



Republic of the Philippines  
**OFFICE OF THE SECRETARY**  
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May 15, 2024

## MEMORANDUM

FOR : **All DA Regional Executive Directors and BFAR Regional Directors**

FROM : **Director, Special Area for Agricultural Development (SAAD) Program**

SUBJECT : **INVITATION TO ATTEND THE SAAD PHASE 2 CLUSTER-WIDE DEVELOPMENT COMMUNICATION TRAINING**

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The SAAD Program Phase 2 will conduct its Cluster-wide Development Communication Training in three clusters from May-June, 2024 in Ilocos Norte, Albay and Dumaguete.

This training aims to train SAAD officers at both national and local levels on the Development Communication concepts and practices to acquire the skills to comprehend farmers' perspectives, identify their needs, and create tailored Information, Education and Communication (IEC) materials aiming to enhance engagement and facilitate effective communication in the SAAD sphere.

Attached herewith are the program of activities and list of participants which you may refer on the following annexes:

**Annex A:** List of Participants

**Annex B:** Program of Activities

Kindly confirm your attendance in this link <https://shorturl.at/nBCEZ> strictly on or before May 17, 2024. Also, please be reminded that participants are highly encouraged to bring at least one (1) laptop (per region) and soft copy of photos and videos relevant to SAAD implementation.

For your queries and further clarifications on this matter, please communicate with the NPMO PRDC Unit at [dasaadphase2prdc2023@gmail.com](mailto:dasaadphase2prdc2023@gmail.com) and telephone number (02) 8929-7349 local 2834/2833. You may also reach out to Ms. Eloisa Mariano at 0966-879-5829.

For your information and appropriate action.

**ULYSSES J. LUSTRIA, JR.**  
National Director, SAAD NPMO

## Annex A – List of Participants

### Cluster 1

Date: May 27-31, 2024

Venue: Paoay, Ilocos Norte

Region	Participants	No.
<b>CAR</b>	(2) SAAD Information Officer (1) RAFIS Chief (1) BFAR-SAAD Information Officer (4) Area Coordinator	<b>8</b>
<b>1</b>	(1) SAAD Information Officer (1) RAFIS Chief (1) BFAR-SAAD Information Officer (3) Area Coordinator	<b>7</b>
<b>2</b>	(1) SAAD Information Officer (1) RAFIS Chief (1) BFAR-SAAD Information Officer (4) Area Coordinator	<b>8</b>
<b>3</b>	(1) SAAD Information Officer (1) RAFIS Chief (1) BFAR-SAAD Information Officer (2) Area Coordinator	<b>6</b>
<b>7</b>	(3) SAAD Information Officer (1) RAFIS Chief (1) BFAR-SAAD Information Officer (3) Area Coordinator	<b>8</b>
<b>Total</b>		<b>37</b>

### Cluster 2

Date: June 3-7, 2024

Venue: Legazpi, Albay

Region	Participants	No.
CALABARZON	(3) SAAD Information Officer (1) RAFIS Chief (1) BFAR-SAAD Information Officer (3) Area Coordinator	<b>8</b>
MIMAROPA	(1) SAAD Information Officer (1) RAFIS Chief (1) BFAR-SAAD Information Officer (3) Area Coordinator	<b>6</b>
<b>5</b>	(3) SAAD Information Officer (1) RAFIS Chief (1) BFAR-SAAD Information Officer	<b>8</b>

	(3) Area Coordinator	
<b>10</b>	(3) SAAD Information Officer (1) RAFIS Chief (1) BFAR-SAAD Information Officer (3) Area Coordinator	<b>8</b>
<b>11</b>	(3) SAAD Information Officer (1) RAFIS Chief (1) BFAR-SAAD Information Officer (3) Area Coordinator	<b>8</b>
<b>Total</b>		<b>38</b>

*Cluster 3*

Date: June 24-28, 2024

Venue: Dumaguete, Negros Oriental

<b>Region</b>	<b>Participants</b>	<b>No.</b>
<b>6</b>	(2) SAAD Information Officer (1) RAFIS Chief (1) BFAR-SAAD Information Officer (3) Area Coordinator	<b>7</b>
<b>9</b>	(3) SAAD Information Officer (1) RAFIS Chief (1) BFAR-SAAD Information Officer (3) Area Coordinator	<b>8</b>
<b>8</b>	(3) SAAD Information Officer (1) RAFIS Chief (1) BFAR-SAAD Information Officer (4) Area Coordinator	<b>9</b>
<b>12</b>	(3) SAAD Information Officer (1) RAFIS Chief (1) BFAR-SAAD Information Officer (3) Area Coordinator	<b>8</b>
<b>Caraga</b>	(2) SAAD Information Officer (1) RAFIS Chief (1) BFAR-SAAD Information Officer (3) Area Coordinator	<b>7</b>
<b>Total</b>		<b>39</b>

## Annex B – Program of Activities

Time	Session/Activity	Person-in-Charge
<b>DAY 1</b>		
8:00-5:00pm	Arrival and Registration	Training Assistant
6:00pm	<i>Dinner</i>	
<b>DAY 2</b>		
8:00 - 8:30am	Opening Ceremony Workshop Overview Introduction of Training Team and Participants	NPMO
	Leveling of Expectation	CLSU Team
8:30 -9:30	<b>Overview of Development Communication as a discipline</b>	Dr. Marife De Torres/Dr. Chrysl Avegeil Vallejo
9:30-10:30	<b>Managing Information for Development</b>	Dr. Marife De Torres/Dr. Chrysl Avegeil Vallejo
	<i>5 min break</i>	
10:30 - 11:30	<b>Communication and Development</b>	Dr. Marife De Torres/Dr. Chrysl Avegeil Vallejo
11:30 – 12:30	<b>Communication Approaches in Development Programs</b>	Dr. Marife De Torres/Dr. Chrysl Avegeil Vallejo
12:30 - 1:00	<i>Lunch</i>	
1:00 - 3:00	<b>Communication Programs and Campaigns</b> (for the SAAD Program)	Ms. Zorille Villaflores/Dr. Andrea Malonzo
3:00 - 3:15	<i>Health Break</i>	
3:15 - 5:00	Breakout session: Crafting of communication programs and campaigns	
<b>DAY 3</b>		
8:00 - 8:30am	Recap	Participants
08:30 - 10:00	<b>Media Writing for Development and Social Media Management</b>	Ms. Zorille Villaflores /Dr. Andrea Malonzo
10:00 - 12:00	Activity: Media Writing for Development and Social Media Management	Participants
12:00 - 01:00	Lunch Break	

01:00 - 02:00	<b>IEC Materials for Farmers and Fishers</b>	Ms. Zorille Villaflores/Dr. Andrea Malonzo
02:00 - 5:00pm	Activity: Developing IEC Materials for farmers and fishers	
<b>DAY 4</b>		
8:00 - 8:30am	Recap	Participants
8:30 - 10:00	<b>SAAD Phase 2 Regional Communication Plans</b>	Ms. Zorille Villaflores/Dr. Andrea Malonzo
10:00-10:15	<i>Health Break</i>	
10:15 - 12:00	<b>Crafting of Communication Plans</b>	Ms. Zorille Villaflores/Dr. Andrea Malonzo
12:00 - 1:00	<i>Lunch</i>	
1:00 - 3:00	<b>Crafting of Communication Plans</b>	Ms. Zorille Villaflores/Dr. Andrea Malonzo
3:00 - 3:15	<i>Health break</i>	
3:15 - 5:00	<b>Presentation of Regional Communication Plans</b>	Ms. Zorille Villaflores/Dr. Andrea Malonzo
5:00 - 06:00pm	Closing Ceremony	SAAD NPMO
<b>DAY 5</b>		
06:00am onwards	Breakfast and travel back to stations	