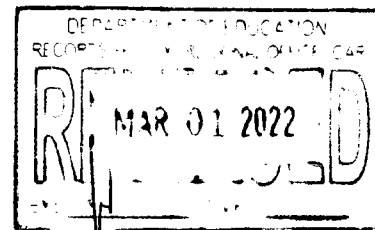




Republic of the Philippines
Department of Education
Cordillera Administrative Region
Wangal La Trinidad, Benguet



February 28, 2022

REGIONAL MEMORANDUM

No. 092.2022

**WORKSHOP ON THE DEVELOPMENT OF COMMUNICATION AND MESSAGING
FOR COMPREHENSIVE SEXUALITY EDUCATION (CES) PROGRAM**

To: Assistant Regional Director
Schools Division Superintendent
SDO Benguet
All others concerned

1. The Bureau of Curriculum of Development, DepEd Central Office in coordination with the United Nations Population Fund (UNFPA) and the Center for Health Solutions and Innovations Philippines, Inc. (CHSI) shall conduct a CSE webinar for DepEd Officials and personnel, field implementers and other stakeholders on March 7-8, 2022.
2. In line with this, all identified participants are enjoined to attend all the relevant activities to be conducted via Zoom platform. Link will be sent through the email addresses of participants.
3. Attached is the CSE Communication Workshop Series and List of Participants (Enclosure 1) for references
4. Should there be any queries and/or clarifications, please feel free to contact Rosita C. OIC- CLMD through her mobile phone no. 09218799962, Corazon S. Alos, EPS-EsP at mobile phone no. 09486959543 and/or Benjamin M. Dio-al, EPS-Aral. Pan., at mobile phone no. 09123825613.
5. Immediate and widest dissemination of this memorandum is desired.


ESTELA P. LEON-CARIÑO EdD, CESO III
Director IV/ Regional Director

CLMD/RCA/csa



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Cordilleran Learners"

CSE Communication Workshop Series

Rationale

Last December 2021, the Department of Education (DepEd), through the Bureau of Curriculum Development (BCD), has approved the Comprehensive Sexuality Education Communications & Visibility Plan Framework. The framework adopts Advocacy Communication as a communication strategy for CSE to ensure a more concerted approach where all stakeholders become personal advocates of the program. This ensures wider reach and deep-rooted commitment that go beyond professional stake.

But the success of a communication plan lies not just in the strength of its messaging but also in the passion and commitment of the people who will implement the plan and impart its messages. Thus, identifying, training, and empowering program implementers and messengers and making them our partners and advocates is just as important as communicating to an audience. Maybe, even more so.

Thus, we created the CSE Communication Workshop Series not just to train and empower program stakeholders but also co-create the communication plan with them by getting their insights and unique perspectives. As our partners and future advocates, we want to ensure that what we communicate and the program we design for CSE have their full support and buy-in. This is important if we want this program to be entrenching and sustainable.

The CSE Communication Workshop Series will consist of one communication and messaging workshop and six coaching and mentoring sessions that will cover a gamut of topics designed to help our program implementers communicate, implement and advocate for CSE. It hopes to bring together various stakeholders and get their fresh insights and perspectives on communicating Comprehensive Sexuality Education to different target audiences as well as share techniques and best practices. By looking at their views including challenges they encountered and techniques they used, we will be able to design a program that is in tune with the current times and is aligned with what's needed on-ground.

Each workshop will have an active and collaborative format where participants will be asked to share their insights and individual takes on the different aspects of the program. They will learn by doing and applying concepts and principles. This collaborative approach helps us build the interest and buy-in of our program implementers and creates a sense of ownership and advocacy.

While we already have an initial list of possible coaching and mentoring sessions, we want the series to be flexible enough to accommodate topics that program implementers will really need guidance on. We can flesh this out as we conduct each session.

For now, this concept note introduces the first of the seven workshops in the series.

1. Setting the stage: The CSE Messaging Co-creation Workshop

About this workshop

As an opening salvo, this first workshop will be divided into two parts.

Day 1 will focus on CSE as an advocacy and how every participant can make a difference. We will aim to get to know the participants, learn about their challenges, and create an informal action plan that we can integrate later on while we implement the CSE program.

On this day, we will also introduce the communication framework and approach and get their insights on the things they need to communicate and advocate for CSE.

Day 2, on the other hand, will focus on the messaging and underscoring the power of communication. This will be a working session that aims to get insights and perspectives from the ground so we can create the right messages, aim them to the right people, and use them at the right time. This collaborative format will allow us to align our messaging to what's really happening on ground and what's needed to engage our audience.

Objectives

- Reiterate the importance of CSE
- Introduce the communication framework and approach
- Show every person's role and contribution and create advocates
- Get buy-in from stakeholders
- Gather on-ground experiences and insights on CSE
- Determine training and learning needs
- Vet communications plan and key messages

Date: March 7-8, 8:00AM-12NN via Zoom

Target Attendees

1. DepEd officials, Bureau directors and technical staff and program implementers
 - Bureau of Curriculum Development
 - Bureau of Learners Support Services
 - Planning Office
 - Strategic Management office
 - Public Affairs Office
 - Communications Division
2. CSE TWG Members
3. CSE Regional Focals (17 regions)
4. PTA/PTC Representatives
5. POPCOM, DOH
6. CHSI, UNFPA

Program Flow

This two-day workshop will be about hearing from CSE program implementers and stakeholders—the facilitating and hindering factors for delivering widely the CSE program—and building engagement and conversations around strategies and solutions, especially using communications, to reach more young people with CSE.

Day 1: Gearing up for an advocacy (Introduction and background) March 7, 2022 8AM – 12:00NN			
Time	Topic	Description	Resource Person
8:00 – 8:25 AM	Preliminaries	Opening and Introduction <i>Polling 1. Please let us know your line of work: Question 2. I currently work as... (School Head, Teacher, Supervisors, xxx, Others)</i>	Moderator: Rea Uy-Epistola, CHSI
		Welcome Message <i>(Video Message)</i>	Usec. Diosdado M. San Antonio, Undersecretary for Curriculum and Instruction, Department of Education
		Opening Message <i>(Video Message)</i>	Dr. Juan Antonio A. Perez III, Undersecretary for the Population and Development and Executive Director, POPCOM
		Opening Remarks <i>(Video Message)</i>	Dir. Joyce D.R. Andaya, Director IV, Bureau of Curriculum Development, Department of Education
8:25 – 8:35	About the workshop	Overview and objectives of the two-day workshop	Moderator: Rea Uy-Epistola, CHSI
8:35 – 8:55	Activity 1: The importance of one individual	Format: Ice breaker <i>Why are we doing this? Why do we care? (Advocacy setting) Objective: To situate oneself within the CSE program and how one can contribute to make it successful.</i>	Cris Gonzales, Creative Pedagogy Specialist, CHSI (TBC)
8:55 – 9:15	Plenary Presentation 1: Survey results	Format: Input presentation <i>Objective: To present the common patterns and surface emerging concerns that respondents say about or how they perceive the CSE program.</i>	Amyline Ching, Communications Specialist, CHSI
9:15 – 10:00	Group brainstorming session 1: Validating	Format: Breakout session (3 groups) <i>What do we need to do? (Action plan setting)</i>	Facilitated by CHSI

	insights and sharing of strategies and solutions	<i>Objective: To give context to the insights gathered from the ground; find out why these are the emerging concerns, what can be done? How to address them? Role of communication to address them; does communication even have a role?</i>	
10:00 – 10:10	Health Break		
10:10-10:30	Group Presentation 1		Moderator: Rea Uy-Epistola, CHSI
10:30-10:50	Plenary Presentation 2: CSE Communication and Visibility Framework	Format: Plenary presentation <i>Present the Multi-level, Multisectoral Approach of Creating core and internal advocates for CSE.</i> <i>Objective: To understand the Department of Education's approach to communicating the CSE program</i>	Rea Uy-Epistola, CHSI
10:50 – 11:20	Activity 2: Advocacy Communication	Intro to Advocacy Communication (10mins) Activity to connect output from activity 1 to the “how” internal and external CSE change agents can work together using windows of opportunity that arise or creating new opportunities through advocacy	Amyline Ching, Communications Specialist, CHSI Mr. Cris Gonzales, Creative Pedagogy Specialist, CHSI (TBC)
11:20 – 11:50	Activity 3: Tools of the Trade	Format: Facilitated discussion in plenary (consider using Miro/Mentimeter) <i>Objective: To validate the list of workshops for coaching and mentoring; surface other needs around which activities can be developed/created</i>	Amyline Ching, Communications Specialist, CHSI
11:50 – 12:00NN	Closing	Reminders, exit slip, and group photo	

Day 2: Creating Messages, Empowering Messengers

March 8, 2022 | 8AM – 12:00NN

Time	Topic	Description	Resource Person
8:00 – 8:10 AM	Preliminaries	Opening, Introduction Management of Learning	Moderator: Rea Uy-Epistola, CHSI

8:10 – 8:50	Activity 4: The power of communication	Format: Processing of Day 1 learnings with key takeaways + introduction to group brainstorming session 2 <i>Objective: To highlight the importance of creating the right messages for the right audience at the right time (Takeaway: what you say is very important in the context of the situation)</i>	Amyline Ching, Communications Specialist, CHSI
8:50 – 09:50	Group brainstorming session 2: What messages will work?	Format: Breakout session per audience segment <i>What messages will work? How will we communicate these messages to our target audience?</i> <i>Objective: To help participants identify their target audience and create messages that will work for those audiences. (Template to be provided; no. of breakout groups—xx)</i>	Facilitated by CHSI
09:50 – 10:50	Group Presentation 2	Format: Group presentation	Moderator: Rea Uy-Epistola, CHSI
10:50 – 11:00	Health Break		
11:00 – 11:30	Activity 5: Elevator Pitch	Format: Activity <i>“If you were to meet a xx in an elevator, what would your one-minute message be based on your role in CSE?”</i>	Moderator: Rea Uy-Epistola, CHSI
11:30 – 11:50	Group brainstorming session 3: What is our next step?	Format: Facilitated discussion in plenary <i>Objective: To commit to advocating for CSE and to plan our next steps in communicating this program to our audiences.</i>	Amyline Ching, Communications Specialist, CHSI
11:50 – 12:00	Closing Remarks	<i>(Video Message)</i>	Asec. Alma Ruby C. Torio, Department of Education
	Wrap-up	Evaluation, group photo	Moderator: Rea Uy-Epistola, CHSI

References: https://drive.google.com/drive/folders/1BRYP9MGVoILFU0M8ofaN_58cktNftiTe?usp=sharing

1. CSE Conference Documentation Report – April 2021 (*Topics: What are possible push-pull factors (internal-external) that affected the implementation of CSE in our division/region?; CSE Readiness Survey Results*)
2. CSE Orientation for GPTA & Guidance Counsellors (*Batch 1, 4-5 October*) (*Batch 2, 7-8 October*) (*Batch 3, 11-12 October*)
3. CSE Webinar for SSG Report draft as of Dec 22, 2021
4. FGD with Teachers December 16, 2021
5. CSE Communication & Visibility Framework December 2021

SURVEY Deadline: February 26, 2022 (Saturday)

LINK: <https://www.surveymonkey.com/r/CSECommsSurvey>

DISTRIBUTION LIST:

	Participants and Survey	Survey Only
DECISIONMAKERS (Target: 45)		
CSE TWG Members (xx)	List from BCD Dr. Masilang	
Bureau of Curriculum Development	Director + Division Chiefs + technical staff + program implementer	
Bureau of Learners Support Services	Director + Division Chiefs + technical staff + program implementer + ARH Field coordinators	
Planning Office	Division Chiefs + technical staff + program implementer	
Strategic Management office	Technical staff + program implementer	
Public Affairs Office	Technical staff + program implementer	
Communications Division	Technical staff + program implementer	
CSE Regional Focals	17	
Division	17	
IMPLEMENTERS (Target: 50)		
Principals/Coordinators	17 (1 per region)	
Teachers	17 x 2 (1 teacher per unique school)	+ 10 teachers per Region (1 teacher per unique school)
LEARNING ADVOCATES (Target: 25)		
PTA/PTC Representatives	17 x 1 (1 parent per unique school per region)	+10 parents per Region (1 teacher per unique school)
POPCOM	Program-level and Technical staff involved in ARH programme	+ AHD Focals (1 per region) + Healthcare providers/on-ground implementers (2 per region)
DOH	Program-level and Technical staff involved in ARH programme	
Donors, Partners: UNFPA,		
LEARNERS		
SSG Officers, student leaders		5 per region (1 student leader per unique school)
Other youth involved in CSE program		c/o BLSS through YFB 50 respondents (both implementers and recipients)

Enclosure 1: List of Participants

WORKSHOP ON THE DEVELOPMENT OF COMMUNICATION AND MESSAGING FOR CSE PROGRAM

REGION: Cordillera Administrative Region

CSE Focal: Benjamin M. Dio-al

1. PARTICIPANTS AND SURVEY RESPONDERS

REGION (1 Pax)			
Full Name	Division	Email address	Mobile Number
1. Benjamin M. Dio-al	CLMD	benjamin.dioal@deped.gov.ph	09123825613

DIVISION (1 Pax)			
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PRINCIPAL or CSE COORDINATOR (1 Pax)			
Full Name	School	Email address	Mobile Number
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TEACHERS (2 Pax from different schools)			
Full Name	School	Email address	Mobile Number
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PTA/PTC Representative (2 Pax from different schools)			
Full Name	School	Email address	Mobile Number
1. Juliet B. Buluguey	La Trinidad National High School	julietbadongenbuluguey@gmail.com	09302620403
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2. ADDITIONAL SURVEY RESPONDERS

PRINCIPAL or CSE COORDINATOR (2 Pax from different schools)			
Full Name	School	Email address	Mobile Number
1. Vilma B. Beliano	Ambiong National High School	vilma.beliano@deped.gov.ph	09095563281
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TEACHERS (10 Pax from different schools)			
Full Name	School	Email address	Mobile Number
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10. Marvin B. Panaten	La Trinidad National High School	marvin.panaten@deped.gov.ph	09984284316

PTA/PTC Representative (10 Pax from different schools)			
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4. Wilma Madlaing	Benguet National High School	wilma.madlaing@deped.gov.ph	09129088832
5. Sheryl T. Bastiano	Ambiong National High school	sheryltanobastiano29@gmail.com	09213793399
6. Mary O. Inso	Ambiong National High school	maryobonan@gmail.com	09187688410
7. Darwing S. Del Rosario	Puguis National High School		09489247974
8. Maureen D. Gaki	La Trinidad National High School	Dulagangaki@gmail.com	
9. Lito B. Abalos	Puguis National High School		

SSG officers/Student Leaders (5 Pax from different schools)			
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1. MA.Khrystelle Azarcon	Benguet National High School	Maviaaan.azarcon@gmail.com	09682890806
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5. Elleana Leigh D. Tinaza	Ambiong National High School	yanaleightinaza@gmail.com	0939-338-9398