



DILGinsider

A publication of the Public Affairs and Communication Service on DILG LG Sector News



DILG joins 3rd Quarter NSED workshop

As part of the government's efforts in educating the public on earthquake preparedness, the Office of Civil Defense (OCD) organized a communication workshop dubbed as "PIOs Workshop for the 3rd Quarter CY-2016 Nationwide Simultaneous Earthquake Drill (NSED)" at the National Disaster and Risk Reduction Management Council (NDRRMC) Conference Room, Camp Aguinaldo, Quezon City recently.

Among the participants during the NSED workshop were the Department of the Interior and Local Government (DILG), Philippine National Police (PNP), Philippine Institute of Volcanology and Seismology (Phivolcs), Department of Foreign Affairs (DFA), Department of Education (DepEd), OCD Region IV-A, Philippine Information Agency (PIA) and Rappler.

Ms. Romina B. Marasigan, OCD Public Affairs Chief, welcomed the participants and presented the overview of the workshop. Marasigan said that the primary objective of the workshop is to be able to utilize all available channels of communication to popularize NSED.

"Making NSED known to the public will encourage their participation and involvement in the national DRRM program," she said.

According to Marasigan, the upcoming earthquake drill, as part of disaster risk reduction management (DRRM), should not

be an imposition from the government but must be embraced by the people willingly thru education and persuasion.

"Private sector and citizen concern and interest on disasters have grown in the previous years, ripe for engagement and closer cooperation. Also, the level of interest and support of the bureaucracy are indicative of its willingness to have wider engagement in DRRM activities," she said.

Marasigan also emphasized the fundamental role of social media which has contributed to the popularization of disaster preparedness.

"The mainstream media have embraced the DRRM advocacy as evidenced by their development of individual branded campaigns on DRRM and disaster preparedness," she added.

The said workshop also served as an avenue for the participants to agree on the specific messages crafted by the OCD for the government sector, private sector, academe, media and leaders of the political opposition. The key messages are expected to express commitment, encourage participation, take advocacy action, take pride in their participation, support government DRRM programs and utilize available communication channels to express support for government DRRM activities. - **Daryl M. Jaramilla, PACS-PRD**

DILG-CO QUALITY POLICY

We, the DILG Central Office, commit to formulate sound policies and provide effective technical and administrative services to promote excellence in local governance, strengthen local government capacities, and enhance the service delivery of our Regional and Field Offices.