

Communication Tool Kit and IEC Materials

MATERIALS RESOURCE GUIDE

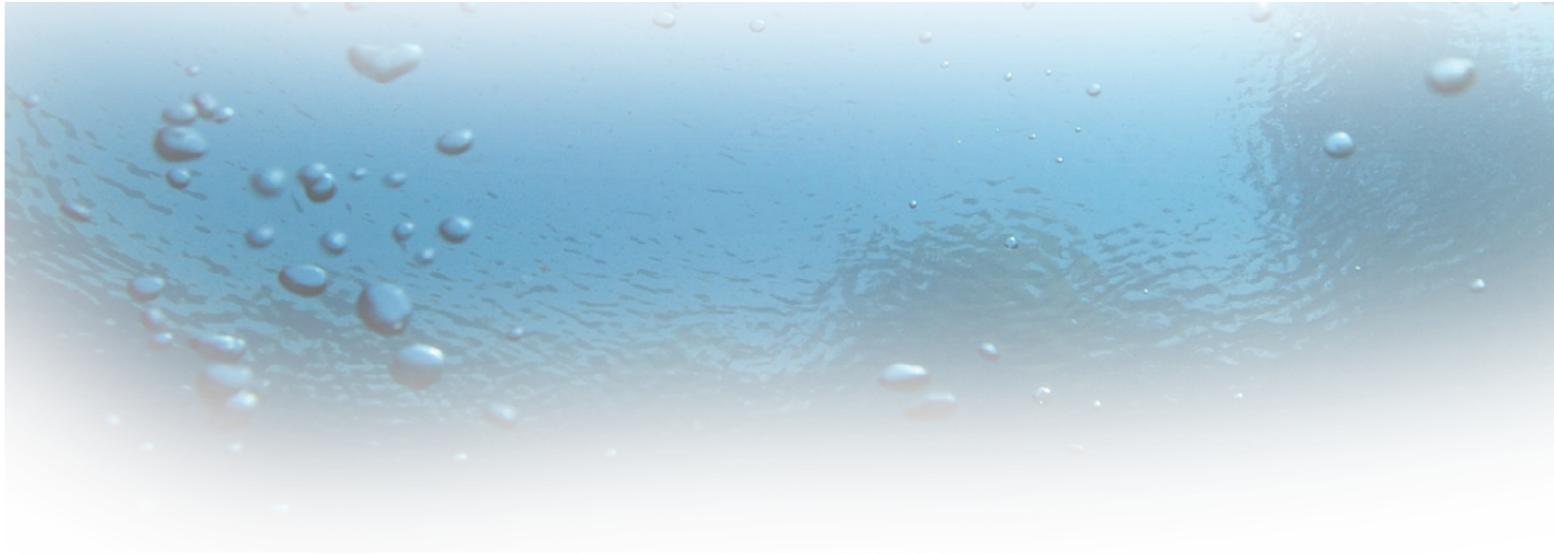
Prepared by the
Asian Institute of Journalism and Communication
for the MDGF 1919 Programme

March 2012

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The Communication Tool Kit and IEC Materials were developed by the Asian Institute of Journalism and Communication (AIJC) under the MDGF 1919 Programme to scale up the Sagana at Ligtas na Tubig (Salintubig) Program. They are part of Output 2.4 of the Programme Document.

The IEC materials are intended to facilitate the achievement of the following behavioral results at the local level:

- Families and communities in waterless communities covered by the Program gain increased access to and use water services through a clear understanding of every person's right to affordable, clean and safe water, and of their responsibilities in water resource utilization;
- Water service providers in waterless communities use the Localized Customer Service Code in planning, managing, operating, and maintaining their water facilities; and,
- Local government units, private sector partners and donors increase investment and resource allocation for water in waterless communities.

This Materials Resource Guide is a usage plan that describes each material in terms of intended users, key content, purpose, language versions and the format in which it is available. An important feature is the recommended usage of each material that covers a guide for printing as well as when and how to use each one, including a suggested distribution plan. Monitoring will provide information on the planned distribution and usage of each material by the intended user.



Material:

FLIP CHART

Intended Users:

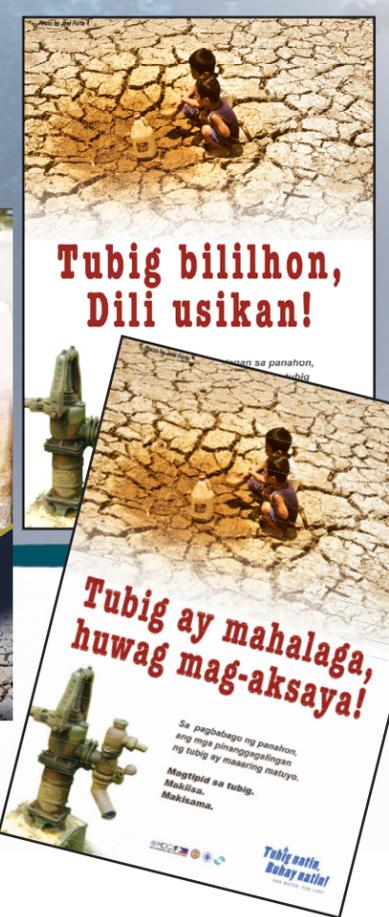
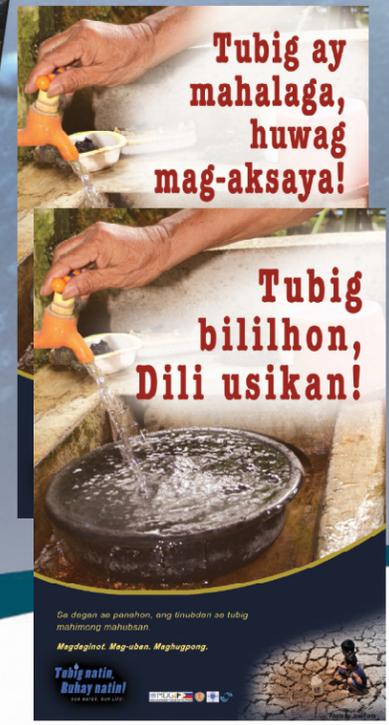
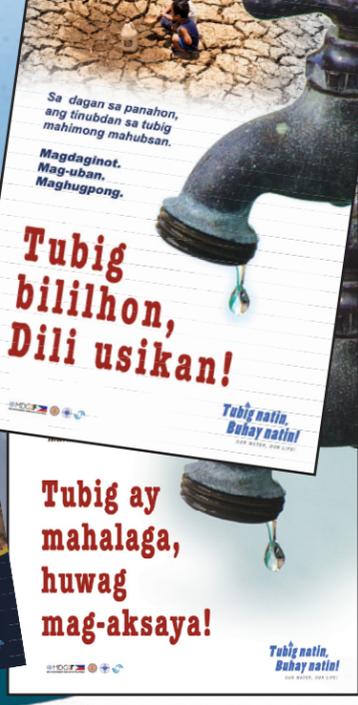
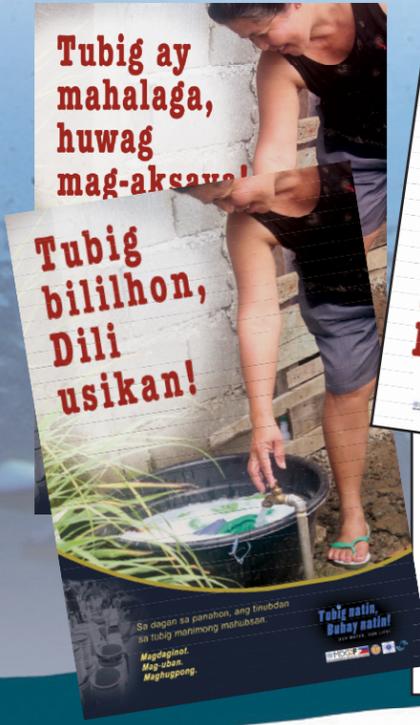
Community Households

Description:

- Title: *Tubig Natin, Buhay Natin!*
- Content: Water situation and the government's efforts to address the situation at the national and local levels
- Purpose: Encourage community households improve the local water situation by joining the BWSA and by fulfilling responsibilities as members of BWSA and the community.
- Versions: Three (3): English, Filipino, and Cebuano
- Number of pages: 17 pages (including cover page)
- Electronic File Formats: For each version, one (1) set of 17 pages in High Quality JPEG; and the same set in Adobe Photoshop (psd)
- Resolution: 300
- With full color illustration
- With discussion guide at the back of each page

Recommended Usage:

- Printing Specifications: Recommended actual size 25"x17.85" or 18"x12.857"; with matte lamination; paper C2S 180 lbs; full color with color separation; ring bound
- When / How to Use: During *pulong-pulong* or local assemblies, BWSA meetings, or in school during classes in social studies, science or physical education and health.
Slide numbers 3, 4, 5, 6 and 7 will require customization in terms of the name of the municipality that will produce and use the material, and local statistics on the number of households or barangays that depend on water services and facilities at levels 1, 2 and 3.
Logo of the municipal LGU may also be inserted.
Digital customization may be done using Adobe Photoshop.
- Distribution: Through the LGU, Barangay Council, WSP / BWSA, Barangay Health Worker, Elementary and High Schools



Material: WALL CHART
Intended Users: Community Households

Description:

- Title: *Tubig Natin, Buhay Natin!*
- Message / Content: How to protect water sources from contamination
- Purpose: Inform and educate local communities on ways of protecting their water sources from contamination and thereby help improve the local water situation
- Designs: Two (2) design concepts
- Versions: Three (3): English, Filipino, and Cebuano
- Electronic File Formats: one (1) in High Quality JPEG; and one (1) in Adobe Photoshop
- Resolution: 500

Recommended Usage:

- Printing Specifications: Recommended actual size 72"x54" or 6'x4.5' (for events held at halls, covered courts and stage); may be smaller 35"x26.25" (for barangay hall walls and kiosks); tarpaulin (outdoors); full color
- When / How to Use: May initially be used during *pulong-pulong* or barangay and BWSA assemblies. May be left to hang on walls thereafter to serve as reminder and reference guide for community members. Logo of the municipality may be inserted.
- Where to Install: Municipal halls, barangay halls, public markets, waiting sheds and terminals, schools, health centers
- Distribution: Through LGU, Barangay Council, WSP / BWSA, Barangay Health Worker

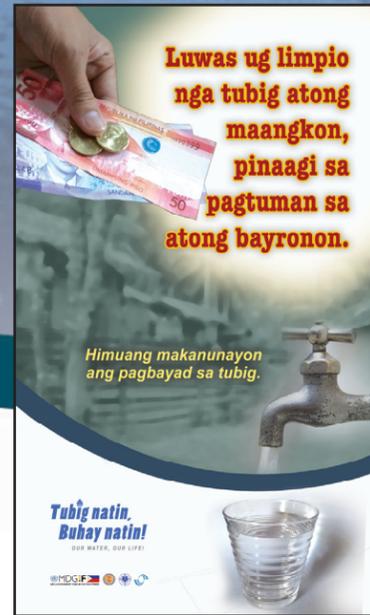
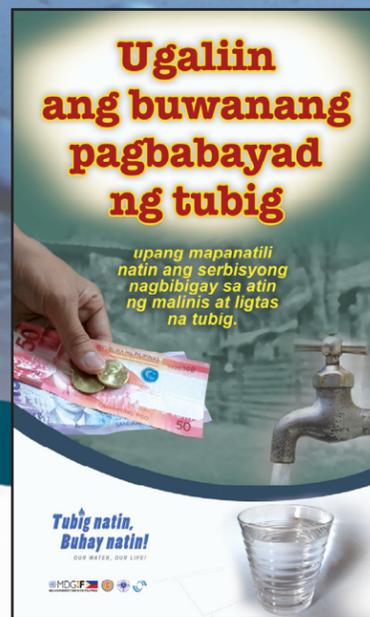
Material: POSTERS
Intended Users: Community Households

Description:

- Titles: *Tubig ay Mahalaga, Huwag Mag-aksaya!*
Tubig Bililhon, Ayaw Usik-usikan!
- Message/Content: Water resources are being depleted; conserve water.
- Purpose: Inform and remind community members that water is a finite resource and urge them to conserve water.
- Designs: Four (4) design concepts
- Versions: Two (2): Filipino and Cebuano
- Electronic File Formats: For each version, one (1) in High Quality JPEG; and one (1) in Adobe Photoshop
- Resolution: 300

Recommended Usage:

- Printing Specifications: Recommended actual size 22"x32"; with matte lamination; paper C2S 180 lbs; full color with color separation. Use tarpaulin for outdoors.
- When / How to use: May initially be presented during *pulong-pulong* or barangay and BWSA assemblies. May be left posted on walls and/or bulletin boards thereafter to serve as reminder and reference guide for community members. Logo of the municipality may be inserted.
- Where to install/display: Municipal halls, barangay halls, public markets, waiting sheds and terminals, schools, health centers, church and religious buildings
- Distribution: Through LGU, Barangay Council, WSP / BWSA



Material: POSTERS
Intended Users: Community Households

Description:

- Titles: *Ugaliin ang pagbayad sa tubig!*
Luwas ug limpio nga tubig atong maangkon, pinaagi sa pagtuman sa atong bayronon.
- Message / Content: Pay your water bills regularly.
- Purpose: Remind community / BWSA members to regularly pay their water bills, because services and facilities for clean and safe water need maintenance.
- Versions: Two (2): Filipino and Cebuano
- Electronic File Formats: For each version, one (1) in High Quality JPEG; and one (1) in Adobe Photoshop
- Resolution: 300

Recommended Usage:

- Printing Specifications: Recommended actual size 22"x32"; with matte lamination; paper C2S 180 lbs; full color with color separation. Use tarpaulin for outdoors.
- When / How to use: May initially be presented during *pulong-pulong* or barangay and BWSA assemblies.
May be left posted on walls and/or bulletin boards thereafter to serve as reminder and reference guide for community members. Logo of the municipality may be inserted.
- Where to install / display: Municipal halls, barangay halls, public markets, waiting sheds and terminals, schools, health centers, church and religious buildings
- Distribution: Through LGU, Barangay Council, WSP / BWSA

Material: RADIO PLUGS
Intended Users: Community Households
Description:

- Five (5) radio plugs
- Message / Content:

- Purpose:
 1. Every family in project barangays in waterless municipalities can have access to improved water services, by upgrading from hand pump to communal faucet
 2. Protect your water source from contamination
 3. Join BWSA and participate in managing your water system
 4. Ways to conserve water
 5. Pay your water bills
- Purpose: Inform and motivate community members that:
 1. they can have improved water services
 2. they should protect their water source
 3. joining BWSA will enable them to participate in managing their water system
 4. they should conserve water
 5. they should pay their water bills
- Versions: Two (2): Filipino and Cebuano
- Length / Duration: 30 seconds each

Recommended Usage:

- When / How to Use: Enter into Memorandum of Agreement with local radio station to air the radio plugs as public service announcements, to be broadcast free of charge.
Or network with the local chapter of the *Kapisanan ng mga Brodkaster ng Pilipinas* (KBP) for the free airing of these plugs in KBP-member radio stations in the area.
- Distribution: Through LGU, for local radio station. Or through KBP.



Material: VIDEO

Intended Users: Community Households

Description:

- Title: Water is Good Governance (proposed title)
- Message / Content: Good practices among LGUs in implementing the water program
- Purpose: Motivate LGUs in waterless communities to prioritize the allocation of funds and resources for the implementation of water program
- Version: Filipino
- Length / Duration: 8 minutes

Recommended Usage:

- When / How to Use: Meetings of provincial governor with mayors, forums attended by local chief executives, meetings of the Local Development Council, meetings of the *Sangguniang Bayan*
- Distribution: LGU, WATSAN Team, League of Municipalities

Material: BOOKLET

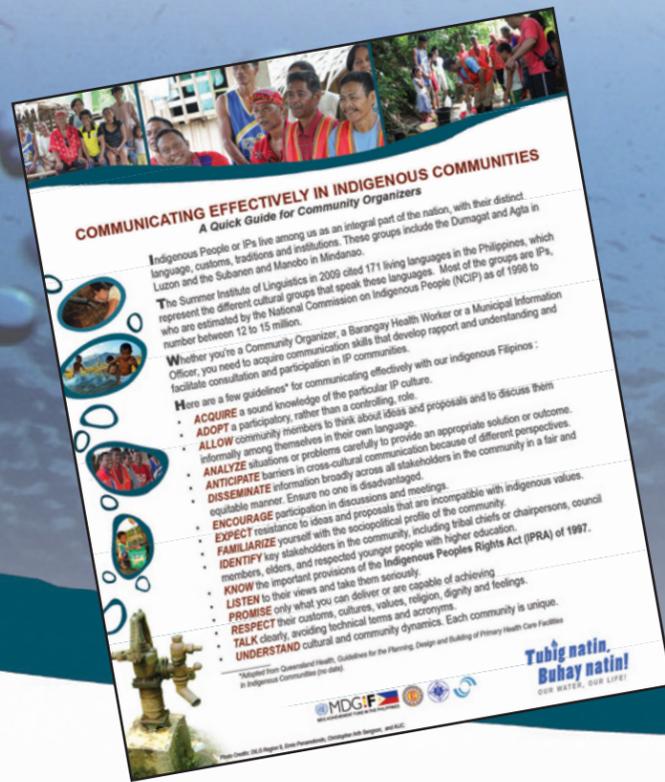
Intended Users: Community Organizers / WATSAN Team

Description:

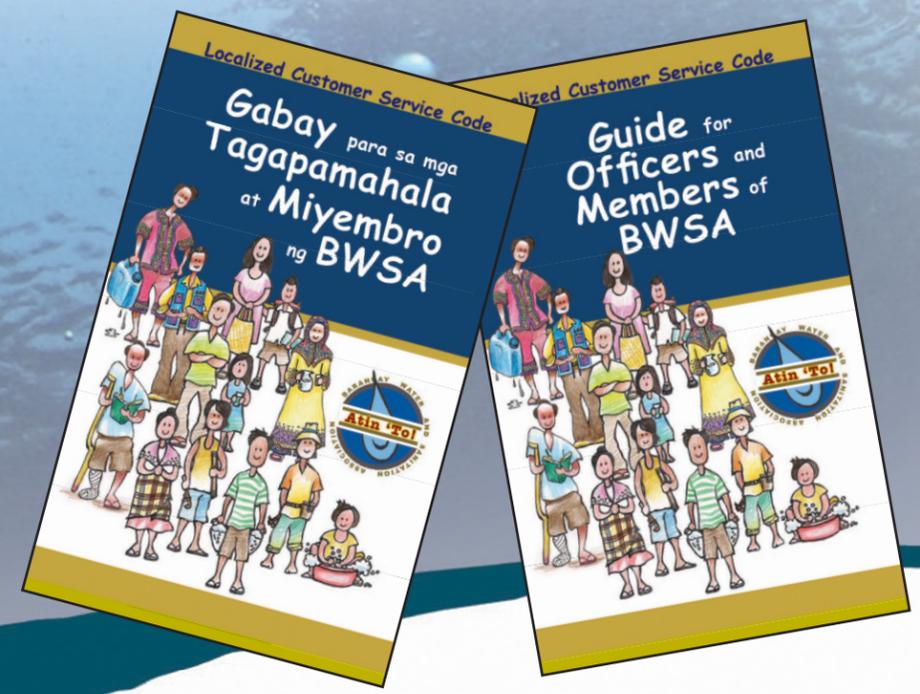
- Title: Frequently Asked Questions on Water for the Waterless
- Message / Content: Basic facts about water, its conservation and protection, its relation to human health, and other important water-related information
- Purpose: Provide community organizers and WATSAN Team members with handy and quick answers to commonly-asked questions about the Localized Customer Service Code and other water-related information in a pocket-sized booklet
- Version: English
- Electronic File Formats: One (1) in Adobe PDF document; and one (1) in Adobe Indesign
- Number of pages: 20 pages

Recommended Usage:

- Printing Specifications: Recommended actual size 4.25"x5.5" (folded); 20 pages (cover included); full color with color separation; paper stock inside C2S 80 lbs, cover kk189
- When / How to Use: To be used as a personal reference material for community organizing activities, daily operations and discussions with BWSA and community members.
- Distribution: Through LGU, WATSAN Team



- Material:** LEAFLET / FLYER
- Intended Users:** Community Organizers / WATSAN Team
- Description:**
- Title/Message/Content: Communicating Effectively in Indigenous Communities
 - Purpose: Provide community organizers a quick guide on how to handle discussions and meetings with IP communities
 - Version: English
 - Electronic File Formats: One (1) in High Quality JPEG; and one (1) in Adobe Photoshop (psd)
 - Resolution: 150
- Recommended Usage:**
- Printing Specifications: recommended actual size 8"x10"; with matte lamination; paper C2S 80 lbs; full color with color separation
 - When / How to use: To be used as a personal reference for community organizers and WATSAN Team members in their development work among indigenous people groups.
 - Distribution: Through LGU



- Material:** BOOKLET
- Intended Users:** WSP / BWSA Officers and Members
- Description:**
- Titles: Guide for Officers and Members of BWSA
Gabay para sa mga Tagapamahala at Miyembro ng BWSA
 - Message / Content: The Localized Customer Service Code
 - Purpose: Provide Officers and Members of BWSA with an easy-to-read version of the Localized Customer Service Code
 - Versions: Two (2): Filipino and English
 - Electronic File Formats: One (1) in Adobe PDF document; and one (1) in Adobe Indesign
 - Number of pages: 24 pages
 - With full color illustration
- Recommended Usage:**
- Printing Specifications: Recommended actual size 5"x8" (folded); 24 pages (cover included); full color with color separation; paper stock inside C2S 80 lbs, cover kk189
 - When / How to use: To be used as reference for officers and members on the Localized Customer Service Code
The digital file provided is a template that serves only as a guide for the design and layout. The content has to be totally changed, since each LCSC is different per WSP / BWSA.
Logo of the municipality may be inserted.
 - Distribution: Through LGU, Barangay Council, WSP / BWSA



- Materials:** WALL CHART
- Intended Users:** WSP / BWSA Officers and Members
- Description:**
- Title/Message/Content: Rights & Responsibilities of BWSA Members
 - Purpose: Inform and educate WSP / BWSA members not only on their rights but also on their responsibilities
 - Versions: Three (3): English, Filipino, and Cebuano
 - Electronic File Formats: For each version, one (1) in High Quality JPEG; and one (1) in Adobe Photoshop (psd)
 - Resolution: 500
- Recommended Usage:**
- Printing Specifications: Recommended actual size 72"x54" or 6'x4.5' (for events held at halls, covered courts and stage); may be smaller 35"x26.25" (for barangay hall walls and kiosks); tarpaulin (outdoors); full color
 - When / How to use: May initially be used during WSP / BWSA assemblies. May be left to hang on walls thereafter to serve as reminder and reference guide for officers and members.
Name of the WSP (if not a BWSA) should be used in place of "BWSA."
Logo of the municipality may be inserted.
 - Where to install: Municipal halls, barangay halls, public markets, waiting sheds and terminals, schools, health centers
 - Distribution: Through LGU, Barangay Council, WSP / BWSA

- Material:** BANNER
- Intended Users:** LGU / WATSAN Team
- Description:**
- Title: *Karapatan natin sa tubig, pinahalagahan ng Lokal na Pamahalaan*
 - Message / Content: The LGU is a champion of the people's right to water
 - Purpose: This material has a two-pronged purpose: 1. Remind and affirm to the LGU, with its officials and staff, its role as duty bearer of the people's right to water, and 2. Remind and affirm to community members as claim holders that their LGU champions their right to water
 - Designs: Two (2) design concepts
 - Version: Filipino
 - Electronic File Formats: One (1) in High Quality JPEG; and one (1) in Adobe Photoshop (psd)
 - Resolution: 500
- Recommended Usage:**
- Printing Specifications: Recommended actual size 72"x28" or 6'x2.3'; tarpaulin (outdoors); full color
 - When / How to use: May initially be used to promote water-related events and activities of the LGU.
May be left to hang on walls thereafter to serve as reminder for both the LGU and community members.
Logo of the municipality may be inserted.
 - Where to install: Municipal halls, barangay halls, public markets, waiting sheds and terminals, schools, health centers
 - Distribution: Through LGU, Barangay Council, WSP / BWSA



Material: LEAFLET / FLYER (Information Brief)

Intended Users: LGU / WATSAN Team

Description:

- Title: *Tubig Natin, Buhay Natin!*
- Message / Content: Water situation and what the government is doing at the national and local levels; how the private sector may help improve the situation
- Purpose: Inform and motivate potential investors and partners to allocate resources for the LGU's water program.
- Version: English
- Electronic File Formats: One (1) in High Quality JPEG; and one (1) in Adobe Photoshop (psd)
- Resolution: 150

Recommended Usage:

- Printing Specifications: recommended actual size 8"x10"; with matte lamination; paper C2S 80 lbs; full color with color separation
- When / How to use: To be used as Information Brief to be mailed, together with a letter from the Mayor, to potential investors and partners.
May be used as handout during meetings and discussions with potential investors and partners.
Will require customization in terms of the name of the municipality that will use the material; local statistics on the number of households or barangays that depend on water services and facilities at levels 1, 2 and 3; local initiatives undertaken or accomplished; and local cost estimates for possible investment / contribution from potential investors and partners.
Local contact information must also be provided.
Logo of the municipality may be inserted.
Digital customization may be done using Adobe Photoshop.
- Distribution: Through LGU



Material:

POWERPOINT PRESENTATION

Intended Users:

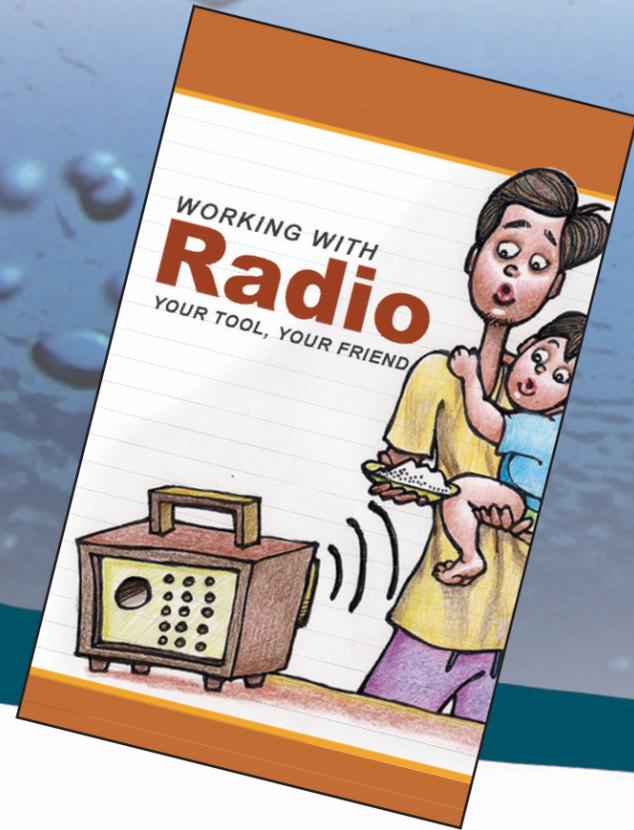
LGU / WATSAN Team

Description:

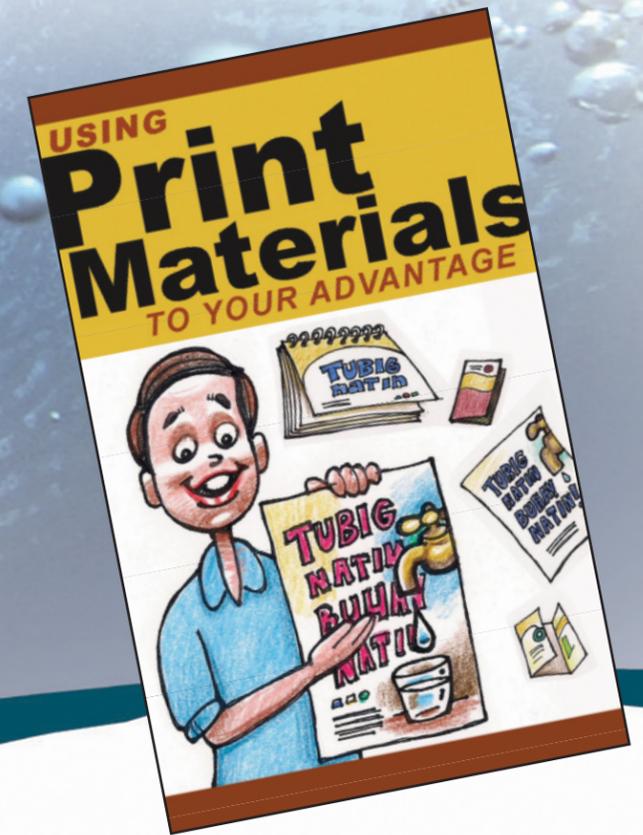
- Title: *Tubig Natin, Buhay Natin!*
- Message / Content: Water situation and what the government is doing at the national and local levels; how the private sector may help improve the situation
- Purpose: Inform and motivate potential investors and partners to allocate resources for the LGU's water program.
- Version: English
- Format: PowerPoint
- Number of pages: 17 slides
- With notes/script for the presenter

Recommended Usage:

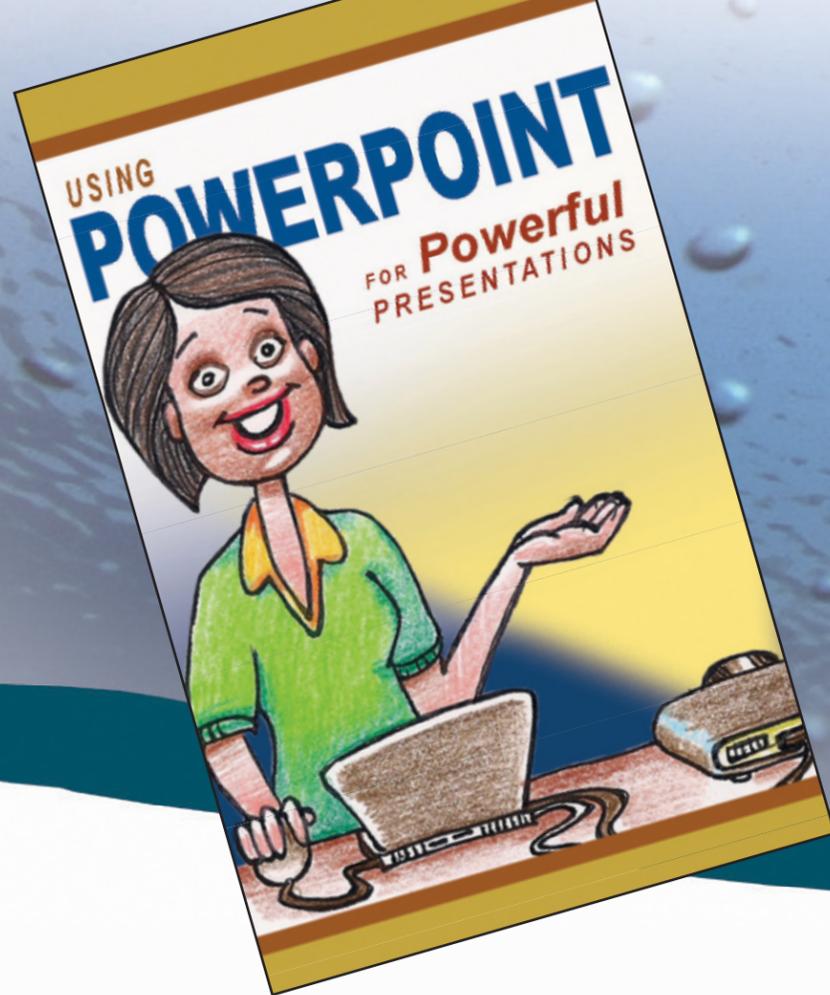
- When / How to use: To be used during meetings and discussions of the Mayor, or any other LGU official, with potential investors and partners.
Will require customization in terms of the name of the municipality that will use the material; local statistics on the number of households or barangays that depend on water services and facilities at levels 1, 2 and 3; local initiatives undertaken or accomplished; and local cost estimates for possible investment / contribution from potential partners.
Logo of the municipality may be inserted.
- Distribution: Through LGU



Material:	“HOW-TO” PAMPHLET 1
Intended Users:	LGU / WATSAN Team, WSP / BWSA Officers
Description:	
• Title:	Working with Radio: Your Tool, Your Friend
• Message / Content:	Strategies on how to use radio for sharing information and news
• Purpose:	Provide tips on how to use radio for sharing information and news
• Version:	English
• Electronic File Formats:	One (1) in Adobe PDF document; and one (1) in Adobe Indesign
• Number of pages:	24 pages
• With full color illustration	
Recommended Usage:	
• Printing Specifications:	Recommended actual size 5”x8” (folded); 24 pages (cover included); full color with color separation; paper stock inside C2S 80 lbs, cover kk189
• When / How to use:	To be used as a personal reference and guide for LGU personnel, WATSAN Team members and WSP / BWSA officers
• Distribution:	Through LGU, WATSAN Team, WSP / BWSA



Material:	“HOW-TO” PAMPHLET 2
Intended Users:	LGU / WATSAN Team, WSP / BWSA Officers
Description:	
• Title:	Using Print Materials to Your Advantage
• Message / Content:	How to craft messages and prepare posters, flip charts and brochures.
• Purpose:	Provide basic information on how to craft messages and prepare posters, flip charts and brochures.
• Version:	English
• Electronic File Formats:	One (1) in Adobe PDF document; and one (1) in Adobe Indesign
• Number of pages:	32 pages
• With full color illustration	
Recommended Usage:	
• Printing Specifications:	Recommended actual size 5”x8” (folded); 32 pages (cover included); full color with color separation; paper stock inside C2S 80 lbs, cover kk189
• When / How to use:	To be used as a personal reference and guide for LGU personnel, WATSAN Team members and WSP / BWSA officers
• Distribution:	Through LGU, WATSAN Team, WSP / BWSA



Material: "HOW-TO" PAMPHLET 3

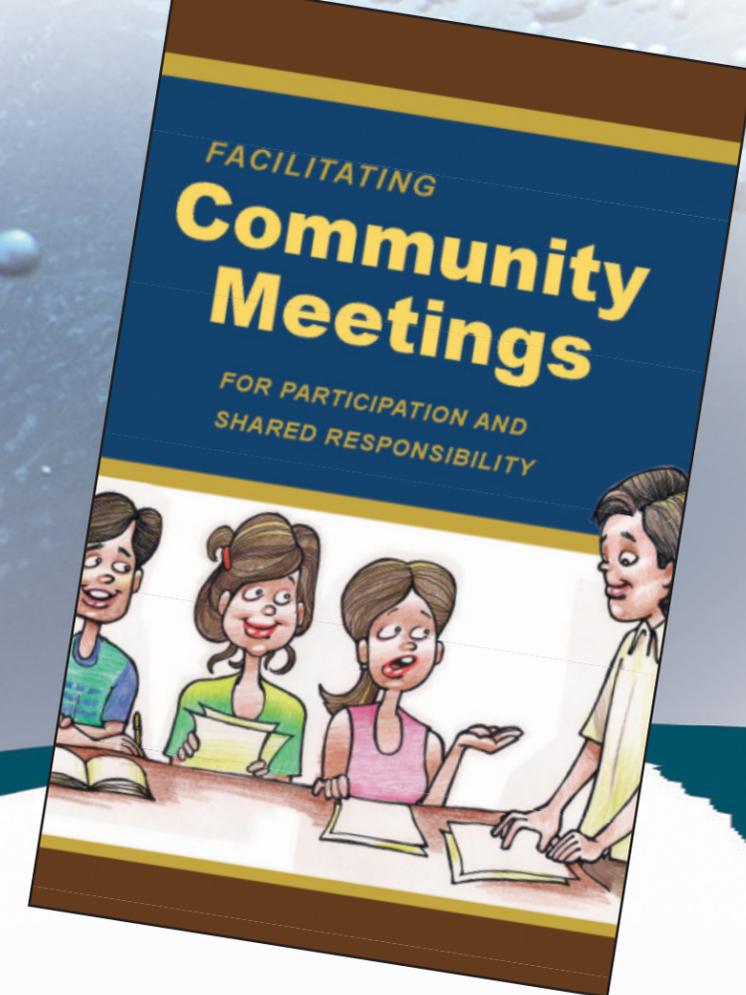
Intended Users: LGU / WATSAN Team, WSP / BWSA Officers

Description:

- Title: Using PowerPoint for Powerful Presentations
- Message / Content: How to prepare and use PowerPoint presentations
- Purpose: Provide basic information on how to prepare and use PowerPoint presentations
- Version: English
- Electronic File Formats: One (1) in Adobe PDF document; and one (1) in Adobe Indesign
- Number of pages: 24 pages
- With full color illustration

Recommended Usage:

- Printing Specifications: Recommended actual size 5"x8" (folded); 24 pages (cover included); full color with color separation; paper stock inside C2S 80 lbs, cover kk189
- When / How to use: To be used as a personal reference and guide for LGU personnel, WATSAN Team members and WSP / BWSA officers
- Distribution: Through LGU, WATSAN Team, WSP / BWSA



Material: "HOW-TO" PAMPHLET 4

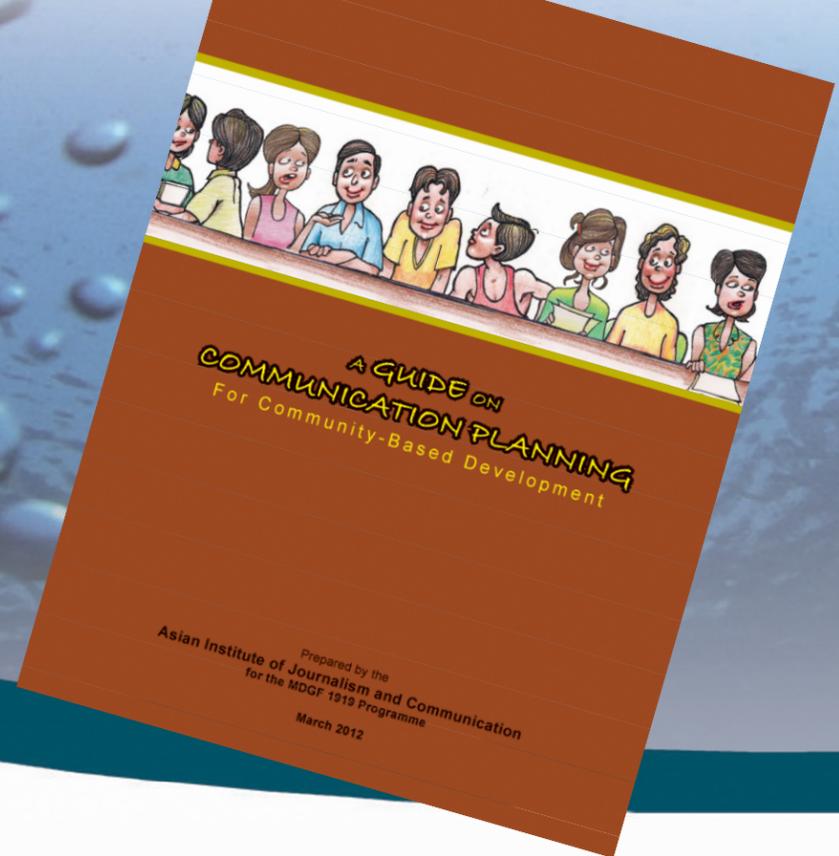
Intended Users: LGU / WATSAN Team, WSP / BWSA Officers

Description:

- Title: Facilitating Community Meetings for Participation and Shared Responsibility
- Message / Content: How to prepare for and conduct community meetings
- Purpose: Provide step-by-step guidelines on how to prepare for and conduct community meetings
- Version: English
- Electronic File Formats: One (1) in Adobe PDF document; and one (1) in Adobe Indesign
- Number of pages: 20 pages
- With full color illustration

Recommended Usage:

- Printing Specifications: Recommended actual size 5"x8" (folded); 20 pages (cover included); full color with color separation; paper stock inside C2S 80 lbs, cover kk189
- When / How to Use: To be used as a personal reference and guide for LGU personnel, WATSAN Team members and WSP / BWSA officers
- Distribution: Through LGU, WATSAN Team, WSP / BWSA



Material: MANUAL

Intended Users: DILG-OPDS-WSSU, Regional PDMUs, LGU / WATSAN Team, WSP / BWSA Officers

Description:

- Title: Guide on Communication Planning for Community-Based Development
- Message / Content: Communication for development and process of communication planning at the local level.
- Purpose: Equip communication planners to understand basic principles of communication for development and to prepare communication plans for LGU and community level implementation
- Version: English
- Electronic File Formats: One (1) in Adobe PDF document; and one (1) in Adobe Indesign
- Number of pages: 60 pages
- With full color illustration

Recommended Usage:

- Printing Specifications: Recommended actual size 8.5"x11" (folded); 60 pages (cover included); full color with color separation; paper stock inside C2S 80 lbs, cover kk189
- When / How to use: Must first be presented and discussed at a workshop to be attended by key personnel at the national, regional, and local levels.
To be used as a personal reference and guide on how to prepare communication plans for LGU and community level implementation
- Distribution: Through LGU, WATSAN Team



***Tubig natin,
Buhay natin!***

OUR WATER, OUR LIFE!

