	<b>PROCEDURES AND WORK INSTRUCTIONS MANUAL</b>	<b>Date Prepared</b>	July 18, 2023
		<b>Date Approved</b>	July 19, 2023
	<b>DEVELOPMENT AND DISSEMINATION OF IEC/ADVOCACY MATERIALS</b> (Advocacy and Communication Division)	<b>Date Effective:</b>	July 19, 2023
		<b>Rev. No.</b>	4
		<b>Number of Pages</b>	18

## 8.0 ADVOCACY AND COMMUNICATION DIVISION

### 8.2 DEVELOPMENT AND DISSEMINATION OF IEC/ADVOCACY MATERIALS

<b>1. PURPOSE</b>	To enumerate the step-by-step procedures in developing and disseminating IEC/Advocacy materials.
<b>2. SCOPE</b>	This procedure covers the process from the conceptualization and design, approval, pre-testing, dissemination, monitoring and evaluation of IEC/Advocacy materials.
<b>3. REFERENCE DOCUMENTS</b>	<ul style="list-style-type: none"> <li>- Work and Financial Plan</li> <li>- JJWC Communication Plan</li> <li>- Project Proposal</li> <li>- JJWC policies, guidelines, manuals, and other related laws</li> <li>- JJWC Toolkit on Pre-Testing, Monitoring and Evaluation of Advocacy Activities, IEC Materials and Knowledge Products</li> </ul>
<b>4. DEFINITION OF TERMS</b>	
<b>4.1 Advocacy Materials</b>	A collective term for the materials developed to reinforce delivery of message and/or advocacy of the JJWC to its intended audiences.
<b>4.2 Information, Education, and Communication Materials</b>	A collective term for communication tools developed to address the threefold concern of a communication component which are information delivery; training and human resource development; and awareness and motivational communication campaigns (i.e. leaflets, brochure, poster, manuals, videos).

<b>4.3 Pre-test</b>	A process of evaluating the effectiveness of IEC materials, in terms of content and form, prior to its production. This will guide the division in revising and producing IEC materials that are responsive to the communication needs of the intended audiences. <i>(Note: not applicable for advocacy materials)</i>
<b>4.4 Evaluation</b>	A process of determining the effectiveness of the produced IEC materials based on the identified purpose.
<b>5. OPERATIONAL PROCEDURE</b>	
<b>5.1 Work Title</b>	Development and dissemination of IEC/Advocacy Materials
<b>5.2 Result</b>	IEC/Advocacy Materials Produced and Disseminated
<b>5.3 Accountable Unit/Division</b>	Advocacy and Communication Division

*Work Instructions*

Step No.	Steps/Flow	Responsible Person	Details	Reference/ Interface
<b>CONCEPTUALIZATION</b>				
1	Identification of IEC/Advocacy materials for development	Technical Staff (TS) and DC	<p>Identification of priority strategies activities, and IEC materials as reflected in the Communication Plan, WFP, and as endorsed by other technical divisions for packaging/popularization</p> <p><b>Endorsed/identified IEC/advocacy materials for development from other technical divisions must be the final, proofread, and approved version by the Executive Director <i>(applicable to the next processes)</i></b></p> <p><b>TS creates a new folder for the project in the centralized Development and Dissemination of IEC materials file folder to ensure the organization of</b></p>	<p>Communication Plan, WFP, issued policies, memo request/endorsement</p>

Step No.	Steps/Flow	Responsible Person	Details	Reference/ Interface
			the files for the project (Annex B) ( <i>applicable to the next processes</i> )	
2	Preparation of project proposal (Note: not applicable for materials that printing costs will be covered by concerned/ endorsing division)	TS	<p>TS gathers information and other data as reference for the preparation of project proposal (i.e. specifications and costs - in coordination with the Procurement Unit)</p> <p>TS drafts the project proposal, Terms of Reference (TOR) and selection criteria (if applicable), and initial design of IEC/advocacy materials</p> <p>TS submits draft project proposal, TOR and selection criteria, and initial design of IEC/advocacy materials to DC for review and approval</p>	Work and Financial Plan for the year, Division Performance Contract, JJWC issued policies, manuals, guidelines; and current market value and costing
3	Approval of project proposal for the development of IEC/advocacy materials (Note: not applicable for materials that printing costs will be covered by concerned/ endorsing division)	DC DED ED	<p>DC reviews and approves draft project proposal and initial design of IEC/advocacy materials for onward submission to DED for review and recommendation for approval of ED</p> <p>ED reviews and/or approves the project proposal and initial design of IEC/advocacy</p>	Project proposal and initial design of IEC/advocacy materials (if applicable)

Step No.	Steps/Flow	Responsible Person	Details	Reference/ Interface
			materials	
4	Hiring of service provider for the development of the IEC/advocacy materials	TS	If applicable, TS prepares PR and coordinates with the Procurement Unit for facilitation of the procurement of service provider for the development of the IEC/advocacy materials	PR, project proposal, TOR and selection criteria, and initial design of IEC/advocacy materials (if applicable)
<b>IMPLEMENTATION</b>				
5.1	Development and pre-testing of IEC/advocacy materials	TS  Service Provider  DC DED ED	TS coordinates with service provider on the development of the draft design of IEC/advocacy materials.  Service provider delivers the draft design of IEC/advocacy material  TS reviews and provides inputs on the draft IEC/advocacy material, in coordination with concerned division  If applicable, service provider revises/ enhances the draft IEC/advocacy material based on inputs of the TS and concerned division  TS reviews and approves the draft design and submits to DC for review and onward submission to DED for review and recommendation for approval of ED to do pre-testing	Minutes of the meeting, draft design of IEC/advocacy material

Step No.	Steps/Flow	Responsible Person	Details	Reference/ Interface
			<p>If applicable, TS facilitates the dissemination of draft design for the Council Members' comments and approval for pre-testing</p> <p>TS conducts pre-testing of developed IEC material to the selected target audience</p> <p>TS consolidates results and prepares a report on the results of the pre-test</p> <p>TS submits the pre-test report to DC, DED, and ED for inputs</p> <p>TS transmits pre-test results and inputs/instructions from DC, DED, and ED to the service provider</p> <p>Service provider revises/enhances draft IEC/advocacy material based on pre-test results and inputs/instructions from DC, DED, and ED</p>	<p>Memo transmittal/Ad Referendum to Council Members</p> <p>Pre-test tool</p> <p>Pre-test report</p>
5.2	Development and pre-testing of IEC/advocacy materials (in-house)	TS DC DED ED	<p>If material is endorsed, TS coordinates with the concerned division for guidance and specification, <b>and the timeline of the request (Annex A)</b></p> <p>TS layouts policy, manual, or procedures based on reference documents; enhances the initial design of IEC/advocacy</p>	Issued policy/ reference document, memo request/ endorsement



Step No.	Steps/Flow	Responsible Person	Details	Reference/ Interface
			<p>material</p> <p>TS submits initial draft of IEC/advocacy material to DC and to the concerned division for review and inputs</p> <p>DC reviews and provides inputs on the draft IEC/advocacy material</p> <p>If applicable, TS revises/enhances the draft IEC/advocacy material based on inputs of the DC and concerned division</p> <p>DC reviews and approves the draft design and submits to DED for review and recommendation for approval of ED to do pre-testing</p> <p>If applicable, TS facilitates the dissemination of draft design for the Council Members' comments and approval for pre-testing</p> <p>TS conducts pre-testing of developed IEC material to selected target audience</p> <p>TS consolidates results and prepares report on the results of the pre-test</p> <p>TS submits the pre-test report to DC, DED, and ED for inputs</p> <p>TS revises/enhances draft</p>	<p>Memo transmittal/Ad Referendum to Council Members</p> <p>Pre-test tool</p> <p>Pre-test report</p>

Step No.	Steps/Flow	Responsible Person	Details	Reference/ Interface
			IEC/advocacy material based on pre-test results and inputs/instructions from DC, DED, and ED	
6	Approval of final version of IEC/advocacy materials	TS	<p>TS facilitates request for approval of revised/ enhanced IEC/advocacy material</p> <p>DC reviews and approves the final version of IEC/advocacy material for onward submission to DED for review and recommendation for approval of ED</p> <p>ED reviews and/or approves the final version of the IEC/advocacy material for production</p> <p>If applicable, TS facilitates the dissemination of final version of IEC/advocacy materials for the Chairperson or the Council Members' approval</p>	<p>Memo transmittal, final version of IEC/advocacy Material</p> <p>Memo transmittal/Ad Referendum to Council Members</p>

Step No.	Steps/Flow	Responsible Person	Details	Reference/ Interface
7	Production of IEC/advocacy materials	TS  Service Provider	<p>If applicable, TS prepares RIS/PR and coordinates with the Procurement Unit for facilitation of the procurement of service providers for the production of IEC/advocacy material</p> <p>TS transmits approved final version of IEC/advocacy material to the service provider to facilitate production of the material</p> <p>Service provider delivers IEC/advocacy materials on set timeline</p> <p>TS informs Procurement Unit and Inspection Committee on the schedule of delivery</p>	<p>RIS/PR, project proposal, TOR and selection criteria</p> <p>Approved final version of IEC/advocacy material for production</p>
<b>MONITORING</b>				
8	Registration of the material on Knowledge Management record	TS	TS coordinates with KM Team to register and generate tracking/ monitoring number of the material	Knowledge product
9	Dissemination of IEC/advocacy materials	TS  RJJWC Secretariat	TS facilitates dissemination of IEC/advocacy materials to RJJWC Secretariat and member agencies for onward distribution to target audiences	Distribution plan, list, and acknowledgment receipts
<b>EVALUATION</b>				
10	Post-test/ evaluation	TS	TS conducts evaluation of developed IEC/advocacy material to selected target audience using the	Evaluation tool




Step No.	Steps/Flow	Responsible Person	Details	Reference/ Interface
			<p>JJWC Toolkit on Pre-Testing, Monitoring and Evaluation</p> <p>TS facilitates the accomplishment of the JJWC Customer Satisfaction Survey from its customers for feedback and further improvement</p> <p>TS consolidates results and prepares a report on the results of the evaluation as input to succeeding plans and activities</p> <p><b>If requested IEC/Advocacy material, is part of the Division's targets, TS will provide the requesting party with the JJWC customer satisfaction survey forms to receive feedback as inputs for further improvement</b></p>	<p>Evaluation report</p> <p>Customer Satisfaction Survey</p>

Prepared by:

  
**NOL A. COLONDRINA**  
 Project Development Officer III  
 Advocacy and Communication Division

Reviewed by:

  
**RUBELLA D. ONGBIT**  
 Social Welfare Officer III  
 Advocacy and Communication Division


  
**ANNA KORINA C. ASUNTO**  
 Project Development Officer II  
 Advocacy and Communication Division

Recommending Approval:



**MARICRIS E. CALIPJO-CABURAL, CESE**  
Deputy Executive Director

Approved by:



**ATTY. TRICIA CLARE A. OCO**  
Executive Director