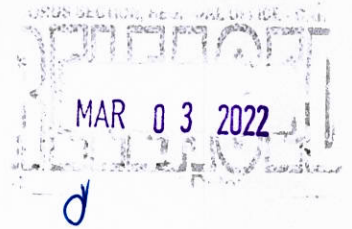




Republic of the Philippines
Department of Education
CARAGA REGION



February 28, 2022

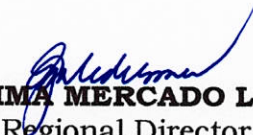
REGIONAL MEMORANDUM

No. 0137, s. 2022

To: SCHOOLS DIVISION SUPERINTENDENTS
This Region

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

1. Cognizant to Memorandum DM-CI-2022-038 issued by the Office of the Undersecretary for Curriculum and Instruction, the Department of Education, through the Bureau of Curriculum Development (BCD) in coordination with United Nations Population Fund (UNFPA), 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. Participants of this activity are found in Enclosure No. 1 Registration and Meeting link will be given to the participants a day before the training through their email addresses.
3. Immediate dissemination of this Memorandum is desired.


MA. GEMMA MERCADO LEDESMA
Regional Director

Encls.: List of Participants

Reference: Memorandum DM-CI-2022-038

To be indicated in the Perpetual Index
under the following subjects:

CSE COMMUNICATION MESSAGING WORKSHOP

CLM/jcmo
02/28/2022



Address: J.P. Rosales Avenue,
Butuan City
Trunkline No: (085) 342-8207
Telefax No: (085) 342-5969
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Enclosure No. 1 to Regional Memorandum No. 0137, s. 2022

**WORKSHOP ON THE DEVELOPMENT OF COMMUNICATION
AND MESSAGING FOR CSE PROGRAM
March 7-8, 2022**

PARTICIPANTS AND SURVEY RESPONDERS

REGION	
Full Name	Division
Josephine Chonie M. Obsenares	CLMD
DIVISION	
Analiza G. Doloricon	Surigao del Sur
PRINCIPAL or CSE COORDINATOR	
1. Marites P. Alzate	Surigao del Sur
TEACHERS	
1. Leowenmar A. Corvera	Surigao del Sur
2. Arnold F. Bode	Surigao del Sur
PTA/PTC Representative	
1. Gina R. Rosil Florita H. Irizari	Surigao del Sur
2. Vanessa Polison	Surigao del Sur

ADDITIONAL SURVEY RESPONDERS

PRINCIPAL or CSE COORDINATOR	
Full Name	School/Division
Charlen C. Rejas	Butuan City
Edwin G. Capon	Cabadbaran City
TEACHERS	
Ronald D. Ompoc	Agusan del norte
Warren V. Berdin	Agusan del Norte
Jean G. Guiral	Agusan del sur
Tammy Tara Moldes	Butuan City
Edwin C. Salazar	Bislig City
Caryl Ivan L. Edulan	Bislig City
Adelai R. Lopez	Bislig City
Aibie Jel R. Cornites	Cabadbaran City
Kris Carlo R. Buloron	Butuan City
Renajoy R. Abuloc	Butuan City
PTA/PTC Representative	
Analisa T. Tuble	Agusan del sur
Joel P. Plaza	Agusan del Sur
Marichu P. Obemio	Cabadbaran City

Ma. Apella L. Albuladora	Cabadbaran City
Teofilo R. Lopez	Bislig City
Liezel B. Oturdos	Bislig City
Alex Pabillar	Agusan del Norte
Elmer Cañon	Agusan del Norte
Jezreel Pagaura	Butuan city
Johnny B. Serrano	Butuan city
SSG Officers/Student Leaders	
Adelai R. Lopez	Bislig City
Stephane Shane B. Dagupan	Agusan del Sur
Charlotte May Apilada Sobrevilla	Butuan City
Rowena Cadavez	Butuan City
Leane Rose c. Bajade	Agusan del sur



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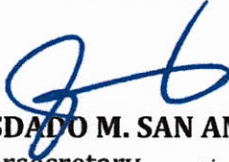
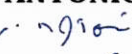
Department of Education

OFFICE OF THE UNDERSECRETARY FOR CURRICULUM AND INSTRUCTION

BCD-CSDD-O-2022-2880

**MEMORANDUM
DM-CI-2022-038**

FOR/TO : MINISTER, MBHTE-BARMM
REGIONAL DIRECTORS
SCHOOLS DIVISION SUPERINTENDENTS
SELECT TEACHERS, GPTA AND SSG OFFICERS
CONCERNED DEPED PERSONNEL

FROM :  **DIOSDADO M. SAN ANTONIO**
Undersecretary  

SUBJECT : WORKSHOP ON THE DEVELOPMENT OF COMMUNICATION
AND MESSAGING FOR COMPREHENSIVE SEXUALITY
EDUCATION (CSE) PROGRAM

DATE : 11 FEBRUARY 2022

The Bureau of Curriculum Development 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.

In line with this, all identified participants are enjoined to attend all the relevant activities to be conducted via Zoom platform.

Kindly see the attached annex for further information.

For more information, please contact:

Dr. Rosalie B. Masilang
Supervising Education Program Specialist
CSE Focal Person
8632-7746 / 8687-2948
rosalie.masilang@deped.gov.ph

Immediate dissemination of this memorandum is requested.



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BCD-CSDD-O-2022-2880

ANNEX 1 PROGRAM DESIGN

Event Title: **Workshop on the Development of Communication and Messaging for CSE Program**

Date: 7-8, March 2022

Time: 8:00am-12:00nn

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.

Thus, we created this workshop series to not just to train and empower our 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.

This workshop series will consist of one communications 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



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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 you will really need help and guidance on. We can flesh this out as we conduct each session.

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

Workshop 1: Setting up the stage

Proposed Program

Day 1: Gearing up for an advocacy (Introduction and background)	Day 2: Creating Messages, Empowering Messengers
▪ Activity: The importance of one individual Why are we doing this? Why do we care? (Advocacy setting) ▪ Group work: On-ground sharing of challenges encountered What do we need to do? (Action plan setting) ▪ The CSE Communication Framework (Introduction) ▪ Advocacy Communication (Introduction) ▪ Tools of the trade: What do we need? (Surfacing training needs)	▪ Activity: The power of communication ▪ Presentation of the challenges (from previous day) ▪ Group brainstorming session: What messages will work? How will we communicate these messages to our target audience? ▪ Introduction of the Workshop Series (List of workshops) ▪ Group brainstorming session: What is our next step? (Planning communication activities)

About this workshop

As an opening salvo, this first CSE communication and messaging 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 communications framework and approach and get their insights on the things they need to communicate and advocate for CSE.



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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

Target Date: March 7-8, 8:30AM-12NN via Zoom

Target Attendees

1. DepEd officials, Bureau directors and technical staff (BCD, BLSS, Planning, Strategic Management office, Public Affairs Office, Communications Division. etc), and program implementers
2. CSE TWG Members
3. CSE Regional Focals (17 regions)
4. PTA/PTC Representatives
5. SSG/Student Leaders
6. CHSI, UNFPA

KPIs/Output

- Wealth of on-ground insights and perspectives from various stakeholders
 - Buy-in on CSE advocacy and communication plan
 - View of training and learning needs
 - Key messages
1. GPTA and SSG representatives
 2. POPCOM, DOH
 3. UNFPA, CHSI
 4. Other development partners, donors (Day 2)