

# An Assessment of Strategic Development Program of Buhay-Ilog Movement: Basis for Developing Advocacy and Media Campaign Program

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## Abstract:

This study assessed the strategic development plan of a non-government organization in the municipality of Pulilan, the BuhayIlog Movement (BIM) which leads in the protection, care and conservation of the environment especially the Angat River system. The assessment focused on the effectiveness of BIM activities in producing the level of awareness and actions of the fisher folks that lead to attaining objectives. The results of this study its serve as the basis for developing advocacy and media program for improving the awareness of BIM's programs and strategies to ensure the success of program implementation and achievement of the organizations initiated results. This study drew from Gosling (2007) model in assessing theoretical framework. The respondents were classified by members and non-members of the movement. Their ages ranged from 18 to 85 years old, more than one half were male and little less than one-half are female, total of a hundred (100) respondents. The study was conducted at Bulacan, specifically in Pulilan that lies along the river. This study utilized a locally constructed questionnaire. Random survey sampling was used to collect the data. The data gathered were statistically assessed using frequency and weighted mean average. The findings of the study suggest that there is still a need for BIM to further widen their advocacy programs and media programs to have a wider scope in implementation of activities and recruitment of members. The use of social media to inform the public to be responsible in caring for our environment and also a way to update the public about the activities/programs of the movement. Advocacy and media program are important in order to promote collective awareness and action as the necessary ingredient for the successful service works in development.

**Keywords:**river, fishermen, advocacy campaign, environment

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## Introduction

Advocacy is a way used by concerned individuals or groups to make people acquire increased awareness towards certain issues, causes, ideas, or policies to earn their support. It has the potential to make a difference for certain issues and to those who are concerned and affected. Advocacy consists of action designed to draw the community's attention to an issue and to direct policy-makers to a solution. Advocacy initiatives required organization, strategic thinking, information, communication, outreach and mobilization.

Media campaigns are varied, multifaceted, highly planned and strategically assembled media symphonies designed to increase awareness, inform or change behavior in target audience. Media campaign has several types, broadcast, print, indoor, outdoor and interactive. These are the media vehicle to promote awareness to target audience. For instance, outdoor media have billboard and flyer. Billboard advertisements are designed to catch a person's attention and create a memorable impression very quickly, leaving the reader thinking about the advocacy after they have driven past it. "A flyer is a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place or through the mail."

Interactive media are the integration of digital media including combinations of electronic text, graphics, moving images and sounds into a structured digital computerized environment that allows people to interact with the data for the appropriate purpose. The digital environment can include the internet, telecoms and interactive digital television. According to Andreas Kaplan and Michael Haenlein (2005), social media are the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. Social media differ from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy, and permanence. Through social media/ audience can make an action in certain issues or advocacy.

According to Nielsen 2009, internet users continue to spend more time with social media sites than any other type of site. Facebook, an example of social networking sites, over one billion active users in 2012. Twitter has provided specific functionality, as a greater likelihood that users will reshape the content posted (by another user) to their social network. This social network provides a more efficient, effective, wider range and cheaper access to post an issue or advocacy.

BuhayIlog Movement is non-government organization that operates in favor of the fishing industry in Pulilan through community service. Founded in 2011 and originally named BantayIlog.

BuhayIlog Movement envisions itself as a leader in the protection, care and conservation of the environment especially the Angat River system. To achieve its vision, BuhayIlog Movement created programs that care, conserve and protect the environment, especially the Angat River system.

Nowadays there is a lack of information about BuhayIlog Movement, but through advocacy and media campaigns, people will become awarer how to take care of their environment and natural resources.

It laid its initial groundwork on helping the fisher folks in the town of Pulilan where environmental and livelihood programs were launched and implemented. Like many other NGOs, BuhayIlog count on advertising as major means by which its

advocacies, projects and programs can be known to fishermen and to other communities.

In view of this, the researcher's interest was to create a well-designed advocacy and media campaign program for BuhayIlog Movement. Further, the researcher believed that if the communities continued to insist their old beliefs and practices our environment continued to be ruined.

### **Significance of the Study**

The major focus of the study was assessed the extent of awareness on BuhayIlog Movement's advocacy and media campaign. The findings would provide information beneficial to the following groups, organizations and individual.

Government agencies. The study would benefit government agencies that similarly aim to promote the general welfare of the society, in particular, the Department Environment and Natural Resources (DENR). The study would provide an avenue for this government office to expand its information campaign in its advocacies addressing environmental issues.

BuhayIlog Movement allies. The BuhayIlog Movement benefactors and sponsors will find the study very advantageous on their part since the output of the study will improve not only advertising the community projects of the Movement but of its allies and sponsors as well. Advertisements of any form that carry their names may help boost their popularity and help inform communities that they support noble causes other than the commercial businesses other than what they are known for.

Non-government NGOs. Other non-government organizations (NGOs) may also find the results of the study worth emulating in that advertising their organization may help increase the society's awareness and may find it not interesting but also helpful to replicate the study.

BuhayIlog Movement beneficiaries. The beneficiaries of BuhayIlog Movement may benefit from the findings of the study because they will be aided in promoting the organization and its deeds.

Although the best advertisement is the by-mouth campaign by the members and beneficiaries of the Movement through their testimonies, the findings of the study may provide a picture of the landscape that the Movement's advertising has created for it.

Future researchers. The study may serve as inspiration to future researchers who may wish to replicate the study or create a novel one in the same field of interest. Findings of the study may also be used as baseline data that may open doors for other studies in another perspective.

## **Research Methodology**

This chapter presents the research methods and techniques, the respondents of the study, the research instruments, the data collection, and the data processing and statistical treatment utilized in gathering information, as well as the evaluation and interpretation purposes of the study.

### **Methods and Techniques**

The descriptive evaluation method was employed in the study. It is a technique of quantitative description that determines the prevailing conditions in a group of cases chosen for study, assuming that things will change (Calmorin, L.&Calmorin, M., 2008). It covers many traits or characteristics of the group.

Since the study was about assessing the strategic development plan of BuhayIlog Movement thru enhancing advertising program via advocacy and media campaign, the descriptive evaluation method of research was the appropriate method.

Essentially, questionnaires were used as primary data gathering tools. Document analysis and interview with the officials were also done as the secondary source to ensure that all data collected were properly answered and this was also used by the researcher in obtaining and analyzing the appropriate statistics to be used in gathering data needed.

### **Respondents of the Study**

The study utilized the purposive sampling approach also known as judgmental sample, selective sampling selection of the respondents as classified in two sets; members and non-members of Buhay-Ilog Movement.

The inclusion criteria included in the study were the age of the respondents that they should be young and old with age range to 18 to 65 years old only, member or non-member of the movement. They should have to live along the river bank and residing or currently staying within Pulilan Area.

Following the inclusion criteria, the respondents of the study were the 50 male and 50 females who cooperatively agreed to participate as respondents of the study within Pulilan area.

### **Instruments of the Study**

The study made use of 3-page questionnaires which was divided into two parts. The first part was about the demographic profile of the respondents, such as name, civil status, age, sex, educational attainment, occupation, monthly income, and member or non-member of the movement.

The second part focused on the questions provided. It was divided into three sets of questionnaires, first set the level of awareness on the program that consist of two items the clean-up drive and community service. A 5-point Likert Scale was used in evaluating each statement from 1 – very low; 2 – low; 3 – average; 4 – high; and 5 – very high. All items from number 1 to 4 pertain to the awareness of the respondent to clean-up drive and the other 5 remaining item focused on the awareness on the community service of the movement.

The second set the perceived effectiveness of the program that was divided into two item the goals, objectives, and strategies of Buhayilog Movement. A 4-point Likert Scale was used in rating each statement from 1 – not effective; 2 – moderately effective; 3 – effective; and 4 – very effective. The third part was the issues and challenges encountered by the implementers and members of the program consist of ten (10) questions. A 5-point Likert Scale was used in evaluating the statement from 1 –

strongly agree; 2 – agree; 3 – undecided; 4 – disagree; and 5 – strongly disagree.

**Data Processing and Statistical Treatment**

The data were processed manually with the assistance of a statistician. The computed data were presented using appropriate tables and texts. The following statistical tools were utilized in analyzing and interpreting the data.

The demographic profile of the respondent was described using frequency counts, percentage procedures, mean or standard deviation.

The levels of awareness on the programs of Buhayllog Movement were described in terms of frequency distribution and descriptive measure, or weighted average/weighted mean.

The perceived effectiveness of the program was described in terms of frequency distribution and descriptive measure, or weighted average/weighted mean.

The issues and challenges encountered by the implementers and beneficiaries of the program were described in terms of frequency distribution and descriptive measure, or weighted average/weighted mean.

Weighted Average (weighted mean or scaled average) is a method in descriptive statistical analysis such as index numbers. Mean in which each item being averaged is multiplied by a number (weight) based on the item’s relative importance. The result is summed and the total is divided by the sum of the weights. The formula is as follows:

Formula:

$$\bar{X} = (\sum fw)/n$$

Where:

$\bar{x}$  = Weighted mean

$\Sigma$  = Summation

W= Weight

f = Frequency

n = Total Sample

The level of awareness on the program that consist of two items the clean-up drive and community service was categorized based on the following rating scales and are transposed as:

- 1 – Very low
- 2 – Low
- 3 – Average
- 4 – High
- 5 – Very High

Further, to quantify the ratings stated above, the following scale indicators were used:

- 1.0 – 1.49- No awareness to the programs
- 1.50–2.49- Slightly not aware to the programs
- 2.50 – 3.49- Aware to the programs
- 3.50 -4.49- Slightly positive aware in the programs
- 4.50–5.00 - Positive aware to the programs

While, in order to describe the perceived effectiveness of the program was categorized based on the following rating scales and are transposed as:

- 1 – Not effective
- 2 – Moderately effective
- 3 – Effective
- 4 – Very effective

Moreover, to quantify the ratings stated above, the following scale indicators were used:

- 1.0 – 1.50 – Negative effectiveness
- 1.51 – 2.50 – Slightly negative effectiveness
- 2.51 – 3.50 – Effective
- 3.51 – 4.0 – Positive effectiveness

The issues and challenges encountered by the implementers and beneficiaries of the program were categorized based on the following rating scales and are transposed as:

- 1 – Strongly agree
- 2 – Agree
- 3 – Undecided

4 – Disagree

5 – Strongly disagree

Moreover, to quantify the ratings stated above, the following scale indicators were used:

1.0 – 1.49 – Positive

1.50 – 2.49 – Slightly positive

2.50 – 3.49 – Neither negative nor positive

3.50 – 4.49 – Slightly negative

4.50 – 5.0 – Negative

Then the results were analysed and interpreted as part of results and discussion.

Item	5	4	3	2	1	Mean	Interpretation
1. Cleaning of waterways (canals)	22	30	2	38	8	3.20	Average
2. Clearing of Angat River	12	36	6	14	32	2.82	Average
3. Declogging of canals and the Angat River	18	26	24	26	6	3.24	Average
4. Collection of plastic bottles along the river banks	24	26	8	24	18	3.14	Average
<b>Overall Mean</b>						<b>3.10</b>	<b>Average</b>

## Results and Discussion

This chapter presents, analyses, and interprets the data collected in the study. For clarity of presentation and consistency in the discussion, the data are presented following the order and sequence of the questions raised in Introduction, to wit: (1) what is the level of awareness of the fisher folks on the program of BuhayIlog Movement in terms of: 1.1. Clean-up drive and 1.2. Community service program, (2) how do the beneficiaries assessed the effectiveness of the program in terms of: 2.1. Goals and objectives, 2.2. Strategies, (3) what issues and challenges are encountered by implementer and beneficiaries in the implementation of the program, and (4) what advocacy and media campaign program may be developed to further improve the implementation of the program.

### 1. Level of awareness on the programs of BuhayIlog Movement

Table 1 shows the tabulation of the frequency distribution and descriptive measures of the level of awareness on the programs of BuhayIlog Movement, firstly in terms of the Clean-up Drive facilitated by the BuhayIlog Movement as one of its awareness activities.

*Frequency Distribution and Descriptive Measures of the Level of Awareness on the Programs of BuhayIlog Movement in terms of the "Cleanup Drive"*

Level of Awareness on the Programs of BuhayIlog Movement in terms of the "Cleanup Drive". The table above illustrates the tabulated data that is mostly related with the awareness of respondents, who were both members and non – members of the BahayIlog Movement, in terms of their Cleanup Drive. As clearly shown in the table, the items Cleaning of waterways (canals) total mean of 3.20 is interpreted average level of awareness. The Clearing of Angat River has a total mean of 2.82 and is interpreted as the average level of awareness. "Declogging of canals and Angat River has a total mean of 3.24 is interpreted average. The last item for the Clean-up is Collection of plastic bottles along the river bank garnered an average mean of 3.14 is interpreted average level of awareness. The said table has a total overall mean of 3.10, which can be interpreted as "average" in terms of awareness of the BuhayIlog Movement's Clean-up

Drive. It can be conferred from this data that non – members and members alike of the movement had average awareness of one of the programs that the group has facilitated, which is the Cleanup Drive.

The data show that the clean-up drive has garnered average in awareness, as Moyer et al (2001) said in “Eight Stages of Successful Social movement” it will be successfully demonstrated that the social change movement provide the groups with a medium to long-term framework to plan, conduct and evaluate their campaign. The declogging of canals and the Angat River had the highest total mean that translated the program had regular followers and supporters. Clearing of Angat River had the least total mean, it could mean that more campaign should be done to increase the publicity and awareness of the said program. Average awareness in the program activities demonstrated a normal support strategically; publicizing catastrophe by the institution. The program activities must advocate developing unrealistic expectations about the pace and nature change. Adopt a long-term perspective advocacy to tangible progress in program activities of BIM.

Table 2 showed the frequency distribution and descriptive measures of the level of awareness on the programs of BuhayIlog Movement, firstly in terms of the Community Services that it provides.

*Frequency Distribution and Descriptive Measures of the Level of Awareness on the Programs of BuhayIlog Movement in terms of the Community Service*

Item	5	4	3	2	1	Mean	Interpretation
1. Tree Planting (Bamboos and Mahogany Trees) along the River Angat	20	26	8	30	16	3.04	Average
2. Eco – friendly Christmas Tree Making Contest	16	18	20	24	22	2.82	Average

3. House to House Information campaign Cleaning and beautification of Public Schools	14	22	18	22	24	2.80	Average
4 Cleaning and Beautification of Public Schools	20	26	20	16	18	3.14	Average
5 Seminars on Waste Segregation	12	32	10	18	28	2.82	Average
<b>Overall Mean</b>						2.92	Average

The collected data tabulated above indicate the level of awareness of the respondents on the Community Services that the BahayIlog Movement facilitated as one of its programs. As shown in the table, the item “Tree Planting (Bamboos and Mahogany Trees) along the River Angat” garnered a weighted mean of 3.04 and can be interpreted as “average” in terms of awareness. The next item, “Eco – Friendly Christmas Tree Making Contest” garnered a weighted mean of 2.82, indicating average interpretation. The “House to House Information Campaign Cleaning and beautification of Public Schools” garnered a weighted mean of 2.80, indicated as average interpretation. “Cleaning and Beautification of Public Schools” garnered a weighted mean of 3.14, indicated as average interpretation. The last “Seminars on Waste Segregation” weighted mean of 2.82, the same as the others with “average” as its interpretation.

Frequency Distribution and Descriptive measures of level of awareness on the program of BIM in terms of the Community Service (Table 2) has earned a low awareness rate. Based on the study of Dick de Jong et al (2003) there is a need for an action of delivering an argument to gain commitment from political and social leaders and to prepare a society for a particular issue. Average awareness in the community service means that the movement has to issue information that is needed for publicity for it to have support from local leaders in Pulilan. Particularly the involvement to key officials to encourage participation. De Jong

(2003) cited that advocacy informed to create a convincing argument; it can be delivered in various interpersonal and media channel. Effective campaign will be organized to provide positive action, support to the program and movement.

With these results the researcher concluded that despite the programs of the BuhayIlog Movement in terms of the Cleanup Drive and the Community Services that it had facilitated and performed for the community, the respondents' awareness towards these activities were average as evaluated. With this in regard, a new advocacy and media campaign must clearly be developed to bring justice to the efforts of the BuhayIlog Movement.

**2. Perceived Effectiveness of the BuhayIlog Movement.**

The second part of the instrument and the collected data reflects the results of the respondents' answers when questioned about the perceived effectiveness of the program. This aimed to evaluate their perception of the following key areas of the program (a) Goals and Objectives, and it is (b) Strategies.

Table 3 displays the results of the frequency distribution and descriptive measures of the Level of the Perceived Effectiveness of the Program in terms of its Goals and Objectives.

Frequency Distribution and Descriptive Measures of the	4. To inform the community about Panlalawigan Kautusan 2012 - 09 prohibiting the use of non-biodegradable plastic and	14	26	38	22	2.32	Moderately Effective

Level of the Perceived Effectiveness of the Program in terms of its Goals and Objectives

Item	4	3	2	1	Mean	Interpretation
I. To be able to inform the community of proper waste management because it is essential to avoid						
Styro foams in Bulacan						

management because it is essential to avoid							Moderately
5. Entails activities towards attainment of a clean and environment - friendly Pulilan, having the students and schools as young stewards of environment. It also motivates the students to make use of their creativity and artistic talent.	12	34	36	18	2.40		Moderately Effective
<b>Overall Mean</b>					2.38		Moderately Effective

In this table, the items listed are the goals and objectives of the program that were evaluated by the respondents according to its perceived effectiveness. The first item, "To be able to inform the community of proper waste management because it is essential to avoid problems associated with improper disposal of waste such as pollution of the environment and diseases" garnered a mean of 2.38 and interpreted as only moderately effective. The next item "Planting trees embraces the beauty of nature, helps clean the environment and sets one's mind on the wellbeing of future generations" had the same interpretation of only having of moderate effectiveness which is reflected with a mean of 2.40. The third item "To have a clean waterways for a healthy, sustainable and disaster resilient future through concerted cleanup

sustainable and disaster resilient future through concerted cleanup efforts.	20	28	26	26	2.42		Moderately Effective
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***the Perceived Effectiveness of the Program in terms of its Strategies***

efforts” has garnered a mean of 2.42 and interpreted as moderately effective. The fourth item “To inform the community about PanlalawigangKautusan 2012 – 09 prohibiting the use of non – biodegradable plastic and Styro foams in Bulacan” has garnered a mean of 2.32 and also moderately effective as interpreted. The last item for goals and objectives is “Entails activities towards attainment of a clean and environment – friendly Pulilan, having the students and schools as young stewards of environment has garnered a mean of 2.40 and also interpreted as average. It also motivates the students to make use of their creativity and artistic talent” is also moderately effective.

The items under “Goals and Objectives” of the program garnered an overall mean of 2.38 and showed that respondents perceived effects with only moderate effectiveness. Based from this data only item three has the highest total mean, indicated it is moderately effective. According to McKee et al (1992) study of social mobilization effective communication are also essential to achieving its goals and objectives. In his overview a well-tested approach that sees mobilization and programme communication needs to develop. The first component in this continuum is creating awareness and gaining the commitment of decision-makers for a social cause. Advocacy is people-based and people driven. The social mobilization process is bringing together allies from various sectors to raise awareness of and demand for a particular development program or policy change. Moderately effective applies positive respond of community to BIM’s goals and objectives. Effective communication, planners, experts and field workers learn to listen to people about their concerns, needs and possibilities.

Table 4 shows the tabulation of the frequency distribution and descriptive measures of the Level of the Perceived Effectiveness of the Program in terms of its Goals and Objectives.

***Frequency Distribution and Descriptive Measures of the Level of***

Item	4	3	2	1	Mean	Interpretation
1 Regular cleaning using equipment such as backhoe and motorized bangka every Saturday of the month.	12	34	24	30	2.28	Moderately Effective
2 Meeting with DepEd and parent Teacher Associations.	12	26	26	36	2.14	Moderately Effective
3 Meeting with Baranggay Officials and Business Establishment.	10	32	30	28	2.24	Moderately Effective
4 Contest for all Public Elementary and High schools.	16	34	18	32	2.34	Moderately Effective
5 School to school Information Campaign and during pre-marriage counseling seminars.	22	20	38	20	2.40	Moderately Effective
<b>Overall Mean</b>					2.28	Moderately Effective

As clearly shown in the tabulated data above, the items under “Strategies” shows an overall mean of 2.28 which can be interpreted as only having moderate effectiveness in the respondents’ presumptions. The first items “Regular cleaning

using equipment such as backhoe and motorized bangka every Saturday of the month” garnered a total mean of 2.28 and interpreted as moderately effective. The second item “Meeting with DepEd and parent Teacher Associations” has garnered total mean of 2.14 and also interpreted as moderately effective. The last three remaining item “Meeting with Baranggay Officials and Business Establishment”, “Contest for all Public Elementary and High schools” and “School to school Information Campaign and during pre – marriage counselling seminars” all showing that these items are only moderately effective. According to O’Flynn et al (2009), advocacy strategies are likely to involve members of staff, their partner organizations and members of the community in working towards changes in legislation, policy and/or the law; enlarging democratic space so civil society groups can operate successfully in society. Advocacy work is carried out through activities such as lobbying, campaigning, awareness raising, direct actions and working with media. It can be targeted the “Local Level”. BuhayIlog Movement is a classified a local organization in Pulilan so it included local implementation of legislation, debate on the distribution of resources, access to services, local policies, and strategies. Moderately effective implies a benefited way to build capacity of key stakeholders to be able to organize and represent the interest of their communities more effectively.

The respondents of the instrument from where that data were extracted was from a balanced

campaign program.							
3 The movement has a poor strategy in making people aware of its programs	2	6	14	48	30	2.02	Agree
4 The movement is not able to optimize the benefits of social media.	2	8	10	48	32	2.00	Agree
5 The movement finds it difficult to convince people of the effectiveness of its programs because of	6	6	20	46	22	2.28	Agree

group of both members and non – members of the BuhayIlog Movement, and the tabulation showed extreme inclination of responses towards the nature of their membership. The BuhayIlog Movement members favored responses that display their level of perceived effectiveness of their group’s strategies – in their goals and objectives – while non – members preferred responses which are significantly lower due to the little or no knowledge of all of the programs’ strategies.

### 3. The Issues and Challenges Encountered by the Implementers and Beneficiaries of the Program

The last data representation on Table 5 shows the collected data with the frequency distribution and descriptive measures of the Issues and Challenges Encountered by the Implementers and Beneficiaries of the Program. The summary of the issues and challenges encountered summarized in Table 5.

6 The movement has a poor strategy in advertising its programs.	4	4	12	36	44	1.88	Agree
7 The movement has no billboards located in strategic places.	4	6	14	40	36	2.02	Agree
8 The movement utilizes the house to house (oral) campaign only.	4	10	34	34	20	2.45	Agree
9 The movement does not utilize print media such as leaflets and flyers	4	4	24	34	34	2.10	Agree
10 The movement does not utilize broadcast media through spots in local channel / radio.	2	8	30	30	30	2.22	Agree
<b>Overall Mean</b>						<b>2.11</b>	<b>Agree</b>

The table above summarizes the results of the respondents' responses to queries about the Issues and Challenges Encountered by the Implementers and Beneficiaries of the BuhayIlog Movement Program. As the table implies, most of the items in this aspect reflects a negative implication or leaning on to the agreement on the statement of each item.

Items one through five which are "The movement has no regular schedule in implementing its programs" has a total mean of 2.20. The second item "The movement has fewer volunteers because it has no advocacy and media campaign program" has a total mean of 1.88. The third item "The movement has a poor strategy in making people aware of its programs" has garnered 2.02. The fourth item "The movement is not able to optimize the benefits of social media" has a total mean of 2.0. The fifth item "The movement finds it difficult to convince people of the effectiveness of its programs because of the absence of an advocacy and media campaign program" has weighted mean of 2.28, these five items have the same interpretation as "agree".

The other half of the remaining items namely "The movement has a poor strategy in advertising its programs" has a weighted mean of 1.88. The seventh item "The movement has no billboards located in strategic places" has a weighted mean of 2.02. The eighth item "The movement utilizes the house to house (oral) campaign only" has garnered a weighted mean of 2.45. The ninth item "The movement does not utilize print media such as leafless and flyers" has a total mean of 2.50 and the last item "The movement does not utilize broadcast media through spots in local channel / radio" synonymous to the first half garnered a weighted mean of 2.22, with the overall mean being 2.11 and can be interpreted as the respondents being agreement to the statements

an advocacy and media campaign program.							
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regardless of being a member or not of the BuhayIlog Program.

Frequency distribution and descriptive measures of the level of the issues and challenges encountered by implementers and beneficiaries of the program (Table 4.5), has rated agree in improvement in organizations implementations. De Jong et al. (2003) shown in his study in delivering an argument gain commitment from political and social leaders and to prepare a society for a particular issues. Advocacy involves interpersonal and media channels to promote the cause of the advocacy program. Advertising campaign for advocacy is be implement to support the claim of the organization/movement for the cause. Environmental Advocacy refers to the act of speaking out in favor of, supporting and defending the environment with the goal of having an impact on a decision or policy. These study of Center for Development and Population Activities CEDPA (1995), exposure to trainings, workshops and implementation of the campaign to promote the advocacy to society. The BIM has lack of promotion and exposure the act society to advocate their cause. They need to create a promotion to established awareness and to protect the environment for a greener ecosystem of Angat River. Environment advocates seek to preserve the natural and man-made environment, and to protect the relationship that people have with their environment.

**Summary of Findings**

The major concerned of this study was to assess the strategic development program of BuhayIlog Movement as a basis for developing Advocacy and Media Program. Further, this study aimed to evaluate the level of awareness, effectiveness and issues encountered by the movement in implementing their programs in the town of Pulilan.

This study utilized the descriptive evaluation method to describe the level of awareness of the members and nonmembers to the programs. The effectiveness of the programs in terms of their specific goals and objectives in the programs, the strategies they apply in running the

programs. Also the issues encountered by the implementers by organizing the movement in terms of announcements of clean up drive and community services programs.

The implementation of new media and advocacy campaign are needed further to widen the scope of information, communication and publicity for BuhayIlog Movement.

- The finding of the study on the level of awareness on the programs of BuhayIlog Movement in terms of the Cleanup Drive and Community service both resulted as “Average”. It can be conferred from this data that non-members and members alike of the movement had low awareness of both of the programs that the group has facilitated.
- The finding of the study on the level of the perceived effectiveness of the programs in terms of its Goals and Objectives, and Strategies resulted as “Moderately Effective”.
- The finding of the study in the issues and challenges encountered by implementers and beneficiaries of the program showed that they “agreed” to the issues encountered by the movement. The finding shows that members and non-members agreed to improve the BIM’s advocacy campaign and their programs.
- The need of new media and advocacy campaign for the movement to establish a more communication to the respondents. A well planned media and advocacy campaign will be organized for the movement.

### **Conclusion:**

Based on the aforementioned findings of the study, the following conclusions were derived:

- Pulilenos are quite aware on several issues regarding the ecosystem. In fact, environmental issues concern them most compared to other issues (e.g. children rights, human rights, animal rights, etc.). They begun to be more sensitive to its needs and take
- The survey showed that the members and non-members had low awareness of the BIM’s program activities, Clean-up drive and Community services. Short in distribution of the information regarding in its program activities, and bulletin update to spread awareness in each program activities.
- Moderately effective in program’s goal and objectives, strategy, structure system and staffing and resources. These showed that members and non-members had a little or no knowledge in BIM’s programs. There were lack appreciations on the effort driven by the group to ensure the ecosystem extinctions.
- The implementer had encountered lacks in issues and challenges in implementing its program activities. They’re agreed that there were difficulties in providing the message of the BIM in order for implementation of each activity.
- The application of new media’s such as social networks, billboard ads and print ads may improve the information dissemination of BuhayIlog Movement programs.

### **Recommendations:**

After a thorough assessment of the findings of this study, the following recommendations are presented:

- BuhayIlog Movement leadership must establish a well-planned and strategic advocacy campaign.

- The BuhayIlog Movement leadership must utilize the different media available (print ads, billboard ads, radio, social media networks) to promote their programs.
- BuhayIlog Movement leadership can tap the services of Pulilenos who are willing to volunteer.
- For other researchers, this study can help them assess and establish effective media and advocacy campaign through respective organizations.

### **Recommended Advocacy and Media Campaign Program**

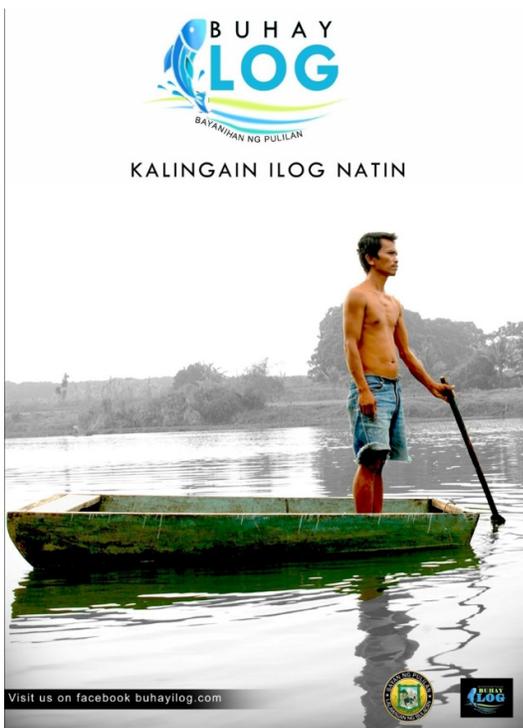
The following is a proposed designed advocacy and media campaign for BuhayIlog Movement to establish a well-planned and strategic advocacy campaign to communicate to the public. The campaign will utilize traditional and non-traditional modes of media campaign. It will avail of the benefits of using tarpaulins, flyers, logos, billboards, print ad and social network, specifically Facebook. A regular meeting of officers and members will be done to assess the current status of the program and produce lists of activities and results for distribution to the public through the Barangay local government unit. The following pages contain the campaign materials that the organization will utilize in bringing their advocacy to the public.



**Size: A3 (Intro Ad) Print Ad**



Size: A3 (Sustaining ad 1) Print Ad



Size: A3 (Sustaining ad 2) Print Ad

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