solid Waste Management of Jagna", this strategy is anchored on understanding Jagna's situation – audiences, efforts previously undertaken, and available resources, current behavior and knowledge, among others. Part of this analysis is identifying the internal strengths and weaknesses, as well as external opportunities and threats.

1. Strengths

• Active Technical Working Group. Based on a focus group discussion among the Technical Working Group and IEC team, it was identified that one of the LGU's strengths is an active TWG, technically competent and committed. Composed of 15 members from various agencies, the TWG has participated in various trainings. Unlike its other counterparts in the province where membership in the TWG has changed, the TWG of Jagna has remained intact since it was formed in 2002. This situation is one of the factors that led to the continuity of the program.

The TWG facilitated the planning and preparation of the municipality's SWM Program and is spearheading its full implementation and monitoring. Others have drawn motivation and derived inspiration from this group, inspite of the many constraints that they have encountered.

- Supportive LGU, SWM Board and Office. Complementing an active TWG is a functional Solid Waste Management Board and a SWM Office manned by two staff and assisted by six LGU enforcers, three collectors, five sweepers, and two personnel assigned on composting.
- 10-Year Legitimized ISWM Plan and Budget. The 10-Year ISWM Plan (2005-2014) is the municipality's blueprint for its program. The Plan details the following: background information relevant to Solid Waste Management; vision, objectives strategies and targets; components, implementation arrangements; financing; and a two-year action plan and budget.
- Ordinance on SWM. Municipal Ordinance No. 20-11-2004 known as the "Jagna Integrated and Ecological Solid Waste Management Ordinance of 2004" cover all

activities involving generation, segregation, collection, recovery, recycling, disposal and treatment of wastes. It applies to all waste generators.

Specific provisions detail its implementation. Mandatory segregation at source is provided for in Article 4 including the four categories and the requirements for segregation and storage of solid wastes. Article 6 specifies color coded receptacles while Article 9 provides for mandatory composting of biodegradables on site. Collection and transfer schemes, recycling, and the disposal system are incorporated in specific articles of the Ordinance.

Article 12 highlights the importance of IEC for implementation. Key to this campaign are: segmentation of audiences; identification of key messages; development, production and distribution of IEC materials. Also provided is the creation of a Speaker's Bureau, conduct of school-based activities, and the awarding of the SWM IEC Certificate of Participation to commercial and industrial institutions practicing solid waste management. This is a pre-requisite in securing or renewing a business permit.

Implementation is given the much needed "support" with the enforcement of the Solid Waste Management Fees covered in Article 18 – coverage, manner of collection, monthly fees, and fees for households, institutions and establishments including fees for biodegradable wastes, if to be collected. The corresponding fines and penalties are likewise provided in this Article. Violations are individually dealt with in separate articles.

The Ordinance, no doubt, is the official and legal basis for the implementation of the municipality's SWM Program. The content of the Ordinance is also the content used in varied IEC activities and materials, repackaged and reformatted..

- Waste Diversion Equipment and Facilities. To support the implementation of the collection and waste disposal system, a compactor, one dump truck, three bicycles and a shredder, are operational. A functional composting and a Central MRF facilitate waste diversion.
- Media Infrastructure. The presence of a radio station (Radyo Natin 98.1) and a cable television (San Miguel Cable) in Jagna is considered a plus factor in its Social Marketing Campaign. Broadcast materials can be aired in these two media outlets at very minimal cost. The weekly radio program anchored by the Civil Registrar in Radyo Natin and the public service program anchored by the Station Manager are existing channels that can be tapped.

2. Weaknesses

Resistance of Waste Generators. While this has been identified as a weakness, the
general resistance exhibited by the different waste generators is expected since the
desired behavior is new and the perceived costs of practicing it are many. The
implementation of the Ordinance reinforces the desired behavior, without which, the

LGU will find it most difficult to motivate people to properly manage their solid wastes.

This weakness presents opportunities for planning and implementing a well-phased Social Marketing Campaign. The reasons behind such resistance become a major part of the content of the presentations and materials to be developed.

• *Insufficient Budget*. The P250,000.00 budget allotted for the SWM Program is a comparatively big amount considering that Jagna is a fourth class municipality. However, with the extent of implementation and the time needed to do it, the budget is not sufficient to undertake all activities.

Enforcement of the Ordinance requires a system to implement it and sufficient resources – people, equipment, facilities. Training is also needed for effective enforcement as well as varied IEC approaches and strategies. All these activities require resources.

3. Opportunities

• Technical Assistance of EcoGov. The opportunities identified by the TWG include the technical assistance provided by EcoGov and the provincial government through the Bohol Environment Management Office. EcoGov's assistance enabled the LGU to come up with the basic documents - the ISWM Plan, the Ordinance, and facilitated the planning and implementation of various SWM activities, including IEC.

According to the TWG, without EcoGov, the LGU will have difficulty implementing its SWM Program. It is their hope and desire that such assistance will continue and more will be forthcoming.

• Social Marketing Campaign. The opportunity of being the pilot area for the Social Marketing Campaign on SWM of the EcoGov Project is believed to boost the municipality's program, specifically the basic behavior of waste segregation.

The technical assistance that will be provided by EcoGov in the planning and implementation of this Campaign will be a learning cum practicum experience which can be continued as well as replicated by other LGUs.

Jagna is excited over this opportunity, the benefits that they will derive and the exposure that they will get. Being the first LGU at regional level to undertake this campaign on SWM, their selection, from among all the EcoGov sites, brings a deep sense of pride. Therefore, efforts to make this endeavor successful within its given mandate and available resources, will be exerted by the LGU. All sectors in the municipality will also be tapped to significantly contribute to the attainment of its objectives.

• Management of Central MRF by Women's Club. The management of the Material Recovery Facility by the Tejero Women's Club is an opportunity for income and livelihood by this group.

Table 1 summarizes the SWOT.

 Table 1:
 Strengths, Weaknesses, Opportunities, Threats (SWOT)

Interna	1	Exter	rnal
Strengths (S)	Weaknesses (W)	Opportunities (O)	Threats (T)
 Technically competent and committed TWG 15 members participated in various trainings Functional SWMB Clearly established policies embodied in an Ordinance on segregation and waste management at source and collection system Approved 10-Year ISWM Plan Functional SWM Office (2 staff, 6 LGU enforcers, 3 collectors, 5 sweepers, 2 composting personnel) Deputized Barangay Enforcers Budget for SWM (P250,00.00) Compactor, composting area, Central MRF, 1 dump truck, 1 compactor, 3 bicycle, 1 shredder Media Infrastructure Radyo Natin (98.1) and San Miguel Cable 	Insufficient budget Resistance of stakeholders in the implementation of ordinance	Support of EcoGov, and provincial government, Social Marketing Campaign Tejero Women's Club managing central MRF	Change of administration and leadership Transients who generate wastes

4. Threats

• Change in Administration. The strongest threat singled out is the change of administration and leadership. The success of the SWM program primarily lies in the support that the LGU provides. With a very supportive Local Chief Executive, decisions are made, constraints are minimized and a reasonable amount of resources are made available.

If elected in 2007, Mayor Lloren has another term to complete which ends in 2010. Hopefully, within this given period, the SWM program has gained some degree of success. A change in leadership may mean a change in priorities and a shift in program focus by the next Local Chief Executive.

• *Transients*. Jagna's accessibility makes it a haven for transients who generate a fair amount of wastes. While identified as a threat, this situation has improved commerce and industry in the locality. However, together with this economic activity are problems related to the proper management of wastes.

II. AUDIENCE ANALYSIS

A. TARGET BARANGAYS

1. Description

The target audiences of the Social Marketing Campaign are found in the seven urban barangays, namely: Canjulao; Can-upao; Pagina; Looc; Poblacion; Pangdan; and Tejero. The total population of these barangays represents 31% of the entire population of the municipality.

Canjulao, being the largest, has more than 500 households and a population representing 8% of Jagna's population. Not found in any other barangay, is a mushrooming Muslim community and a squatter's area in Barangay Pagina, which is a major source of wastes.

The Central Public Market and Port are found in Barangay Looc. A hospital is found in Barangay Poblacion. Barangay Tejero hosts the Material Recovery Facility.

Table 2 contains information on the target barangay population and household, their size, waste point sources and brief description of behavioral intent.

Table 2: Description of Target Barangays

Brgy. Population and No. of Households ¹	Behavioral In	tent	Size	Other Considerations ²
Canjulao Population = 2786 Household = 532	Preparation and Action Stages	Willing to adopt the new SWM System and Ordinance.	8%	Largest brgy., residential area , a hospital, 1 elem, 1 preschool, 1 primary, bus operator, & hardware, apartment houses, 1 derma clinic, 1
Can-upao Population = 2037 Household = 385	Preparation and Action Stages	• Eager to use labeled and color-coded sacks (but not yet available).	6%	Residential, 3 rice mill, cockpit, copra station, 3 warehouses, 1 lodging house
Pagina Population = 1510 Household = 271	Preparation and Action Stages	• Waste segregation into four types being done at source	4%	Squatters area, transients, Muslim community , big grocery, 1 gasoline station, 1 bank, 1 dental clinic, composting facility
Looc Population = 1017 Household = 199	Preparation and Action Stages	using any available containers. • Formal launching and full	3%	Central Public Market and commercial establishments, Port, 1 high school, 1 gasoline station, 3 big warehouses, 1 lodging house, beer houses, 1 dental clinic
Poblacion Population = 1119 Household = 223	Preparation and Action Stages	implementation in August. • Each barangay has one deputized	3%	Church, hospital , municipal bldg., plaza, 1 college, 1 high school, funeral home, pilgrimage area (shrine)
Pangdan Population = 1201 Household = 243	Preparation and Action Stages	waste enforcer to augment the six municipal regular	3%	Automotive shops, pension house, ceramics, junk shop, funeral home, residential
Tejero Population = 1404 Household = 280	Preparation and Action Stages	waste enforcers.	4%	2 cemetery, central elem , 2 preschool, church, pension house, abattoir , MRF, piggery , poultry
TOTAL Population = 12,064 Household = 2,133		8 2004	31% of Jagna population	

¹Data used is the projected population for 2006 Total Jagna population is 35,237

²The bold items are the major waste point sources in the barangay.

2. Waste Collection System

The waste collection route services the seven barangays. Garbage collection follows a system. Daily collection in the market area in Barangay Looc of biodegradables and residuals is done early in the morning. Municipal sweepers collect segregated garbage from each stall using a push cart with two compartments.

The wastes are right away brought to the Central Composting Facility in Barangay Pagina after which collection is done in Barangays Pangdan, Tejero, Poblacion and Pagina in the morning. Looc, Can-upao and Canjulao are scheduled in the afternoon. About an hour prior to actual collection, an announcement is made to alert households to bring their garbage to the nearest collection area.

Recyclables are collected in the market area every Wednesday and Saturday and in all seven urban barangays every Saturday. Toxic and hazardous wastes are collected every fourth Sunday of the month.

Individual maps of the collection routes according to classification / type of wastes are attached for reference.

B. Audience Profile

1. Current Behavior

• Prior to the Conduct of Any IEC Activity. The people of Jagna are disposing their garbage (wastes) generally using a single container. Many still have the habit of throwing their wastes anywhere. While recycling has been done because of its inherent value, segregation has not been practiced due to the time, effort and knowledge needed to properly perform this behavior. In short, the costs of performing segregation are perceived to far outweigh its benefits.

Together with the dumping of the garbage is the practice of burning which is common in non-urban areas. Burning is believed to reduce the presence of insects, specifically mosquitoes. In some cases, it is also believed to hasten the growth and flowering of some fruit trees. Popularly known as the "4 o'clock habit" because it is commonly done at this time or later in the afternoon, burning has not been totally eradicated.

Like segregation, proper composting is not practiced. What is generally practiced is simply digging a hole to serve as a container for leaves and other biodegradables. The requirements of this behavior are perceived, and in fact, are for more complicated than segregation. Mandatory composting is specified in Article 9 of the SWM Ordinance of Jagna.

• After the Conduct of IEC. Inasmuch as the IEC and pulong-pulongs or consultations on the provisions of the Ordinance have already been conducted in all seven target barangays, the preparedness of the audiences to undertake the behaviors of SWM that are being promoted are much better.

Based on the TWG assessment of these barangays, the residents are generally willing to adopt the new solid waste management system, the initial behavior desired of which is, segregation. In fact, they are eager to use the personalized color-coded sacks, despite the initial cost of P10.00 cost per sack. Many have likewise expressed impatience over the delayed availability of these LGU-prescribed receptacles.

In Barangay Can-upao, however, the residents are not that motivated to practice segregation. This rather "lukewarm attitude" maybe the result of the inability of the DENR to make a final and decisive action on a complaint filed many years ago regarding the environmental concerns caused by the rice hulls coming from three rice mills.

At present, wastes are segregated at source. Collection is done using available containers, in the absence of the color-coded waste bags. Full implementation will be done in August after the formal launching of the program. Each barangay has one Deputized Waste Enforcer to augment the six municipal regular waste enforcers.

Composting is not widely practiced. The extent and nature of such practice is also not known.

In the Social Marketing parlance, all barangays can be descriptively labeled, in their behavioral intent, as being in that Stage of Change, known as the *Preparation and Action Stages*.

At the *Preparation Stage*, the audiences have not only acknowledged that there is a concern or a problem, but they are now ready to take action within the month or so. In addition, they are also making adjustments for the eventual changes in their behavior.

Since the people are now practicing segregation at source and conducting a "dry-run", minus the prescribed containers, they are, in fact, in the initial phase of the *Action Stage*. They are now overtly modifying their behaviors, by segregating using four separate containers, recycling, re-using, observing the collection system and schedule, as well as confronting their mental reservations of not initially wanting to practice these behaviors. In short, they are performing the actions for which they have prepared for.

2. Current Knowledge

Prior to any information dissemination campaign, the people of Jagna does not know the types of wastes. But with the assemblies completed, it has been observed that majority now have the knowledge to classify wastes according to four types.

Most are aware of the general benefits of composting but are at a loss on its proper application, taking into consideration the available space in the household for such a practice. The absence of successful model composts at the household level makes this practice even more challenging to promote.

People have long acknowledged the benefits of recycling and reusing specific waste materials. Whatever savings that can be generated from this practice has been the primary reason for its continued patronage.

It is a known fact that clean surroundings is a result of proper waste disposal and unmanaged garbage can generate illness. However, the direct cause and effect connection cannot be clearly established by the target audiences.

Community members are aware that there are penalties for non-compliance but the mechanics of its implementation may not be as accurately recalled as the penalties imposed. No doubt the Ordinance hastens behavior change.

III. OBJECTIVES AND GOALS

The Social Marketing Campaign is designed to influence specific behaviors and attain certain knowledge related to it. Complementing these are equally significant beliefs that each waste generator must have in order for them to meaningfully exhibit the desired behaviors.

While these beliefs are needed in order for such behaviors to happen, in some cases, these are not considered pre-requisites. The attainment of the belief objectives follows the behavior or occurs simultaneously. Examples of this are found in campaigns where the behavior being promoted is mandatory, such as the use of a seat belt, no smoking and segregation. That is the reason why the percentage goal of the belief objectives are much lower than those of its counterpart behavior and knowledge goals.

A. Behavior Objectives

The *key behaviors* of each waste generator being promoted in this campaign are the following:

- 1. Segregate wastes into four (4) types or classification, using the LGU prescribed color-coded receptacles.
- 2. Follow the system and schedule for the type of wastes to be collected.
- 3. Recycle and reuse selected wastes.
- 4. Pay the garbage collection fee monthly based on the classification of wastes generators, as indicated in the Ordinance.
- 5. Practice proper composting for wastes classified as biodegradable.

Behaviors 1 to 4 are musts for each waste generator. It is acknowledged that the payment of the garbage collection fee can be a separate campaign by itself. However, the LGU believes that this behavior is crucial to the effective implementation of the SWM Program.

While composting is mandatory for households as specified in the Ordinance, the households are given the option to dispose of their biodegradables for a fee of P5.00 per sack, everytime it is collected. Proper composting is highly encouraged; therefore, this is among the key behaviors promoted.

The TWG identified, as a goal, an 80% accomplishment of the first three behaviors to be promoted, by the end of the year. Full enforcement of the Ordinance will make this possible.

For the practice of composting, however, 10% of the households in the seven urban barangays are targeted to perform this behavior. Despite a mandatory provision on this practice, its performance is not expected to be as high as that of segregation. The alternative to composting which is the collection of biodegradables for a fee, delays such practice. In addition, both segregation and composting are "new" behaviors being "required", particularly of residents in the urban areas. The initial perceived costs outweigh its benefits.

B. Knowledge Objectives

Knowledge Objectives for each desired behavior are information that the target audiences need to be aware of to better understand, appreciate and perform the behaviors being promoted.

It is important to know that segregation is the first step to the proper management of wastes. Understanding the reasons why segregation is being done is key to the adoption of the behavior.

Knowing where, when and what type of wastes to be collected is important to facilitate collection. Reusing and recycling are efficiently practiced with a knowledge of the materials that can be used and how these can be done.

The motivation to pay the garbage collection fee, aside from it being specified in the Ordinance, is reinforced by information on the reasons behind the payment and an understanding where these payments are spent on.

It is equally significant to know the percentage of wastes in Jagna that are biodegradable. Such knowledge enables the target audiences to make the necessary relationship and connection between the desired behavior of composting and how this behavior will reduce the threat to health and environment as well as reduce the total volume of wastes generated by the municipality.

Biodegradables, if not composted, is a health hazard, a breeding ground for disease-carrying insects and a source of foul odor. The target audiences know this for a fact, since they can smell a rotting garbage and see that it attracts flies, rodents and other insects. A high of 95% has been targeted for this knowledge objective to be achieved.

Assuming that the different waste generators have been motivated, they cannot practice proper composting if they do not know what these methods are and how these are done. Knowing that there are households currently practicing it and seeing how these are done by them facilitates and reinforces adoption.

Knowing what and how to classify, spending time for it, buying the official color-coded sacks, and paying for the collection of the biodegradables (if desired), as well as paying for the monthly collection of garbage pose constraints to the practice of segregation. Without any campaign related to this, the immediate benefits derived from these practices are perceived as minimal compared to the costs. While the long term benefits can create impact, its full understanding and appreciation leaves much to be desired at the moment.

Knowledge Objectives related to the specific behavior being promoted are detailed in Table 3.

C. Belief Objectives

Beliefs are formed from personal experiences and experiences of others.

"Maayo ra sa sinugdanan." (It's good only at the start.) This statement sums up the general feeling of indifference and pessimism of the people in government projects. The "wait and see" attitude is pervasive.

Belief Objectives are threefold. Initially, target audiences are doubtful if the LGU will be able to really implement the Ordinance. This apprehension is based on a general experience by the population with the implementation of government projects where sustainability is a major concern.

In Jagna's experience over the last ten years, the LGU has shown the effort and commitment in the implementation of its projects. This has earned a certain degree of trust among many of its constituents.

With the SWM Program, the LGU again faces the test of whether it can maintain its good record. Jagnaanons are aware that enforcement of this program requires a lot of resources and they know that their municipality does not have enough of it. While the LGU commitment has been previously experienced, the final outcome is yet to be known.

The accomplishment of this specific belief objective is set at 75%. Considered as a high percentage by the TWG, the belief that the LGU will and can implement the SWM Ordinance is reinforced by the favorable experience of Jagnaanons with projects implemented by the LGU for the last couple of years.

The TWG agreed that the target audiences cannot concretely relate the practice of segregation to its long term effects. For this belief objective, only 50% of its audiences have been targeted to be convinced that segregation will address issues related to health and environment and that the effects of segregation are commensurate to the efforts invested in practicing this belief objectives.

Table 3 classifies the behavior, knowledge and belief objectives, its corresponding goals and relates it to the current situation.

Table 3: Objectives, Goals and Current Situation

	Objectives		Current Situations
Behavi	Behavior Objectives		
For	each waste generator, to:		
1.	Segregate wastes into four (4) types or classification, using	80%	"Testing Stage"
	the official receptacle (color-coded sacks).		Residents in the seven target
2.	Follow the system and schedule of the type of waste to be	80%	barangays are now
	collected.		practicing segregation,
3.	Recycle and reuse specific wastes.	80%	collection, and recycling.
4.	Pay the monthly garbage fee based on the classification of		Segregated wastes are
	waste generator, as indicated in the Ordinance.		placed in available

		containers pending the
		availability of the official receptacles.
For <i>every household</i> or <i>cluster of households</i> to: 5. Practice proper composting of wastes classified as biodegradable.	10%	Composting is practiced, although not widespread.
Knowledge Objectives (to support the Behavior Objective) 1. 1.1 Identify segregation as the first step to proper management of wastes.		
 1.2 Name the reasons why there is a need to segregate. 1.2.1 Segregation allows the reduction of biodegradables and recyclables that go to the dumpsite. 	95%	With the completion of the "pulong-pulongs", an orientation on the
 through segregation, biodegradables and recyclables are taken out to be processed and used. 1.2.2 Identify the four types or classification of 	95%	Ordinance and its provisions, the people are expected to know at least the basic info-segregation,
wastes and give examples. 1.2.3 Identify how the wastes are to be disposed. • Biodegradables are composted.	95%	types, what will be done to segregated wastes. • Better appreciation and
 Residuals are collected and disposed in the dumpsite by LGU personnel. Recyclables are reused, sold or collected and brought to the Materials Recovery Facility by LGU personnel. Toxic and hazardous wastes are collected and disposed in the dumpsite. 		understanding of the reasons for segregating need to be reinforced since the main concern is immediate compliance and the presence of an Ordinance.
1.3 Know how and where official receptacles are obtained.	0.504	
 2. 2.1 Know the garbage collection route and schedule of wastes to be collected. 2.2 Know that unsegregated wastes will not be collected. 2.3 Know that monitoring of household is made easier 	95%	 Actual collection route and schedule is being followed. Unsegregated wastes are not collected.
because of the official, personalized receptacles (color-coded sacks with names).		Few instances have been related by the LGU where neighbors informed owner of uncollected and unsegregated wastes to practice segregation.
 3. 3.1 Identify wastes that can be reused and recycled. 3.2 Know how these wastes can be put to good use – bottles, cans, paper. 	95%	 Residents are recycling and reusing. Some dispose of these wastes through the regular collection system, while others take care of disposing their own recyclables.
 4. 4.1 Identify the amount to be paid monthly according to classification of waste generators. 4.2 Know and understand the reasons why regular payment must be done. Operating a good system is costly and requires 	95%	 Information on the fees have been disseminated in the pulong-pulongs. The payment scheme can be better appreciated.

			T
	funds to sustain it and LGU needs support. (where do payments go)		
	Know that 67% of wastes in Jagna are biodegrable. Know that biodegradables must be composted so this will not be the source of foul odor and attract pests and rodents. Know that if composting is done, wastes are reduced.	95%	 Many are not fully aware of the high percentage of biodegradables in the wastes generated in Jagna Majority do not have fully appreciate how composting can reduce wastes.
5.4 5.5 Belief Obje	fertilizer for plants.		 Many has little knowledge of appropriate methods of composting. Some households are practicing composting, although the extent of such practice and methods used are not known. Target audience are generally aware that composting produces fertilizer that can be used for plants.
For each wa	aste generator, to be convinced that: LGU will and can implement the SWM Ordinance.	75%	The people are generally pessimistic of the programs of government due to experiences with projects that have not been sustained. However, with the recent projects implemented, the LGU showed commitment and allocated resources to make this happen. Hence, the high percentage targeted.
	gregation will help address issues related to health and vironment.	50%	 Jagnaanons believe that since the desired behaviors are not easy to perform, the LGU needs a lot of resources and dedication to implement it. While Jagnaanons see and smell the immediate effect of unsegregated and uncollected wastes, they do not fully realize how segregation can contribute

		to the reduction of threats to health and environment.
 Segregation is not a waste of time and resources and is simply not just one of those programs of government that needs to be implemented and therefore followed. The benefits derived from the practice outweigh the efforts and resources used. 	50%	• Initially, segregation requires proper knowledge, perceived as time consuming, requires resources (buying prescribed containers and paying for collection of biodegradable) and knowledge in following a system. Compliance is achieved mainly because of the Ordinance.

IV. MARKETING STRATEGIES

A. Product

1. Core Product

The Core Product is the "center of the product platform", or what is simply known as the benefit/s that the target audiences will receive and / or the need/s that will be met as a result of the performance of the behavior/s being promoted.

Identified as the primary core products are concrete, highly observable benefits that the audiences can directly relate to. These are also the immediate and short-term benefits.

If wastes remain unsegregated and therefore uncollected, it will pile up and visibly become an eye sore. Biodegradables will eventually decay, emitting a very unpleasant smell and attract pests and rodents which are carriers of diseases, such as diarrhea, dysentery, typhoid fever and cholera.

Segregation, therefore facilitates collection. Collection reduces the source of the threat to health and environment, as well as the source of embarrassment among the residents of a community. The latter can also become a source of criticism or conflict among neighbors.

By diverting biodegradable wastes through composting, the negative environmental, health and social impact of disposal facilities are minimized and avoided. Leachate containing heavy metals may contaminate ground water sources. Methane gas and dioxin (carcinogenic) pollution pose hazards to health and environment.

Reuse and recycling allow for maximum utilization of resources and consider all wastes as possible sources of new materials. Composting, recycling and re-use of wastes reduce the volume of waste for collection and disposal.

From the LGU's point of view and concern, said practices will also reduce the cost of establishing and maintaining the Sanitary Landfill. With minimal and eventually, no biodegradables to be collected, there will be less personnel and trips, less wastes, and less space needed for disposal.

Composting produces soil enhancers, fertilizer for vegetables and ornamentals. This is an alternative to the expensive and harmful chemical fertilizers used. Composting helps hold moisture in the soil and improves soil texture, resulting in healthier soils ideal for organic farming.

2. Actual Product

The Actual Product is the behavior being promoted. In this campaign, there are several products being promoted or marketed.

- Segregate wastes into four (4) types or classification, using the official receptacle (color-coded sacks).
- Follow the system and schedule of the type of waste to be collected.
- Recycle and reuse specific wastes.
- Pay the monthly garbage fee based on the classification of waste generator, as indicated in the Ordinance.
- Practice proper composting of wastes classified as biodegradable.

As mentioned in an earlier section of this paper, the payment of the monthly garbage collection fee is a different concern which in itself, can be the subject of a different campaign. However, the performance of this behavior is very important to the LGU. Inclusion of this behavior in the campaign is a decision they have unanimously agreed.

Composting also constitutes one campaign but this is included as an actual product since this is very much related to the question of what should the waste generators do about biodegradables.

The issue in Solid Waste Management is a complex one, as contrasted to specific issues such as quit smoking, immunize children and wear a life vest. The desired behaviors are interrelated and it is inevitable that information on any of these becomes part of the campaign.

The fact that these behaviors have not been practiced in the past, much less enforced, adds to the overall complexity of the issue. Realistically and simply stated, the outcome of this campaign leaves much to be desired, without the enforcement of a law. The LGU will have a very rough time promoting these behaviors, the costs of practicing of which are perceived as relatively greater than its benefits.

3. Augmented Product

The official color-coded, personalized sacks for each type of waste, the collection schedule including municipal personnel to facilitate waste disposal and additional

information and advice that can be obtained are the tangible objects and services that promote the desired behaviors.

Initially bought at P10.00 per sack, this personalized receptacle facilitates collection. Wastes will not be collected if not placed inside each appropriate sack. The collection schedule allows the wastes generators to complete the performance of the behavior by having their specific type of wastes collected at a designated time and place.

The provision of information in any form, on the practical and appropriate methods for backyard composting is a service that will hopefully motivate households to practice composting. Knowledge of households successfully maintaining compost areas in their homes encourage adoption. This is an indicator that such practice has been proven to be effective. It is done by household waste generators in Jagna and not simply taught.

Table 4. Product Levels

Core Product (Benefits)	Actual Product (Behavior)	Augmented Product (Tangible Objects and Services)
 Wastes will be collected Clean surroundings 	 Segregate according to four types of wastes. Pay monthly garbage collection fee. Bring segregated wastes for collection at the designated time and place. 	 Color-coded, personalized sacks Collection schedule Garbage collectors
 Less threat to health and environment (caused by the uncollected biodegradables) Organic fertilizer for vegetables and ornamentals 	Compost biodegradables	Information on practical methods for backyard composting
Possible sources of new materials (save, economize)	Re-use and recycle	 Collection of recyclables once a week Information on practical methods for backyard
		1

B. Price

The Price is the cost that the target market associates with adopting the new behavior. Adoption costs maybe monetary or non-monetary.

1. Monetary

For the behavior of segregation, the monetary costs include the colored, personalized sacks (household name printed) prescribed by the LGU which initially costs P10.00 per sack.

The monthly garbage collection fee is categorized into four with varying rates. Households are classified as belonging to high residential, medium residential and poor and urban poor. Monthly fees are P20.00, P10.00 and P5.00 respectively. Institutions and industrial establishments are grouped as large, with fees of P500.00 and small, with a P100.00 monthly fee. Commercial establishments fall under any of these four: large business establishments, small food stall, sari-sari and general stall. Large business establishments pay P500.00 while the rest pay P20.00.

If given for collection, P5.00 is charged for every container of biodegradable waste.

Composting does not involve fees to be paid. Expenses maybe incurred if some of the materials needed are unavailable, such as wire or wooden frame from sidings. Otherwise, the rest are used materials.

2. Non-monetary

The non-monetary costs refer to the time, effort and energy involved in adopting the behavior as well as any psychological risks and discomforts associated with it.

Segregation requires knowledge, time, effort and energy. The knowledge of what constitutes each type of waste is important in accurately sorting garbage and placing it in properly – coded receptacles. Knowing the collection system and schedule is equally important for prompt disposal of wastes.

Time is spent in thinking, classifying and segregating at source. Effort is also exerted in bringing the receptacles to the collection point.

Similarly, composting and recycling also require knowledge, time, effort and energy. Waste generators need to know the proper methods of composting. Time, effort and energy are equally spent in preparing and maintaining a compost pile or a compost pit.

Reuse and recycling also involve knowledge of the different creative ways of utilizing specific waste materials or knowing where these could be sold. In a small municipality like Jagna, buyers of junk and related materials are known to many.

Not only knowing how much must be paid but where and how the payments will be spent constitute the information that need to be disseminated. And knowing these involve time. The effort exerted to pay is minimal since payments will be facilitated at barangay level. The mechanics of this system is still being finalized.

Managing Costs

The monetary and non-monetary price of practicing the desired behaviors are many, making adoption not easy. However, with enforcement of the Ordinance, adoption will be facilitated.

Rather than view the law negatively or regard compliance as "forced", the "push of the law" should be used to its greatest advantage. Educating the target market through a campaign, should be consistently undertaken to reinforce adoption and sustain behaviors that will hopefully, have undergone evolution – from a seemingly "forced compliance" to one which is practiced out of a belief that it is the right thing to do.

To manage the price or the costs, several tactics maybe adopted. Decreasing the monetary costs maybe a good first option. However, the LGU believes that the initial P10.00 cost per sack is a reasonable amount. The sack is color-coded, highly personalized and durable. For enforcement, monitoring of ownership of unsegregated wastes is easy with the color coding and name of the owner printed on each sack.

The monthly garbage collection fees will defray part of the operation and maintenance expenses. The P50.00 fee for collection of biodegrable is designed more as a mechanism to encourage households to practice composting and discourage them to have this collected.

As of the moment, the LGU does not have any intention to decrease monetary cost, but have not totally closed this on this option. In fact, the P10.00 per sack may eventually be P15.00, considering its personalized nature.

Increasing the benefits is the way to manage the costs of the behaviors being promoted. Highlighting the short-term benefits of segregation and payment of fees, which are easily observable, will be the initial focus of the messages. The long term benefits will follow.

Waste generators also need to witness the practice of composting successfully done in their areas to encourage adoption.

Awards on the outstanding ISWM practitioner – barangay and business establishment will be given to recognize exemplary practices.

C. Place

The *place marketing* strategies allow for convenience in the performance of the desired behaviors, in the acquisition of tangible objects related to the behavior, and facilitates the provision of any service to enhance adoption.

Segregation is made convenient by doing it at the source of wastes – households, establishments, schools, institutions and other places.

In the acquisition of related tangible objects, in this case, the official receptacles – the ordering of the color-coded and personalized sacks is done in their respective barangays during the house to house visit of the person in charge. The sacks will be brought to the house, as ordered.

Roadside collection for households is done during a regular time. A designated collection area in establishments facilitates collection and daily collection of biodegradables and residuals is done in the market area.

For convenience, the garbage collection fees are paid in the barangay. While designated enforcers can issue citation tickets for violations, the fines are paid in the SWM Office. This system makes the non-performance of the desired behaviors very inconvenient and non-rewarding, making the behaviors being promoted the best option and the only proper thing to do.

The methods of composting being recommended are practical and makes use of available local materials and is done in the vicinity of the household or a cluster of households.

The source of information on these behaviors, the Barangay Deputized Enforcers, are found right in the barangay or within the locality. If desired, visits to successful household composting areas can be conducted for better understanding and appreciation of the practice.

D. PROMOTION: CREATING MESSAGES

1. Messages

The key messages serve as the anchor of the content of the campaign – what we want the audience to know (think), what we want them to believe (feel) and what we want them to do (act).

The following is a listing of messages that will form part of the content of the campaign materials.

1.1 Segregate.

- Unsegregated wastes result in a lot of unmanaged garbage.
- Segregation is the first step to proper management of waste
- Through segregation, biodegradable and recyclables are taken out from the waste stream so these can be processed and used.
- If segregated, only 20% of wastes will be collected as residual.
- Biodegradables comprise 67% of the waste in Jagna.
- Biodegradables are discouraged from being collected.

 Unmanaged wastes or garbage is not a good sight, depicts unclean practices of Jagnaanons. Reduced waste results in a clean place, good impression, and more visitors.

1.2 Segregate into four types.

- Biodegradables, generate bad / foul smell if not composted.
- Biodegradables attract pests and rodents which are carriers of diseases.
- Residuals such as plastics and styrofoam, if not properly disposed, will clog up canals and drainage systems and will eventually pollute the waters.
- Residuals are the only wastes that will be disposed in the sanitary / landfill, thus, reducing the cost of establishing and maintaining of SLF.
- If you will not segregate, you will pay a fine. You are not be a law-abiding Jagnaanon.
- No segregation, no collection. You might incur the ire of your neighbors due to uncollected and "smelling" garbage. Your garbage will give a bad impression of Jagna and Jagnaanons.

1.3 Pay the prescribed garbage collection fee.

- The garbage collection system will be much improved and implemented as planned.
- It is costly to enforce the SWM Ordinance. The LGU needs facilities and equipment including people to implement it.
- Your fees will help alleviate the cost and this is your personal contribution, as a Jagnaanons to this new effort.

1.4 Compost in an area in your household.

- Composting adds organic matter to the soil which builds healthier soil; improves soil texture.
- Organic fertilizer is produced for vegetables and ornamentals.

2. Message Execution Strategy

There are many specific messages in a campaign. How these are stated and delivered (packaged) makes the difference whether these messages will capture the audience's attention and interest and persuade them to adopt the desired behaviors.

Varied elements and execution styles maybe used singly or in combination, depending on the format and channel.

2.1 Rational Elements: The strategy is to focus on delivering straightforward information and facts. Facts on SWM; percentages of solid waste according to types emphasizing great possibility of reducing waste, if segregation is done; all information needed to attain the knowledge objectives; the presence of a national law and the local ordinance and the corresponding penalties.

Emphasize the visible and observable aspects - "bad smell / foul odor" of biodegradables. Secondary emphasis is on the long-term benefit of health and reduced threat of diseases.

Reverse psychology type of approach – "Basura nga dili baho." ("Garbage that does not smell.")

"Ang basura dili baho.... og inyong atimanon." ("Garbage will not smell if you will take care of it.")

2.2 Emotional Elements: The strategy is designed to elicit negative (fear, guilt, shame) or positive emotions (humor, love, pride, joy) that will motivate the desired behavior.

Elicit a positive feeling and sense of pride that the target audience is a genuine and law-abiding "Jagnaanon".

Negative messages have been shown to work better when the behavior presents a real solution to a problem. "Mao ning mahitabo kung ang basura dili bahigon". ("This is what will happen if wastes are not segregated.")

2.3 Moral Elements: These are directed to the audience's sense of what is right and proper. "Keep Jagna Clean" is an appeal to Jagnaanons and transients to do what is proper.

2.4 Nonverbal Elements:

The nonverbal elements include visual images graphics and design that will be used in the print materials as well as those that will be included in the short video clips.

3. Types of Execution Style

- 1. *Slice of Life and Lifestyle*: This method will be used in radio plugs / video clips and will portray typical Jagnaanons (different waste generators) talking about how they have lessened their garbage through proper segregation, and how this will keep Jagna clean.
- 2. *Mood and Image*: This method will be explored using graphics ex. how garbage piles up and bad smell causes problems.
- 3. *Musical*: A jingle on the SWM campaign will be composed and played in different places. Songs on SWM using a familiar tune will composed to disseminate information in a light mood.
- 4. *Personality Symbol*: A mascot will be developed which will be used in all activities related to SWM.

E. PROMOTION: CHOOSING COMMUNICATION CHANNELS

The selection of which medium to use depends on the goals and objectives of the campaign, preferences of the audiences, characteristics of the channel, and realities of budget and funding. To a great extent, the budget is a determining factor in media selection.

For the Social Marketing Campaign of Jagna, a variety of channels will be used. Special strategies and events will be conducted to highlight and "drumbeat" the IEC on SWM.

1. Broadcast – Radio and TV

An existing 30-minute radio program aired every Sunday in Radyo Natin, a radio station in Jagna, and anchored by the Civil Registrar will be one of the medium for the campaign. Entitled, "Basahon sa Kahanginan" (BASAKA), this program will feature information on specific SWM concerns, best practices and interview – testimonials. It will also regularly update its listeners on the progress of enforcement, "ala-community billboard." Jingle and radio plugs will be aired in this station.

The San Miguel Cable can be used as a supplementary medium to show the video materials / clips that will be produced.

No payment is needed in the use of both radio and TV. However, a formal agreement has to be signed to secure commitment and clarify roles and responsibilities.

2. Print Billboard, Stickers

Print materials on segregation and composting will be produced and distributed. Motivational How To leaflets and flyers with attractive messages will be developed by a Core Group organized for this purpose.

An informational billboard on the classification of wastes with a clear and compelling message will be installed in strategic locations.

Stickers for vehicles will form part of the materials in the campaign.

3. Video

An arrangement has been made with a Tagbilaran – based video production group, "6300" to produce, for free, 30-seconder to one-minuter motivational video plugs and 5-7 minuter briefs to promote the desired behaviors.

A relatively- young, creative and new group, "6300" intends to make these productions part of their portfolio. The LGU will provide transportation, meals and accommodation and production supplies. EcoGov, through the IEC Specialist, will provide the technical assistance to produce the material – conceptualization, scripting, production and post production guidance.

The edited materials will be shown during assemblies, in schools, and in related IEC occasions or events where an opportunity for such an exposure exists.

4. Special Srategies / Events

4.1 Launching

The ISWM Program will be formally launched on August 15 starting with a Mass, followed by a caravan and a program.

4.2 Poster Design Contest

During the launching, the poster design contest on the theme, "Lawas Panggaon, Basura Atimanon" will also be launched. Winners will be chosen and awarded during the 375th Foundation Day activities in the last week of September.

4.3 IEC in Foundation Day

The 375th Foundation Day in Jagna is a very important affair that Jagnaanons are looking forward to. During the LGU night, the mascot will be officially introduced to the public. The mascot will be the LGU's SWM representative in succeeding events.

4.4 Jagna Young Eco-Savers Club (JAYESAC)

An ordinance on the formation of this group has been passed. While the mechanics of implementation is still being finalized, this movement will be launched in September.

4.5 Awarding of Outstanding ISWM Practitioners

As an incentive and to officially recognize the outstanding ISWM practitioner - barangay and business establishment, the LGU has decided to give awards by the end of the year. The criteria and mechanics will still be prepared.

MEETING ON SOCIAL MARKETING JAGNA, BOHOL July 19, 2006 (P.M.) and July 20 (A.M.)

In Attendance: Peter Jamero - Market Supervisor

(Farmer In-Charge of SWM Program)

Jerry Pagulon, Jr. - Admin. Assistant Aide

(In-Charge of SWM Program)

Kent Omictin - AP, UEM

Chit Gloria – Bigornia – IEC Specialist

(Attended, July 20) Kagawad Senen Lloren - SB

Discussion Highlights

1. Situational Analysis

The IEC Specialist discussed sections of the draft Social Marketing Plan with the group and validated the information contained in the document: issues and concerns; summary of SWM activities starting in 2002; strengths, weaknesses, opportunities and threats; and audience analysis.

2. Description of Target Barangays

2.1 All seven urban barangays are in the Preparation and Action Stages, categories of Behavioral Intent. This is a shift from the Contemplation Stage they were identified to be in, almost three months ago. Operationally, this means that they are willing to adopt the new SWM system and are segregating into four types.

However, Can-upao and Pangdan seem not as willing as the rest to change their behavior although they have participated in the "dry-run". This not so enthusiastic attitude of Can-upao can be traced from the inaction of DENR of a complaint filed many years ago regarding the increase of wastes of three rice mills found in the barangay. This has caused some environmental concerns. To date, the residents have still to see the final solution to their concern.

In Pangdan, the wastes are sometimes not segregated, hence, not collected. The exact reason for this behavior has not been pinpointed.

The people have been observed to be generally eager to use the personalized, color-coded sacks for segregation and are awaiting its availability.

- 2.2 The major waste point sources in each of the seven barangays have been identified.
- 2.3 The collection schedule and route was discussed, an additional information to be included in the plan.

3. Objectives and Goals

- 3.1 Aside from segregation as the sole behavior objective, it will include some specifics placing in prescribed receptacles, following the collection schedule. Composting will also be included since this is mandatory in the Ordinance. Equally desired are secondary objectives of the payment of garbage collection fee. While this is a different topic, the LGU strongly feels that this is a very important behavior that needs to be included in the campaign.
- 3.2 The knowledge objectives related to the additional behavior objectives need to be added.

4. Promotion

- 4.1 Messages on composting will have to included the need to compost and how.
- 4.2 The specifics of all messages will be taken up separately with a core group composed of some technical and creative people. Norman Lloren, the son of the mayor who is a graduate of Visual Arts in UP, has committed to assist the LGU in the creatives of the campaign. Two other artists will be tapped to do the same.
- 4.3 The communication channels that will be used, remain the same, as in the draft plan.
- 4.4 The video group in Tagbilaran, "6300", agreed to produce one or two motivational video without charging professional fee, in exchange for the technical assistance that will be provided by the IEC Specialist to complete the production. The LGU will shoulder some supplies, transportation, food and accommodation for a two-day shoot.
- 4.5 The activities that were indicated in the Implementation Plan including the budget will remain as drafted. Kagawad Seno emphasized that the budget will not come from just one source but other sources will be tapped. At this time, though, they cannot exactly say how much amount will be coming from what source. For ex., funds for the production of stickers and billboards may be solicited from companies and donor individuals.

Selected IEC activities will be included in the presentation of projects for funding during the "Donor's Forum" to be held during the week of the Foundation Day Celebration in the last week of September. If materials are to be included for

- presentation, it was suggested that the prototype be shown including targets and distribution scheme.
- 4.6 August 15 was identified as the ISWM launching. The week prior to this event, orientation meetings with school administrators, civic and religious groups, PUV operators, market and business establishments will be conducted.
- 4.7 The LGU is set to hold a contest on the SWM character / mascot, jingle composition and poster design to be launched during the 375th Foundation Day festivities. The TWG met last July 21 and discussed the guidelines of the contests, including the implementation mechanics of the Ordinance on the EcoSavers Club that Kagawad Senen sponsored.
- 4.8 An immediate need is informative billboards on the waste classification with a motivational message. A tarpouline is desired by the LGU. The IEC Specialist will facilitate the submission of formal quotations from Cebu.

5. Observations and Recommendations

- 5.1 The LGU is eager to implement the Social Marketing Plan at the earliest time possible. The cooperation that they have shown in the preparatory activities is a manifestation of their willingness to continue with the piloting of this strategy in their municipality.
 - The desire to tap other sources of funds for IEC has been reiterated. In fact, after the budget has been revised, no other revisions have been done. Their solution is not further reduction but to look for other sources. The spirit is very much alive, a good starting point for a pilot in Social Marketing.
- 5.2 The creative group who will package the messages needs to be immediately formed. This maybe composed of 3 technical and 3 non-technical creative people. It is suggested that the three technical come from the TWG.
- 5.3 The Social Marketing Plan must be presented to the TWG to formally secure their commitment. Approval of any material will also be done by them.
- 5.4 The motivational video must be completed by the end of September at the end of the project's calendar year.
- 5.5 The project should seriously consider providing not only technical assistance to Jagna but assistance in the production of materials and / or related activities.

NOTES	
Activity:	Round Table Discussions on Social Marketing Activities – LGU Jagna
Place:	Garden Café, Jagna, Bohol
Date:	August 10, 2006
Time:	4:00 – 8:00 PM
Persons:	Peter Jamero, Public Market Administrator – SWM TWG
	Jeri Pagulon, Executive Assistant – ISWM Point Person
	Chit Bigornia, EcoGov 2 IEC Specialist
	Kent Omictin, EcoGov 2 AP

AGENDA: (Presented in the order of discussion)

o Feedbacks of the orientation & assessments of the people attended - Mr. Pagulon was to submit to Ms. Bigornia the list of invited establishments/institutions that came and the ones who didn't.

Before this meeting, a series of orientation-meeting on selected stakeholders of the LGUs Solid Waste Management Program was conducted. School Heads (representing each school), Religious & Civic Organizations, Business Establishments, PUV Operators. These groups were chosen as they were identified to have the biggest impact to the majority within the waste collection area.

The LGU's SWM program, its milestones, and the planned activities for Social Marketing was orderly presented. A mini-workshop per group followed to identify activities that they can undertake to assist the LGU in its campaign. Each stakeholder to produce disseminate the messages using their own materials and creativity.

O Backyard Composting – The identified model households per barangay in backyard composting has yet to be provided technical assistance. These households will model the composting technique suited to their own area. Documentation will be done and this will form part of the leaflet and video.

In the visits to the households including the chosen ones for model backyard composting, what was validated is the practice of very common "compost pit" or "hukay lang" without doing any interventions to hasten composting. Some of it were just biodegradable dump and might turn into a household open dump later.

Most areas are also prone to flooding and artesian wells are almost everywhere. Thus, the compost pit method won't be always applicable. Criteria is to be set by the team on which applicable method of backyard composting is suited for a particular space, terrain, material availability, and nature of compostable materials.

Identified schedule for technology enhancement and improved practice by identified model households is on any suitable dates within August 21 - 25. The team will visit each household and provide the needed technicalities.

- Needed improvements on SWM presentation material (Power point) There were two sets of presentation material that were used by the Social Marketing Core Group to orient the different stakeholders on the LGUs SWM program and activities. Further improvements were needed as identified by Ms. Bigornia; photos on a number of slides, change of color (pie chart waste composition), some topics may not be necessary (specifics of ordinance on prohibited acts, etc)
- o SWM Launching Activities August 15, 20006:
 - Holy Mass
 - Caravan
 - Opening Program at Public Market Kiosk (on this part will the poster making contest be announced).
 - Ceremonial opening and blessing of Central Material Recovery and Central Composting Facilities.
- New Guidelines for the Poster Making Contest.
 - Instead of an "open category" only, it would be changed into two categories elementary and high school.
 - Medium of artwork could be oil, watercolor, crayon, charcoal & marker pens. Pencil alone isn't allowed.
 - ¼ size illustration boards with the personal information placed at the back thru a pasted ¼ size bondpaper.
 - Theme: "Lawas Panggaon Basura Atimanon"
- o The Jingle Making and Mascot Making Contests were originally set to be launched on August 15 but were instead to be made thru identified local artists.
- Documentation of Activities The LGU must document every SWM activity most specially the series of Social Marketing Activities. The Municipal Public Information Officer (MPIO) has to get involved. Mr. Jamero suggested that the MPIO be included in the Social Marketing Core Group.
 - LGU has both digital camera and digital video camera. This would be very useful in the documentation process and as support equipment and material for the planned social marketing productions with "6300 media link". "6300" is a Tagbilaran based media service provider that agreed to work with the LGU.
- 6300 Media Link Everything should be ready on an identified schedule for the first week of September as production might start. Backyard composting model houses should, by that time, be practicing some composting.

6300 would also work on a "music video" or MTV using a SWM jingle.

The LGU will provide accommodations.

- o Formation of a Core Group for Social Marketing The IEC Specialist proposed for the creation of an LGU team composed of technical and creative people to work on specific activities for Social Marketing. It was sought that this group be given an executive order by the LCE defining their roles and responsibilities. Members:
 - Jerry Pagulon
 - Peter Jamero
 - Melba Acera
 - Catalino Bero
 - 3 Local Artists (Norman Lloren, Stephen Hatayna, & Rico Tadena)
- o Tarpaulin (Billboard) & Mascot

A billboard on SWM has to be made and ready before the town's fiesta celebration. This would also be a good sample or prototype for the town's Donor's Forum. SWM TWG will look for more donors to finance more billboards on SWM. Aside from this forum, solicitation is also an option.

Tarpaulin would have to be made in Cebu City @ a rate of Php 25.00 - 35.00 per sq. meter. LGU will handle the cost of the first billboard.

The team has already a design in mind but it has yet to be presented to the creative people of the core group. They will be consulted and their creative ideas are needed for the product finalization. Meeting with this group will take place the next day.

Mascot – It must represent Jagna (the culture & tradition, the lifestyle, our distinction, and things we are famous or noted). The creative people have to be consulted. They might have brighter ideas on this. The team's first option was "Captain Goyo" – a local hero who contributed a lot of resistance against the Americans. His figure is the most recognizable stature on the LGU logo seal. Others also came to mind but Captain Goyo was identified to be the best bet. Other characters maybe presented.

o Messages

These messages would be used on the planned stickers, billboards, and posters that would be placed in establishments and PUVs. In this meeting, the team identified a number of applicable messages.

- Basura mo, ibulsa mo
- Basura Lain-laina (malata, D-magamit, delikado, magamit pa)

- Multa Likaye Basura ? (ampingi, tapigue)
- Basura lain-laina Para wa'y multa
- Kung Jagnaanon ka Limpyado ka
- Ang usa ka Jagnaanon Iyang basura Atimanon
- Ang Basura dili baho Kung inyo Atimanon
- Ang usa ka Jaagnaanon
 Sa lawas mapinangaon
 Busa kanunay ang basura atimanon

o Radio Plugs

Part of the campaign is thru the use of radio plugs. A local radio station can air these materials. The LGU will also require ships on dock, buses, and all PUVs to have recorded materials played while waiting for passengers.

Jingle, testimonies, and motivational messages are the formats chosen. A local recording studio will be the venue for the production.

Persons to dub the radio plugs can from the SWM-TWG or LGU staff. Volunteers are also welcomed.

o Other Matters:

Signages – Part of the program on the SWM full launching is the ceremonial opening of the Central Material Recovery and Central Composting Facilities. However, such facilities lack proper labeling and signages. Proper labels were identified and the LGU will work on it over the weekend.

MRF – A lot of recyclables were seen scattered outside the area. Recyclables being brought in by the collection truck were simply dropped within the premises. No point person takes charge of sorting the recyclables or it stack it in designated cells in the MRF. The solution is to designate someone from the central composting facility do the housekeeping chores in the MRF a day in a week.

Leachate treatment @ Central Composting Facility – A three chambered system to treat the leachate was agreed upon. It was necessary because the composting facility had a leachate collection system. A creek also passes beside the facility.

	NOTES		
Activity:	Round Table Discussions with the Social Marketing Core Group of LGU		
	Jagna		
Place:	SB Session Hall		
Date:	August 11, 2006		
Time:	8.30 AM – 12:00 PM		

AGENDA: (Presented in the order that it was discussed)

Present (SM Core Group with EcoGov 2 Counterparts):
Kag. Senen Lloren, SWM-TWG Chairman
Peter Jamero, Public Market Administrator – SWM TWG
Jerry Pagulon, Executive Assistant – ISWM Point Person
Melba Acera, SB Office Staff
Catalino Bero, MPIO
Chit Bigornia, EcoGov 2 IEC Specialist
Kent Omictin, EcoGov 2 AP

- Norman Lloren
- Stephen Hatayna
- Rico Tadena

Local Artists

The Core Group meeting was necessary to finalize the planned activities. The LGU SWM-TWG met and all agreed on the various activities to be implemented. Since the technical matters in each activity were taken care of by the SWM-TWG, the group needs the assistance of local artists to do the creative and artistic works.

Kag. Sennen did the opening and introduction on the purpose of the meeting. Ms. Bigornia, EG2 IEC specialist followed with her brief orientation on why Jagna was chosen by EcoGov 2 as the pilot LGU for Social Marketing.

It was then followed by a brief discussion on the important parts of the Social Marketing Plan. The following were highlighted.



Materials Development

- 1. Prepare messages
- 2. Identify content
- 3. Package material
- 4. Form of media

Desired Behavior

- 1. Segregate Waste
- 2. Follow Collection Schedule
- 3. Recycle & Reuse
- 4. Pay Garbage Fees
- 5. Practice Proper Backyard Composting

Three Local Artists – The group agreed to incorporate in the SWM-TWG, the three artists who will become the creative workforce for SWM. But since they are not LGU employees, it was also agreed that they be given honoraria on a project basis. They will be called upon to render a specific service/s. The LCE should also receive a letter from the SWM-TWG endorsing the new social marketing core group with three none LGU employees as members:

Norman Lloren – UP Fine Arts graduate; son of Mayor Lloren

Stephen Hatayna – Professional cartoonist and comics artist who worked with the Liwayway and Bisaya publication.

Rico Tadena - Noted artist in the LGU; illustrator; officially, a firemen

Identified Activities: Activities that needed creative inputs were identified and explained to the artists.

Stickers and Posters – Each sector that attended the orientation pledged to support the LGU in increasing SWM awareness by producing stickers, posters, minibillboards, or any form (local materials) for their establishments or vehicles. All they need are the messages. The core group will only recommend messages applicable to them and this will be officially communicated through a letter from the Mayor. Each group agreed to shoulder the expenses in producing the materials. These groups were composed of school reps, religious & civic organizations, business establishments, and PUV Operators.

The Core Group brainstormed and agreed on a set of messages. Suggested messages are as follows:

- ❖ Basura mo, ibulsa mo (*PUVs*, *Schools*)
- ❖ Basura lain-laina (Households, Establishments)
 Para wa'y multa
- ❖ Ang usa ka Jagnaanon (PUVs, Establishments, Households, Schools) Iyang basura Atimanon
- Ang usa ka Jaagnaanon (Establishments, Households, Schools)
 Sa lawas mapinagaanon
 Busa kanunay ang basura atimanon

- ❖ Basura lain-laina (Establishments, Households, Schools)
 Para ang malabay gamay ra
- ❖ Basura lain-laina (Establishments, Households, Schools)
 Para hapsay ang pag-kolekta
- Basura ko, Basura mo (Establishments, Households, Schools)
 I-segregate ko, I-segregate mo

Billboard – at least one billboard must be installed before the town fiesta on September 29. This will also presented at the Donor's Forum for possible sponsorships. Aside from the billboard, stickers and comics will also be presented. SWM-TWG had already requested for the approval of the Mayor of this billboard. The next batch of billboards will come from various donors.

Stephen Hatayna presented a design which was agreed by the group but with some modifications. The SWM mascot will also form part of the design. Norman Lloren will handle the graphic designs and make an electronic or JPEG file to be ready for printing on tarpaulin. Printing will be done in a pre-identified graphics lay-outing establishment in Cebu City.

Billboard size has yet to be finalized depending on the LGU budget. Normal pricing of printed tarpaulins comes at Php 25.00 – 35.00 per sq. ft.

Mascot – The character most agreed by the group to represent the SWM of the LGU was "Goyo Boy". Idea was taken from a local hero named "Captain Goyo" who lived during the late 1800's and early 1900's who resisted the Spaniards and Americans. His figure appears on the LGU logo seal. He was believed to have powers "anting-anting" and was rumored to have power to fly. He was indestructible except on Good Friday when his power expires. The SWM version would be a younger character with anime and cartoon characteristics. Goyo Boy will be endowed with extraordinary powers by eating calamay – just like popeye's spinach. More wonderful personalities and powers depicting local culture and tradition that is useful in Goyo Boy's campaign (waste segregation, composting) will still be developed.

The artists were given the task to identify kind of materials for the costume, where this will be made and the total cost.

The mascot will be ready prior to the fiesta event.

SWM informative leaflet – The old leaflet produced by the LGU needs improvements. This material was distributed to all constituents as the only IEC material when the LGU started implementing waste segregation and collection. Content and layout must be reused. Norman Lloren was tasked to do the lay-out

and provide the necessary graphics. The old material used bond paper. It was agreed that colored paper will be used. Other ideas incorporating recycled materials to the leaflet has yet to be worked out. Technical data and content will be provided by the SWM-TWG technical team.

Illustrated Materials / Comics – Two materials will be developed; leaflet on "Backyard Composting" and comics on "The Adventures of Goyo Boy"

Backyard Composting – This material will give each household options as to the composting method most applicable depending on the available space, terrain and nature of compostable materials. A model household per method / barangay will also be presented in the comics. Correct procedures and practice will be illustrated. Language to be used is Visayan but Jagna common verses and phrases ("y" is pronounced and spelled as "j") maybe used. This will be the comics – story of how Goyo Boy came about, his relationship and adventures on SWM.

SWM –TWG will provide the technical details and content of the composting material. The storyline and other creative content will be the work mainly of the non-technical members, although the story material will be contributed by all.

Target Dates:

Billboard - Draft design, 08-18-06

Complete design (JPG File), 08-31-06

Installation, 09-18-06

Mascot - Draft Figure, 08-18-06

Final Character with Costume, 09-20-06

Leaflet - Contents and lay-out, 09-18-16

Komiks - Backyard Composting

Sample Page, 09-22-06 Full Package, October Adventures of Guyo Boy Sample Page, 09-22-06 Full Package, October

Next Steps:

The SWM Social Marketing Core Group will meet third week of August to work on further developments.

NOTES		
Activity:	Core Group Discussions on Social Marketing Activities – LGU Jagna	
Place:	Place: SB Session Hall	
Date:	Date: August 23, 2006	

Present (SM Core Group with EcoGov 2 Counterparts):

- Peter Jamero, Public Market Administrator SWM TWG
- Jeri Pagulon, Executive Assistant ISWM Point Person
- Catalino Bero, MPIO
- Melba Acero, SB Staff
- Rita Villarasa, EcoGov 2 Office Manager
- Jolan Angeles, EcoGov 2 GOAD Specialist
- Chit Bigornia, EcoGov 2 IEC Specialist
- Kent Omictin, EcoGov 2 AP

Local Artists (creative group)

- Norman Lloren
- Stephen Hatayna
- Rico Tadena

AGENDA: (Presented in the order that it was discussed)

Presided by: Ms. Chit Bigornia

- o Introduction Ms. Villarasa and Mr. Angeles who were new to the group introduced themselves.
- The meeting started with a summary of the proposed activities and its current status. Feedbacks were asked from the group on the developments of the assigned tasks.
- Messages
 - The theme "Lawas Panggaon, Basura Atimanon" was decided to be appropriate for the LGUs SWM program.
 - Presentation of the final messages to be disseminated to all concerned stakeholders. Suggestions for new messages were also called upon to add to the already set of messages.
 - The seven messages that were identified are as follows:
 - ❖ Basura mo, ibulsa mo (*PUVs*, *Schools*)
 - ❖ Basura lain-laina (Households, Establishments) wa'y multa
 - ❖ Basura lain-laina (Establishments, Households, Schools)
 Para ang malabay gamay ra

- ❖ Ang usa ka Jagnaanon, basura atimanon (*All*)
- ❖ Basura lain-laina (Establishments, Households, Schools)
 Para hapsay ang pag-kolekta
- Basura ko, Basura mo (Establishments, Households, Schools)
 I-segregate ko, I-segregate mo
- ❖ Lawas Panggaon, Basura Atimanon (Main Message)
- Everybody was asked to look for possible odd words or phrases that were not common to the distinctive Visayan Jagnaanon dialect.
- o Presentation of the Billboard design
 - Local artist, Rico Tadena, who was tasked to draft the design of the billboard presented his work.



Sample 1:



Sample 2:



Sample 3: Unanimously chosen as the design of the first billboard

- The concept and design in sample 3 was much talked about and was voted to be the design of the billboard that would be strategically installed in the public market
- More suggestions were presented on the choice of color and its combination, font, size of the drawn sacks, and the picture of unsegregated garbage in the middle.
- Mr. Angeles of EcoGov suggested considering the use of the "Jollibee Colors" red and yellow. These colors have been proven to be effective in drawing attraction and interest based on long studies and application. Companies like Shell, Mc Donalds, & Ferrari use them as theme colors. This would be more appropriate to be applied on the main message or caption of the billboard.

The idea of Mr. Angeles was welcomed by the core group. However, the colors used were the four colors of the waste classification. Mr.Bero, the MPIO suggested that other colors maybe included as background and to use shading technique.

Billboard Specifications:

- Billboard size is 20 x 8 meters or equal to 5 ply wood boards.
- Price to be considered is at Php 30.00 per square foot.
- LGU will shoulder all expenses for this project.

o Mascot – "Goyo Boy"

- Mr. Stephen Hatayna presented seven character studies of the mascot.















The rest of the group was asked to vote on which mascot attracted them at first glance. In the voting, no comments must be given. Everyone chose just one design.

- Voting Results:
 a. Mascot 1 received a single vote.
- b. Mascot 3 had single votes
- c. Mascot 7 had four votes.
- d. Mascot 5 received five votes.

- The choiced mascot was further critiqued - clothes, posture, face look, color.

Suggested Changes:

- a. A bigger hat
- b. A friendlier but "astig" looking face.
- c. The logo on his chest use the one in figure 7
- d. Shorter cape (a manta ray look such species is famous to be in Jagna)
- e. More slender body
- f. Color use the four types of color in waste classification.
- The final draft will be presented in the TWG meeting on Aug. 28, 2006
- Goyo Boy will be launched on Sept. 20, 2006 during the LGU night (Wednesday) as part of their pre annual fiesta celebration. The mayor will do such honor after the LCE presents his achievements and awards in a portion of the program designed for that purpose.

Costume for the mascot:

- Everybody was considering making the costume locally to save money.
- Melba will take care of its cloth body costume and synthetic leather brief.
- The artists will make the face of Goyo Boy out of fiber glass.

o Posters

- The announced poster making contest is only open to high school students.
- Age limit 12 to 16 yrs old
- Judging is on Sept 15, 2006
- It must capture the theme "Lawas Panggaon, Basura Atimanon"
- Letters of invitation must be sent to schools ASAP.

o Jingle

- The existing jingles composed by some TWG members will be enhanced and properly recorded.
- A local band could be requested to play the tune for it to have quality and provide a lively rendition.
- A main jingle or theme must be composed. It should be original not an adaptation, very catchy, easy to memorize, use of pleasant redundancies, and sang by a local singer.

o Print Material

Leaflet on SWM

- Draft contents are to be done by Kent and lay-out by Norman before review by the TWG on August 28.

Backyard composting comics

- Draft contents is still being crafted by Kent. The comics will guide local residents on the applicable methods of backyard composting based on three main scenario. "naay ensaktong lugar", "walay lugar", and Balahaon ang lugar".

Videos

- A Tagbilaran based media group, "6300", was willing to give their services for free based on an earlier arrangement. This needs to be followed up to ensure commitment.

Documentation

- The entire development of the social marketing project in Jagna must be properly documented both in photos and written reports.
- Videos and photos be taken care of by Mr. Bero and the written documentation maybe assigned to a TWG member on a case to case basis.

Radio Broadcast

- To utilize the LGU program anchored by the Local Civil Registrar every Sundays for the SWM concerns (jingle, short drama's, and informative messages)
- Ms. Chit has initially talked to a script writer from DYHP who could be tapped to write scripts for the proposed drama.
- A local studio EY studio could be used for the local production and dubbing of the dramas.

Monitoring

- A system to monitor the implementation must be in place. The impact of the campaign needs to be identified.

o Pre -testing:

- A simple pre-testing should be done of each product or material prior to finalization and production.

ISWM-TWG MEETING August 30, 2006 SB Hall

Attendance:

1.	Hon. Pacheco Rances	-	TWG member
2.	Mr. Celso Jamero	-	-do-
3.	Mrs. Efrena Buenafe	-	-do-
4.	Mrs. Herminia Gomez	-	-do-
5.	Hon. Senen Lloren	-	TWG Chairman
6.	Ms. Chit C. Bigornia	-	Eco-Gov, IEC Specialist
7.	FO2 Rico J. Tadena	-	Artist
8.	Norman Alllen A. Lloren	-	Artist
Ω	Ma Lavalla II Facalana		TWC mamban

9. Ma. Lovella Ll. Escolano - TWG member
10. Peter Jamero - -do11. Hon. Alberto Café - -do12. Julian Pagulon Jr. - -do13. Eli L. Doria - -do14. Hon. Andrew Tadena - -do15. Stephen Jatayna - Artist

16. Melba Acera - TWG member

17. Catalino Berro - MPIO-core group member

Business for the Day: Social Marketing Plan on ISWM

Start of Meeting : 1:30 pm

Invocation : Hon. Alberto Café

Introduction : Hon. Senen Lloren – Chair-ISWM-TWG

Presentation of the draft on Social Marketing Plan of the ISWM program of Jagna

- Ms. Chit Bigornia – IEC Specialist, EcoGov

Key features;

- Description of target Barangay Audience
- SWOT
- Objectives, Goals and Current Situation
- Schedule of Implementation Phasing (Phase 1,2,3)

Important points:

- 1. There is a need to inform the public on proper waste household composting;
 - Adequate area
 - Inadequate area
 - Flooded area

2. There are also changes in the classification of waste and its disposal. Ex. Papel and cartoon nga basa— residual, because makapatay sa wati; paint containers — recyclables, because mabaligya pa.

Presentation of the IEC materials; messages, mascot and billboard designs by Jerry (Jerry Pagulon – ISWM In-Charge).

Final Messages

- 1. LAWAS PANGGAON, BASURA ATIMANON (the main message)
- 2. BASURA MO, IBULSA MO (for PUV's, Schools)
- 3. BASURA LAIN-LAINA, WA'Y MULTA (for Households, Establishments)
- 4. AKO JAGNAANON, AKONG BASURA ATIMANON (for PUV"s, Establishments, Households, Schools)
- 5. BASURA LAIN-LAINA, MALABAY GAMAY NA (for Establishments, Households, Schools)
- 6. BASURA LAIN-LAINA, HAPSAY ANG PAGKOLEKTA (for Establishments, Households, Schools)
- 7. BASURA KO, BASURA MO I-SEGREGATE KO, I-SEGREGATE MO (for Establishments, Households, Schools)

Mascot –change of colors. The changes were made and later presented and approved by the body.

Billboard – size is 16 x 10 feet = 160 sq.ft. The cost is approximately Php 4,800.00 / tarpaulin

Kag Café granted some of his appropriation for the mascot expenses as Kag. Senen requested.

The 2 artists will go to Cebu as early as possible to buy the materials needed for the mascot

Ms. Chit reminded the body that if possible the billboard must be installed before the town fiesta for maximum exposure and to take advantage of the big event.

Goyo Boy – to be launched during the LGU night on September 20, participate in the succeeding agri-fair and be part of the contingent in the Estokada, the grand parade on September 29.

The meeting was adjourned at 5:05 pm.

Recorded by: Love Escolano

NOTES	
Activity: Focused Core Group Discussions in Social Marketing - Jagna	
Venue: SB Session Hall	
Date:	September 13, 2006

Present (SM Core Group with EcoGov 2 Counterparts):

Kag. Sennen Lloren, SWM-TWG Chairman
Peter Jamero, Public Market Administrator – SWM TWG
Jeri Pagulon, Executive Assistant – ISWM Point Person
Melba Acera, SB Office Staff
Catalino Bero, MPIO
Chit Bigornia, EcoGov 2 IEC Specialist
Kent Omictin, EcoGov 2 AP
Local Artists

- Norman Lloren
- Stephen Hatayna
- Rico Tadena

Agenda:

The meeting was called to identify the current updates of the planned activities as assigned per responsible individual.

Updates:

-Billboards

- Billboard design a last final draft must be finalized ASAP (remove the coke product from the garbage picture). Ms May Ybanez of EcoGov 2 already received a copy of the draft for further critiquing.
- Globe Telecom the company pledged to sponsor 4 billboards which would include the first one that is to be installed before the LGU night or this September 20, 2006. The company prescribed to place their sponsorship logo and add phrase with the design at the bottom most part of the material.
- Installation & mounting of the billboard will be of temporary materials like wood and surplus iron bars. A permanent mounting will be in place (made of steel framing) after the fiesta celebration. Billboard size is 160 Sq. Ft. or equal to 5 plywood boards.

-Mascot

- Look "Guyo Boy" has been finalized by Stephen Tadena
- Local artist will work on the costume production (face to be made of fiber glass resin, leatherette underwear and belt, velvet cape) & a local dress maker to sew the cloth and foam cover.

• Needs to be ready on the 19th to rehearse the person to play Goyo Boy on his distinctive moves and dance for the big night the next day.

-Hand-out (leaflet)

- One-pager for donors forum
- Ready by 2oth
- Illustrated
- Initial copies to be printed by EcoGov, Norman LLoren to submit by Friday.
- It would be of colored paper and with colored prints (include Goyo Boy).

-Launching

- LGU Night on the 20th
- Guyo Boy to be launched on an achievements presentation by mayor (3rd part)
- Kag. Senen to introduce Guyo Boy
- Guyo boy will come out & dance/perform some actions to the current LGU Basura Song (in the tune of butchikik)

-Donors Forum

- Final donors forum's date would be in September 26, 2006
- Projects on Social Marketing will be presented at the event. The manner of
 presentation by the core group is yet to be prepared but only after
 identifying the system being employed by the forum.

-Komiks

- One pager sample for the donors forum presentation
- Contents have been edited & finalized already by the technical group.
- Stepehn Tadena will present a draft copy (sketched on pencil) by Sept. 20.

-Bakyard Komposting Material

- One pager sample to be presented on donors' forum.
- Contents have been finalized already by the technical group.
- Stepehn Tadena will present a draft copy (sketched on pencil) by Sept. 20.

-Baseline Survey

- A survey was created from a different project outside EcoGov. Some issues involved in the questionnaire were on solid waste management.
- Results/response is for tabulation and summary yet.

-T-shirt

• T-shirt with a Goyo Boy design will be tried to be made available on the LGU night and Goyo Boy launching this Sept. 20, 2006.

MODIFIED ORDINANCE OF INTEGRATED AND ECOLOGICAL SOLID WASTE MANAGEMENT OF THE MUNICIPALITY OF **JAGNA, BOHOL**

(Municipal Ordinance 20 - 11 - 2004)

Katuyo-an sa Integrated Solid Waste Management Program

> Paggiya, pagkontrolar, ug paghan-ay sa pag-atiman sa basura subay sa prinsipyo sa panlawas, maayong kalikupan, panginahanglan ug maayong panag-ingnan.

Mga kalihukan nga naglangkob sa **Integrated Solid Waste Management Program**

- Pagpaminos sa Basura
- Paglain-lain sa pareho og klase sa basura
- Paggamit sa mapuslan pang basura
- Paghipos ug pagkolekta sa matag klase sa basura



Klase sa basura

- 1. MALATA -Biodegradable
- 2. DILI NA MAGAMIT -Residuals
- 3. MAGAMIT PA -Recyclables
- 4. DELIKADO -Special Waste

Insaktong sudlanan sa basura



- 2. Dili na Magamit YELLOW
- 3. Magamit Pa -BLUE
- 4. Delikado -RED



Atong mapalit ang opisyal nga sako adto sa Jagna Solid **Waste Management Office**

"BASURA LAIN-LAINA, MALABAY GAMAY NA"

MALATA

- - Pakpak sa prutas ug utanon
- Sagbot, dahon, abo Sinapsap ug sinapilya sa
- Tae sa mananap (baka, baboy, kabaw, kabayo, kanding ug uban pa)
- Bagaso, saw dust
- Bagaw sa itlog
- Tahop
- · Hasang, tinae ug tunok sa isda

MAGAMIT-PA

- Papel ug carton nga maayo pa
- Puthaw
- Lata
- Hard plastics
- Botelya / Buak nga botelya
- Ligid sa sakyanan
- Botelya sa medisina ug ubang grapa
- Newspaper
- Botelya sa purified water (PET)

- Sanitary napkins ug diapers Guba nga sapatos, tsinelas ug sandals
- Disposables (plastic glass, paper/ plate, picnic box)
- Guba nga tela ug trápo
- Putos nga carton (medisina,sabon)
- Cellophane ug ubang humukon nga plastic
- Papel ug cartoon nga dili na magamit o
- lata na Styrofoam • Ceramics
 - Sachets

- Battery
- Bombilya/flourescent
- Hupas nga medicina
- Chemical Containers
- Guba nga appliances
- Used oil

"AKO JAGNAANON, AKONG BASURA ATIMANON"

- Mag praktis ug backvard composting sa mga malata nga basura
- Ibutang ang basura sa insaktong sudlanan aron makolekta.
- > Adunay Php 5.00 matag sako sa ipakolekta nga malata nga basura sa



Sistema sa pagkolekta

Basura nga dili lain-lainon, dili kolektahon "No segregation, No collection"

Sa insaktong eskidyol, ipagawas

ang basura usa ka oras sa dili pa molabay ang garbage compactor o dump truck.

- Adunay bagting o jingle ang pagatukaron sa garbage compactor o dump truck aron mabantayan ninyo bisan layo pa.
- Adunay WOW Enforcer nga maguna aron mag-inspeksyon kong kinsa ang nagpagawas sa basura sa dili pa insaktong oras magpahibalo nga puwede na ipagawas na ang basura.



Eskidvol sa kolekta

ADLAW	PANAHON O ORAS	KLASE SA BASURA	BARANGAY O LUGAR
Lunes ug Huwebes	Buntag; 7:00 -11:00	Malata	Merkado, Pangdan, Tejero, Poblacion ug Pagina
	Hapon; 1:00 – 4:00	Malata	Looc, Can-upao ug Canjulao
Martes	Buntag; 7:00 – 11:00	Dili na Magamit	Merkado, Pangdan, Tejero, Poblacion ug Pagina
Miyerkoles	Buntag; 7:00 – 8:00	Magamit Pa	Merkado
Biyernes	Buntag; 7:00 – 11:00	Dili na Magamit	Looc, Can-upao ug Canjulao
Sabado	Buntag; 7:00 – 11:00	Magamit Pa	Pangdan, Tejero, Poblacion ug Pagina
	Hapon; 1:00 – 4:00	Magamit Pa	Looc, Can-upao ug Canjulao
Ika upat nga	Buntag; 7:00 – 11:00	Magamit Pa	Pangdan, Tejero, Poblacion ug Pagina
Domingo sa bulan	Hapon; 1:00 – 4:00	Magamit Pa	Looc, Can-upao ug Canjulao

"BASURA LAIN-LAINA, HAPSAY ANG PAGKOLEKTA"

"BASURA KO, BASURA MO I-SEGREGATE KO, I-SEGREGATE MO"



Gidili (Art 19, Sec 77 - Prohibited Acts)

- Paglabay sa basura bisan asa o dili insaktong lugar
- Pagpakolekta sa nagsagolsagol nga basura
- Pagpagawas sa basura sa dili pa insaktong oras
- Pagpagawas sa basura nga dili sirado ang sudlanan
- Paggamit sa dili opisyal nga sudlanan
- Pagsunog o pagdaob sa basura



Penalidad (Art 19, Sec 78 - Fines & Penalties)

First Offense - PhP 200.00 Second Offense - PhP 500.00 Third Offense - Php1,000.00

Sa matag salaod o kalapasan, adunay Citation Ticket nga ihatag ang ISWM Enforcer o WOW Enforcer.

"BASURA LAIN-LAINA, WA'Y MULTA"



MONTHLY GARBAGE FEES

(Article 18)

"No Fee - No Collection"

Ang gamit sa garbage fees

- Igasto sa pag-atiman, pagmintinar, ug pagpalambo sa programa sa basura.



Garbage fees

Households

High Residential Category	Php 20.00
Medium Residential Category	10.00
Poor and Urban Poor Category	5.00

Institutions

Large Institutions	Php500.00
Small Institutions	100.00

Industrial / Commercial Establishments

Large Business EstablishmentP hp 500.00			
Small Business Establishment	200.00		
Small Food Stall	20.00		
Sari-sari Store	20.00		
General Store	20.00		



INTEGRATED SOLID WASTE MANAGEMENT PROGRAM

Municipality of Jagna Jagna, Bohol

Lawas Panggaon, Basura Atimanon



Alang sa kinatibuk-ang pagpalambo sa kalikupan, kalimpyo ug sa maayong panlawas sa katawhan sa lungsod sa Jagna pinaagi sa pagdumala sa tukmang pag-atiman sa basura.

AWIT SA MGA BASURA

BASURA SONG

PALUBAD: BASURA SA TAWO PROBLEMA

KUN SA PALIBOT PASAGDAN TA

KAMI MGA BASURA! SAKIT UG HUGAW KINI NAGADALA KAMI MGA BASURA! KINAHANGLAN MAGBANTAY TA KAMI MGA BASURA! KINI HINUMDUMI LAWAS GAYOD

AMPINGI

SA KATAWHAN GIYAM-IRAN BASURA GIPANGLABAY AYAW GAYUD

GILABAY LAMANG SA KADAPLINAN PASAGDI

SA MGA LAMOK UG MGA LANGAW BASURA ATO GAYONG ATIMANON MGA

ITLOGANAN IGSOON

GIGIKANAN SA MGA SAKIT UG BALATI-

AN BASURANG MALATA UG MAGAMIT PA

MAY ILABAY NA UG DELIKADO PA

APAN KON KAMI INYONG HATAGAN, LAIN-LAINA ANG INYONG BASURA

HUSTO UG MAAYO NGA PAG-ATIMAN ARON SA KANUNAY KINI MAKOLEKTA

INYO KAMING IKAPATIMBANG

SA PANGINABUHI MAKATABANG MAHIMONG PALAT-ON O PADUNUTON

GAMITON NGA PATAMBOK SA MGA

TAMBOK ANG MGA TANAMAN TANOM

TABUNOK ANG KAYUTA-AN MANIHU-A ANG INYONG BASURA

KALIBUTAN ATONG AMPINGAN ARON SA UMAABOT MOASENSO KITA

KAY KINI ATONG PINUY-ANAN

GAMITON PAG-USAB O E-RECYCLE

PALUBAD: MAAYONG KAKITAAN KUNG INYONG

BUHATON

KAMI MGA BASURA! PAHIMUSLI UG AYAW USIK-USIKI

KAMI MGA BASURA! KINI USA KA MAAYONG PAMAAGI

KAMI MGA BASURA!

ANG INYONG BASURA

AYAW GAYUD ILABAY BISAN ASA ARON MAKALIKAY KA SA MULTA

HA.....HA.....

Lyrics by: Eli Doria

Performed by: Kag. Jesus Acedillo & Eli Doria