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Title	AMIC Workshop on Social Marketing and Public Education Campaigns : Baguio, May 18-26, 1987 : [programme and list of participants]
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Citation	
Date	1987
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**Programme
&
List Of Participants**

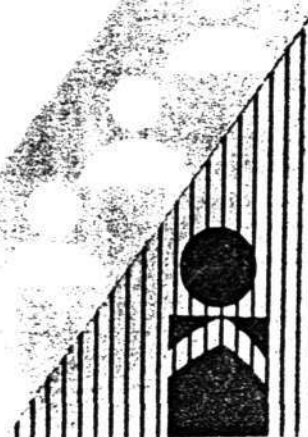
Workshop to Develop Teaching Modules on Social Marketing/Public Education for Development

May 18 – 27, 1987

BAGUIO CITY, PHILIPPINES

Sponsored by the United Nations Educational
Scientific and Cultural Organization, World
Association for Christian Communication, Asian
Mass Communication Research and Informa-
tion Centre, Philippine Information Agency,
UP College of Arts and Sciences in cooperation
with the Philippine Business for Social Progress.

PROGRAMME SCHEDULE



May 18

9:00 – 10:30 a.m.

Inaugural Ceremonies
Welcome Remarks
Dr. Benjamin V. Lozare
Director, Philippine Information Agency

Mr. Vijay Menon
Secretary General
Asian Mass Communication Research and
Information Center, Singapore

Keynote Lecture:
Social Marketing/Public Education for
Development

Dr. Conrado L. Lorenzo, Jr. M.D.
Chancellor
University of the Philippines, Manila
President and Executive Director
Population Center Foundation

10:30 – 11:00 a.m.

TEA RECEPTION

11:00 – 12:30 p.m.

Some Asean Experience in Social
Marketing/Public Education

The Indonesian Experience in Social
Marketing
By: Dr. Alwi Dahlan
Assistant Minister
Ministry of Population and Environment
Republic of Indonesia

The Singapore Experience in Public
Education
By: Dr. Victor T. Valbuena
Senior Programme Specialist (Research)
Asian Mass Communication Research and
Information Centre,
Republic of Singapore

OPEN FORUM

12:30 – 3:00 p.m.

LUNCH

3:00 p.m.

Departure for Baguio

8:00 p.m.

DINNER

May 19

8:30 a.m. – 12:00 p.m.

Workshop: The Elements of Social
Marketing

10:30 – 11:00 a.m.

COFFEE BREAK

12:00 – 2:00 p.m.

LUNCH

2:00 – 7:00 p.m.

Case Studies

Case Study 1:
A Public Education Campaign for
Nutrition

By: Ms. Virginia Oraes
Chief
Health Manpower Development
and Training Service
Ministry of Health

Case Study 2:
A Public Education Campaign for
Forest Conservation
By: Mrs. Lilibeth J. Natividad
Executive Director and Board Secretary
Wildlife Foundation of the Philippines

Case Study 3:
Social Marketing of Family
Welfare Programmes
By: Mrs. Jet Riparip
Program Division Director
Population Center Foundation
Manila, Philippines

Case Study 4:
Marketing an Agriculture Productivity
Programme
By: Dr. Nora Quebral
Professor of Development
Communication, Department of
Development Communication
College of Agriculture
University of the Philippines
Los Banos

Case Study 5:
Selling and Supporting
Small-Scale Community
Based Economic Development
Schemes
By: Mr. Ernesto D. Garilao
Executive Director
Philippine Business for Social Progress
Manila, Philippines

7:30 p.m.

DINNER

May 20

8:30 – 10:30 a.m.

Prospects of Integrating Social Marketing
into the in-service and pre-service curricula
in the Philippines.

By: Ms. Zenaida T. Domingo
Head, Audio Management Group
Department of Education, Culture and Sports

10:30 – 11:00 a.m.

BREAK

11:00 a.m. – 12:00 p.m.

Workshop:
Some Approaches to the Development and
Utilization of Teaching Modules

12:00 – 2:00 p.m.

LUNCH

2:00 – 6:00 p.m.

Public Education for Health in the
Western Pacific Regions
By: Dr. Hu Ching-Li
WHO Representative

Reading/Discussion:
Marketing and Communications
Issues in EPI Programs
By: Ronald Israel
Robyn Greenberg
Marc Prosner
Education Development Center
Massachusetts, USA

May 21-22

8:30 a.m. – 12:00 p.m.	Workshop on Development of Teaching Modules/Prototype Syllabi
12:00 – 2:00 p.m.	LUNCH
2:00 – 6:00 p.m.	Continuation of Workshop
7:30 p.m.	DINNER

May 23

8:30 a.m. – 12:00 p.m.	Pre-testing of Teaching Modules
12:00 – 2:00 p.m.	LUNCH
1:00 – 5:00 p.m.	Processing of Pre-test Results

May 24

8:30 a.m. – 5:00 p.m.	Study Tour
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May 25

8:30 a.m. – 12:00 p.m.	Presentation of Pre-test Results
12:00 – 2:00 p.m.	LUNCH
2:00 – 6:00 p.m.	Workshop on Revision of Teaching Modules
7:30 p.m.	DINNER

May 26

8:30 a.m. – 12:00 p.m.	Continuation of Workshop on Revision of Teaching Modules
12:00 – 2:00 p.m.	LUNCH
2:00 – 6:00 p.m.	Presentation of Revised Modules by Workshop Groups
6:00 p.m.	Closing Ceremonies
8:00 p.m.	Dinner Reception

May 27

9:00 a.m.	Departure for Manila
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APPENDIX A

DIRECTORY OF PARTICIPANTS

1. Professor Atilio Alicio
Assistant Professor
College of Arts and Sciences
University of the Philippines
Padre Faura, Manila
2. Mr. Ramiro Alvarez
Chief Information Officer
Publication and Information Division
Agricultural Training Institute
Diliman, Quezon City
3. Ms. Aura Anacan
Chief, Research and Production Division
Radyo ng Bayan
Bohol Avenue, Quezon City
4. Dr. Delia Barcelona
Associate Professor
Institute of Mass Communication
University of the Philippines
Diliman, Quezon City
5. Ms. Remy Camua
Sr. Training Officer
Bureau of Broadcasts
Bohol Avenue
Diliman, Quezon City
6. Ms. Zenaida Domingo
Head, Audio-visual Management Group
Department of Education, Culture and Sports
Palacio del Gobernador, Intramuros
Manila
7. Ms. Belina SB Capul
Chief, Motion Pictures Division
Information Department
Diliman, Quezon City
8. Mr. Excelsior Dangilan
Acting Regional Director
Region I-A
Philippine Information Agency
Baguio City

9. Professor Pacita Gavino
Assistant Professor
College of Arts and Sciences
University of the Philippines
Padre Faura, Manila
10. Ma. Socorro Ignacio
Ministry of Health
San Lazaro Compound
Manila
11. Atty. Evelyn Jiz
Acting Regional Director
Region 6
Philippine Information Agency
Iloilo City
12. Professor Ma. Milagros Laurel
Assistant Professor in Pilipino
College of Arts and Sciences
University of the Philippines
Padre Faura, Manila
13. Mr. Victorino Manalo
Instructor in Humanities
College of Arts and Sciences
University of the Philippines
Padre Faura, Manila
14. Mr. Prospero Madamba
AV Project Officer
IEC Section
Population Center Foundation
South Superhighway
Metro Manila
15. Ms. Minerva Matibag
Special Project Staff
People's Television 4
Bohol Avenue, Quezon City

16. Ms. Christine Matriano
Communication Officer
Philippine Business for Social Progress
Binondo, Manila
17. Ms. Faustina Miguel
Supervising Manpower Development Officer
Health Manpower Development & Training Services
Department of Health
San Lazaro Compound
Manila
18. Ms. Natividad Nuguid
Chief, Special Projects Staff
Philippine Information Agency
Visayas Avenue
Quezon City
19. Ms. Thelma Oliver
Head, Non-Government Sector
Program Development Office
Philippine Information Agency
Visayas Avenue, Quezon City
20. Unita Marie Otordos
Department of Health
San Lazaro Compound
Manila
21. Ms. Teresita Padua
Director, Public Affairs & Liaison Service
Department of Social Welfare and Development
Batasang Pambansa Complex
Constitution Hill
Quezon City
22. Ms. Elsie Santos
Project Officer, Program Division
Population Center Foundation
South Superhighway
Manila
23. Prof. Susanah Lily Silva
Assistant Professor
College of Arts and Sciences
University of the Philippines
Padre Faura, Manila
24. Dr. Teresa Stuart
Associate Professor
Department of Development Communication
University of the Philippines
Los Banos, Laguna