## ADVOCACY AND COMMUNICATION PLAN FOR THE 2013 BARANGAY ELECTION

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| September 16-20, 2013 | DILG Central Task Force                           | To enhance the capability of the DILG Focal Persons in popularizing and disseminating relevant information on 2013 Barangay Election and good barangay governance | Capacity Building in Communication Skills     | Orientation Briefing             | Organizational Communication       | ➢ Philippine Constitution  
➢ Local Government Code  
➢ Executive/Administrative Orders  
➢ COMELEC Issuances  
➢ DILG Issuances  
➢ Other related literature | ➢ Barangay Governance  
➢ Pertinent rules on the conduct of 2013 Barangay Election |
| September 23-27, 2013 | DILG Regional & Sub-regional Field Officers       | To mobilize DILG Field Officers in facilitating Barangay Election related activities.               | Social Mobilization                          | Regional/Provincial Team Conference  
Cluster Meeting                          | Organizational Communication       | ➢ Briefer o Barangay Good Governance  
➢ Dashboard on Barangay Governance  
➢ Frequently Asked Questions (FAQ) Primer on 2013 Barangay Election  
➢ Relevant 2013 Barangay election Issuances; and  
➢ Barangay adherence to accountability and transparency  
➢ Details on the conduct of 2013 Barangay Election  
➢ Election calendar etc including prohibited acts  
➢ Qualities of a good leader (Mahusay at Matino) |
| September 16-26, 2013 | General Public | To increase the level of awareness of the general public on the importance of the upcoming elections. | Advocacy | TV/Radio Guesting  
Press Releases  
Posting websites | Television /Radio Stations and Networks  
DILG Central/Regional websites | Briefers on Barangay Good Governance  
Dashboard on Barangay Governance  
Frequently Asked Questions (FAQ) Primer on 2013 Barangay Election  
Relevant 2013 Barangay Election Issuances; and  
Barangay adherence to accountability and transparency  
Details on the conduct of 2013 Barangay Election  
Election calendar etc including prohibited acts  
Qualities of a good leader (Mahusay at Matino) |
| October 11-17, 2013 | Candidates | To guide local candidates on the do’s and don’ts of the upcoming elections. | Advocacy | Election Fora  
Interpersonal Communication  
Organizational Communication | Briefers on Barangay Good Governance  
Dashboard on Barangay Governance  
Frequently Asked Questions (FAQ) Primer on 2013 Barangay Election  
Relevant 2013 Barangay Election Issuances; and  
Barangay adherence to accountability and transparency  
Details on the conduct of 2013 Barangay Election  
Election calendar etc including prohibited acts  
Qualities of a good leader (Mahusay at Matino) |
| October 11-26, 2013 | Local Community | To educate voters in choosing the right candidates for the position in their respective barangays. | Behavior Change Communication | Conduct of Barangay Assembly Day | Interpersonal Communication | Organizational Communication | Proclamation 260 | DILG Memorandum Circular on Barangay Assembly Day | Briefer o Barangay Good Governance | Dashboard on Barangay Governance | Frequently Asked Questions (FAQ) Primer on 2013 Barangay Election | Relevant 2013 Barangay Election Issuances; and | Voters’ Guide entitled: KAPehan sa Barangay: Kasali Ka Na, Kasalo Ka Pa. | Guidance on the conduct of Barangay Assembly Day | Basics on barangay governance | Barangay adherence to accountability and transparency | Details on the conduct of 2013 Barangay Election | Election calendar etc including prohibited acts | Qualities of a good leader (Mahusay at Matino) |