

INNOVATIONS

Communication System in the Implementation of Forest Laws in Caraballo Mountain in Central Luzon, Philippines

Mary Joy Y. Juan¹ and Danilo S. Vargas²

¹Central Luzon State University, Philippines

²Central Luzon State University, Philippines

Email for correspondence: maryjoyjuan@gmail.com; dsvargas@clsu.edu.ph

Abstract

This study aimed to determine the communication system in the implementation of forest laws using the descriptive research method. The respondents utilize 12 communication media, their message format is informational using Filipino language containing Forestry Reform Code of the Philippines. The frequently used media was a television with an exposure of four days a week. The respondents were fully aware of the memorandum on cutting down trees; while the Chainsaw Act was not known. Respondents were involved in the implementation of the law. Only 47.50% of the respondents said that they do not let others violate the forest laws indicated. It can be seen that the CENRO-NNE has no direct link to the city or Municipal Environment and Natural Resources Office (MENRO) since these offices are under the Local Government Unit (LGU), their relationship was on coordination or partnership alone. The office utilizes 12 communication media together with strategies, their message format is mostly plain informational with minimal release or holdings. Overall, CENRO-SJC had 9 communication media and strategies with message format of mostly plain informational and encouraging/advocating; and, a monthly airing on broadcast media, a yearly release on all print media, and a few on the forum but more than twelve times on meeting. The MENRO-Lupao utilized 5 media and strategies. All their print media had plain informational and warning message format, released yearly, reaches a municipal level, all in Tagalog and English language contains information about PD 705 (Forestry Reform Code of the Philippines), and would all undergo monitoring and evaluation activities twice a year. There was a highly significant relationship between the use of the internet to the act of stopping others violate the law. And there was a significant relationship between the use of the internet and the reportage of violations; in addition, the same went with exposure to banners and abidance of the law respondents. The highest number of violations in a year was 16 which were recorded in CENRO-SJC, while the lowest was 2 from CENRO-NNE. Most of the violations were in the provisions of PD 705 and EO 23 however, not all filed violations were apprehended. On average, the respondents were fully aware of the EO23 which is the memorandum on cutting down trees; while RA 9175 or the Chainsaw Act was not known. Following what the law says was the frequently done actions by the respondents to show their practice and involvement in the implementation of the law, 92.50% of the respondents said so. For the offices that are enforcers, there is a need to make their communication system and implementation into a more active and comprehensive one. One way is to upgrade the offices' budget, equipment, and manpower to be able to create more programs and campaigns. And encourage community involvement and participation in managing and implementing forest laws.

Keywords: 1. Communication System 2. Implementation of Forest Laws 3. Caraballo Mountain 4. Central Luzon

Introduction

The Philippines is very rich in natural resources, especially its forests. There are numerous reasons behind the rich biodiversity and the diversity of forests in the country, however; according to Pamintuan (2011), the country's forests are fourth from the most threatened hotspots in the world. This environmental issue is worsened by political and societal problems. But on the brighter side, the Department of Environment and Natural Resources (DENR) together with other concerned government agencies and non-government agencies are working together to preserve the Philippine forests.

On the provincial aspect, 37% or 200, 768.2238 hectares of Nueva Ecija's land area are classified as forests. There are two lead offices of DENR that have its jurisdiction in these areas, the Community Environment and Natural Resources Office Northern Nueva Ecija (CENRO-NNE) and Southern Nueva Ecija (CENRO-SNE). The CENRO-NNE is responsible for the land areas of the 15 municipalities and 2 cities to which San Jose City and Lupao belong. San Jose City has 4, 231.6831 hectares of forest land while Lupao has 3, 335.008 hectares. These two places only have a portion of forest land that must be managed and protected by one office, CENRO-NNE.

The communication system plays a vital role in everything that has to do with internal and external government relations. One example is in the implementation of laws, especially forest laws. The ratification of the law does not end there but where it all begins. From the lawmakers to the civilians then to its results that must be seen. This is one of the most frequently overlooked scenarios in the forest laws implementations according to the literature reviewed. They focused on the key players in the implementations like the agencies then civilians and not on the communication flow or system that happen throughout the enforcement. Furthermore, the utilization of community participation seems to be weak. The real questions are, what do they do to communicate the message of the law? How do they do it? Is it received? And is it enough? To be able to preserve and save the Philippine forests, the actions being done must be reviewed from the implementers and enforcers down to the bottom which is the community people. Awareness, knowledge, participation, and initiative must be observed but to gain these; the bridge which is communication must be revisited because, in the end, it is not just the government's acts that will save the forests but all civilians'.

As Robert Swann's statement says, —the greatest threat to our planet is the thought that somebody else will save it. Yes, there are laws and programs from the government but it is not just their duty alone; to effectively shake such thoughts in the minds of the people; try to look at how information is being disseminated

There was a substantial need for the data from the study because of the insufficient information available on how communication works in the implementation of the forest laws. Not much had been generated in the past and the existing information was not much focused on the communication along with the laws' implementation so this study hopes for the knowledge it can find and for the opening-up of a different horizon in the site of forest law management in the Philippines.

The study conducted was guided by the following objectives which were: to describe the profile of the government units involved, from CENRO to the LGU; to describe the socio-demographic profile of the respondents; to determine the communication system toward implementation of the law; to describe how the forest laws are being implemented in the city and municipality; to determine the relationship of the profile of the government units involved, communication system, respondents profile, and communication characteristic; and to determine the relationship between communication system and implementation of forest laws.

Materials and Methods

The researcher used descriptively as the research method to characterize and provide current information or condition of its respondents, communication system, and the law implementation so that a clear view of the interactions between variables can be perceived, possible problems and weaknesses can be identified and more effective communication system can be devised.

The study was conducted in San Jose City and Lupao in Nueva Ecija, Central Luzon Region. The city and municipality are both parts of the geographical jurisdiction of CENRO-NNE. The variables evaluated were the profile of the government units involved, the profile of the respondents, and the communication system in the implementation of forest laws.

The study used Purposive Sampling in selecting the key informants from the local government unit because they are more knowledgeable about the communication system and implementation of the forest laws. On the other hand, 80 respondents from eight barangays of San Jose City and Lupao near forest areas were selected using Simple Random Sampling because of their assumed awareness, knowledge, practice, and involvement in forest laws implementation. Data were collected using an interview schedule. The gathered information from the government units and the respondents were subjected to descriptive analysis

Results and Discussions

Profile of the Government Agency Involved in the Forest Law Implementation

There was three identified major agency for forest laws implementation in San Jose City and Lupao (Table 1). CENRO-SJC performed the more responsibilities among the three and had the most number of programs and activities on forestry. CENRO-NNE had the most manpower which is 17. For budget allotment, the highest budget was 1, 300,000 pesos from CENRO-NNE. The equipment that can be utilized by all three offices was a printer; computer, laminator, vehicle, speakers, and microphone but Municipal Environment and Natural Resources Office (MENRO)-Lupao had the most equipment than the two offices.

Profile of the Respondents

The highest percentage of age was between 42 to 53 years old, which is 36.25% of the total number of respondents; and, the ages of the respondents were widely dispersed between 18 to 66 years old above (Table 2). The female respondents had a greater number than the male respondents. High school graduates had the highest percentage out of all the respondents which was 22.40 %. The results showed that the married respondents had the highest percentage, 77.50. Those who have five family members had the greatest percentage of 19%. One to ten thousand-peso monthly family income earners had the greatest percentage of 56.90% among the respondent. Farmers took up 31.25% of the respondents' occupation which was the highest while the lowest percentage.

Frequency of Media-usage and Exposure

The most frequently used media was a television with 69 users out of the 80 respondents with an average exposure of four days above in a week (Table 3). The results showed that most televisions were the media that provided the respondents with their knowledge of the forest laws. Filipino was the predominantly used language in obtaining information.

Communication Media-used to Obtain Knowledge in the Forest Laws

Table 4, indicated that most television (37.41%) usage was the media that provided the respondents with their knowledge of the forest laws. This is probably so because television is also the most used media by the respondents, the content of the programs they watch might have contained information about forest laws. School and community organization (both 0.68%), on the other hand, were the least frequent means that provided them with knowledge in the forest laws.

Language-used in Communication Media to Obtain Knowledge in the Forest Laws

Filipino was the predominantly used language in obtaining information about forest laws with it being 60.54% (Table 5), while Iloco was the least utilized language, which was 1.26%. This could be so because all of the respondents are Filipino-speaking citizens and that they understand the content of the communication effort if it is spoken or written in the language, they are most fluent with.

Forest Laws Awareness

On average, the respondents were fully aware of Executive Order No. 23 which is the memorandum on cutting down trees; while RA 9175 or the Chainsaw Act was not known. In terms of the overall mindfulness of the respondents to these laws, they were all aware (Table 6).

Practice and Involvement to the Implementation of the Law

Following what the law says was the frequently done actions by the respondents to show their practice and involvement in the implementation of the law, 92.50% of the respondents said so. On the other hand, only 47.50% of the respondents said that they, themselves, do not let others violate the forest laws indicated (Table 7).

Communication System in the Implementation of Forest Laws Flow of Communication from the Government Office to the Community

It can be seen that the CENRO-NNE has no direct link to the city or Municipal Environment and Natural Resources Office (MENRO) since these offices are under the Local Government Unit (LGU), their relationship was on coordination or partnership alone. It was said that the CENRO-NNE had assigned officers or employees in the communities with forests who are under their directive (Figure 1).

Communication System of CENRO-NNE

The office utilizes 12 communication media together with strategies, their message format is mostly plain informational with minimal release or holdings. Most of their clientele were on the barangay level. They used the Tagalog language most frequently in their communication efforts containing mostly about the Presidential Decree (PD) 705 or Forestry Reform Code of the Philippines. And the majority of these communication efforts' monitoring and evaluation activities were done monthly, a few quarterly, and had no such activity (Table 8).

Communication System of CENRO-SJC

Overall, CENRO-SJC had 9 (Table 9) communication media and strategies with message format of mostly plain informational and encouraging/advocating; and, a monthly airing on broadcast media, a yearly release on all print media, and a few on the forum but more than twelve times on meeting. Most of their medium's reach was city-wide with Tagalog as its main language used. The content was mostly about the provisions of the PD 705 or Forestry Reform Code of the Philippines. They hold their monitoring and evaluation activities on the internet and meet every year, thrice on forums, while the print material had none.

Communication System of MENRO-Lupao

The MENRO-Lupao utilized 5 media and strategies (Table 10). All their print media had plain informational and warning message format, released yearly, reaches a municipal level, all in Tagalog and English language contains information about PD 705 (Forestry Reform Code of the Philippines), and would all undergo monitoring and evaluation activities twice a year. As for strategies, they have indefinite holdings in a year for FGD and more than 12 times on meetings with mostly community people about PD 705 or Forestry Reform Code and EO 23 or the moratorium in cutting down trees. They used Tagalog always, and they monitor and evaluate quarterly.

Correlation of the Respondent's Socio-demographic Profile and Communication Characteristics

Table 11 showed that there is a highly significant relationship between the usage and exposure to cellphone and the internet to the respondents' age and educational attainment. The older the person is and the higher education he received, the more he or she is more likely to use and be exposed to cellphone and the internet. Meanwhile, there was a significant link between the number of family members and the exposure to public announcements, also between the monthly household allowance and exposure to posters. This implicates that the more family member they have, the more it is likely for them to be reached by public announcements because of the higher likeliness that someone in the family heard it. And household allowance is linked to the respondent's exposure to posters might be due to the possibility that those with higher household income travel or go out of their homes more to other places like the urban areas which display more posters.

Correlation between the Respondent's Communication Characteristics, and Awareness and Practice of the Law

There was a highly significant relationship between the use of the internet to the act of stopping others violate the law (Table 12). The more the person has internet access, the more likely he/she will act upon stopping potential law violators. And there was a significant relationship between the use of the internet and the reportage of violations; in addition, the same went with exposure to banners and abundance of the law by the respondents. Banner, being a publicly displayed media raises the likeness of people to follow the law since it serves as a reminder of what is illegal and legal. Following the internet exposure, the more chances of reporting law violations since it reaches a wider audience fast and could cater anonymity among the citizen reporters.

Implementation of Forest Laws Among the 3 Agencies

All three offices assign forest rangers and volunteers. They had also received reports of violations from citizens and officials. The highest number of violations in a year was 16 which were recorded in CENRO-SJC, while the lowest was 2 from CENRO-NNE. Most of the violations were in the provisions of PD 705 and EO 23 however, not all filed violations were apprehended; according to MENRO-Lupao, 3

out of 5 violators were the only ones arrested. The violators were warned, fined, jailed, monitored, and made to surrender the wood as their sanctions (Table 13).

Forest Law Implementation

On average, the respondents were fully aware of the EO23 which is the memorandum on cutting down trees; while RA 9175 or the Chainsaw Act was not known. Following what the law says was the frequently done actions by the respondents to show their practice and involvement in the implementation of the law, 92.50% of the respondents said so. On the other hand, only 47.50% of the respondents said that they do not let others violate the forest laws indicated.

All three offices assign forest rangers and volunteers. They had also received reports of violations from citizens and officials. The highest number of violations in a year was 16 which were recorded in CENRO-SJC, while the lowest was 2 from CENRO-NNE. Most of the violations were in the provisions of PD 705 and EO 23 however, not all filed violations were apprehended; according to MENRO-Lupao, 3 out of 5 violators were the only ones arrested. The violators were warned, fined, jailed, monitored, and made to surrender the wood as their sanctions.

Results showed that there is a highly significant relationship between the usage and exposure to cellphone and the internet to the respondents' age and educational attainment. Meanwhile, there was a significant link between the number of family members and the exposure to public announcements, also between the monthly household allowance and exposure to posters. There was a highly significant relationship between the use of the internet to the act of not letting others violate the law. And there was a significant relationship between the use of the internet and the reportage of violations; in addition, the same went with exposure to banners and abidance of the law by the respondents.

Conclusions

After the entire conduct of the study, the researcher had realized that the implementing office, such as CENRO-NNE, might have been under-budget, under-staffed, and under-equipped. In a year, there were only two programs that were conducted and their jurisdiction was the entire Northern Nueva Ecija. That might have been too much for the office that does not only cater to forest management issues and concerns but other concerns of its lead agency, DENR.

They did not have a direct link to the LGUs, instead, they designate their people in the community but still, these people could not possibly take a firm hold of their entire forest land administration. Furthermore, law enforcement on the forest arrests and conflicts among the cities and municipalities would always be turned over to the office. On the other hand, the two offices from San Jose and Lupao were just acting as support offices but forest management was not their priority.

As for the implication to the respondents, the results showed that the communication efforts done by the offices hardly reach them, especially the printed ones. The awareness and abidance of the law were observed however, the people's involvement in the law implementation was lacking in terms of stopping others from violating the laws of the forest, as well as, volunteering in caring for and managing the forests in their community.

Recommendation

For the succeeding study, the researcher suggests that they explore other places to look into their communication system of implementing forest laws and try to find a model of a communication system with strict and active implementation among the enforcers and civilians. Then find ways to make this model adaptable by other concerned communities with forests as well.

For the offices that are enforcers, there is a need to make their communication system and implementation into a more active and comprehensive one. One way is to upgrade the offices' budget, equipment, and manpower to be able to create more programs and campaigns. And encourage community involvement and participation in managing and implementing forest laws.

Lastly, the researcher suggests this structure of communication system in implementing forest laws in which all of the involved parties have interactions and engrossment with dynamic monitoring, feedback, and evaluation activities. The intersecting lines pointing at all four parties signify direct and closed links between each other (Figure 2).

Disclosure statement

The authors declare that they have no competing interests.

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Figures 1 and 2 of the study

Figure 1. Structural Flow of Communication from the Community Environment and Natural Resources Office-Northern Nueva Ecija (CENRO-NNE) to the Community

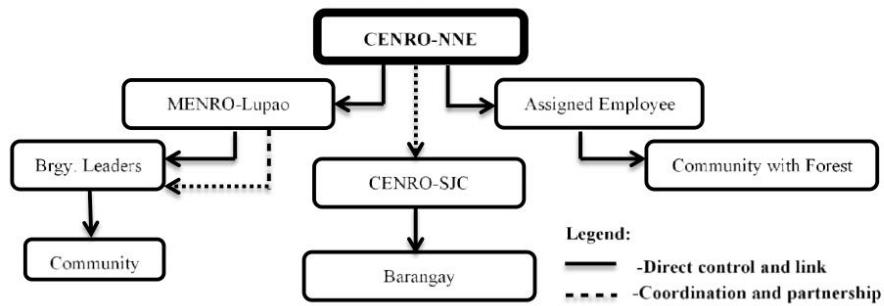
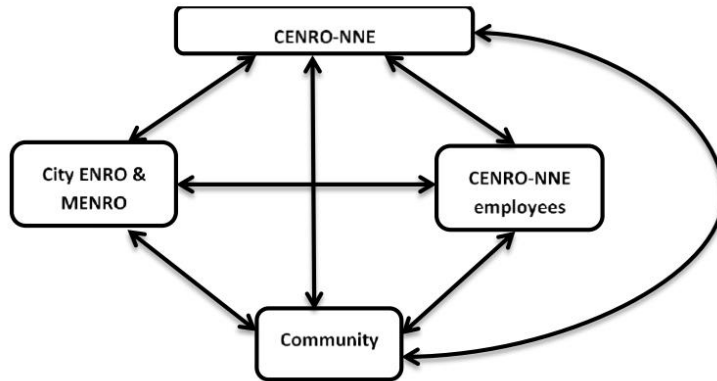


Figure 2. Suggested Communication System/Flow in Forest Laws Implementation



Tables 1 to 13 of the study

Table 1. Profile of the Government Agency Involved in the Forest Law Implementation

Government Agency	Responsibilities	No. of Forestry-Related Programs/Activities	Manpower	Budget	Equipment
Community Environment and Natural Resources Office-Northern Nueva Ecija (CENRONNE)	Develop programs and activities for forest management and forest law implementation Create communication campaigns for info dissemination regarding forest law management Monitor and evaluate communication efforts done for information dissemination Appoints citizens/guards for the forests	2	17	1, 300, 000 Php	Printer Computer Laminator Vehicle Speakers Microphone bulldozer power sprayer
City Environment and Natural Resources Office (CENTRO-SJC)	Create communication campaigns for info dissemination regarding forest law management Monitor and evaluate communication efforts done for information dissemination Appoints citizens/guards for the forests Files complaints and cases of violations Arrests violators Hears cases Files recommendations of guilty or not guilty	8	15	1, 000, 000+ php	Printer Computer Laminator Vehicle Speakers Microphone GPS power sprayer swatters

Municipal Environment and Natural Resources Office (MENRO-Lupao)	Create communication campaigns for info dissemination regarding forest law management Monitor and evaluate communication efforts done for information dissemination Appoints citizen/ guards for the forests Warns violators	3	9	100,000 php	Printer Computer Laminator Vehicle Speakers Microphone grass cutter power spray watch tower bunkhouse
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Table 2. Socio-demographic Profile of the Respondents

Profile	Frequency	Percentage
Age 66-above	2	2.5

54-65	10	12.5
42-53	29	36.25
30-41	25	31.25
18-29 Mean:41.50	14	17.5

Range: 11
SD: 11.95

Sex

Female	49	61.25
Male	31	38.75

Educational Attainment

Elem. Level	5	4.3
Elem. Graduate	13	11.2
High School Level	19	16.4
High School Graduate	26	22.4
College Level	9	7.8
College Graduate	5	4.3
Vocational	3	2.6

Civil Status

Single	8	10
Married	62	77.50
Separated	4	5
Widow/ed	3	3.75
Live in	3	3.75

Occupation

Farmer	25	31.25
Housewife	21	26.25
LGU employee	11	13.75
Entrepreneur	9	11.25
Tricycle Driver	5	6.25
Mechanic	2	2.5
Student	1	1.25
Carpenter	1	1.25
Fast-food crew	1	1.25
Construction worker	1	1.25
STL Operator	1	1.25
Vegetable dealer	1	1.25
Maid	1	1.25

Number of Family Members

1	2	1.7
2	4	3.4
3	18	15.5
4	19	16.4
5	22	19.0
6	7	6.0
7	5	4.3

	8	2	1.7
	10	1	0.90
Monthly Household Income			
Less than 1,000		7	6
1,000-10,000		66	56.90
11,000-20,000		6	5.20
21,000-30,000		1	0.90
Total		80	100

Table 3. Frequency of Media-usage and Exposure

Media	Frequency(n=80)	Mean	Exposure to the Media
TV	69	1.53	four days above in a week
Radio	43	2.80	once a week
Cellphone	64	1.95	2-3 days in a week
Internet	34	3.06	once a week
Newspaper	9	3.88	Not on a weekly basis
Magazine	2	3.98	Not on a weekly basis
Flyer	33	3.39	Not on a weekly basis
Poster	64	2.51	2-3 days in a week
Banner	62	2.69	once a week
Public Announcement	31	3.43	Not on a weekly basis

Table 4. Communication Media-used to Obtain Knowledge in the Forest Laws

Media	Frequency(n=80)	Percentage
TV	55	37.41
Barangay Officials	25	17.00
Public Announcement	16	10.88
Radio	13	8.84
Banner	11	7.48
Poster	9	6.12
DENR employees	9	6.12
Friend	3	2.04
Internet	2	1.36
Neighbor	2	1.36
Organization	1	0.68
School	1	0.68
Total	147	100

Table 5. Language-used in Communication Media to Obtain Knowledge in the Forest Laws

Language	Frequency (n=147)	Percentage
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Filipino	89	60.54
Tagalog-English	47	31.97
Tagalog-Iloco	9	6.12
Iloco	2	1.36
Total	147	100

Table 6. Forest Laws Awareness

Law	Mean	Interpretation
R.A. 9175 (Chainsaw Act of 2002)	1.81	Not aware
P. D. 705 (Forestry Reform Code of the Ph)	2.75	Aware
E.O. 193 (Expanding the NGP)	2.54	Aware
E. O. 23 (Memorandum on cutting down trees)	3.60	Fully Aware
Overall Mean	2.68	Aware

Table 7. Practice and Involvement to the Implementation of the Law

Acts	Frequency (n=80)	Percentage
Follows what the law says	74	92.50
Advocates forest conservation and preservation	74	92.50
Shares to others what the law says	70	87.50
Reports violation of the provisions in the law	67	83.75
Volunteers in managing the forest	50	62.50
Does not let others violate what the law says	38	47.50

Table 8. Communication System of CENRO-NNE

Mediaused	Format	Period of Airing/ Release	Extent of dissemination	Language	Content	Monitoring and evaluation in a Year
TV	Encouraging/ advocating	1 month	municipal/city level	English, Tagalog	PD 705	quarterly

Radio	Plain informational, Warning	12 months	municipal/city level	English, Tagalog	PD 705, EO 193, EO23	quarterly
Cellphone via text messages	Plain informational	Indefinite	personal level	English Tagalog	PD 705, EO 193, EO23	n/a
Internet	Plain informational, Encouraging/advocating	Indefinite	municipal/city level	English Tagalog	PD 705, EO 193, EO23	n/a
Public announcement	Plain informational, entertaining	Once year	a Brgy level	Tagalog	RA 91 75, PD 705, EO 193, EO23	Monthly
Flyers	Plain informational	Once year	a Brgy level	Tagalog, English	RA 91 75, PD 705, EO 193, EO23	Monthly
Poster	Plain informational	Once year	a Brgy level	Tagalog, English	RA 91 75, PD 705, EO 193, EO23	Monthly
Banner	Plain informational	Once year	a Brgy level	Tagalog, English	RA 91 75, PD 705, EO 193, EO23	Monthly
Pamphlet	Plain informational	Once year	a Brgy level	Tagalog, English	RA 91 75, PD 705, EO 193, EO23	Monthly

Technique/ Strategies	Supplementary Materials	Times of Conduct in a year	Audience Composition	Language	Content	Monitoring and evaluation in a Year
Focus Group Discussion	Pamphlet, notes, Flyer, AVP	more than 13	gov't officials, community people, NGOs, schools	English, Tagalog , Iloko	RA 91 75, PD 705, EO 193, EO23	Monthly
Community Visits	none	more than 13	Community people	Tagalog	PD 705, EO 193	Monthly
Meetings	Pamphlet, notes, Flyer, Leaflet	more than 13	gov't officials	English, Tagalog	RA 91 75, PD 705, EO 193, EO23	Monthly

Table 9. Communication System of CENRO-SJC

Media used	Format	Period of Airing or Release	The extent of dissemination	Language	Content	Monitoring and evaluation in a Year
Internet	Plain informational	monthly	municipal/c ity level Brgy level	Tagalog	PD 705, EO 193	Yearly
Flyers	Plain informational , Warning, Encouraging/ advocating	Once year	a municipal/c ity level, Brgy level	English, Tagalog	RA 91 75, PD 705, EO 193, EO23	none
Poster	Plain informational , Warning, Encouraging/ advocating	Once year	a municipal/c ity level, Brgy level	English, Tagalog	RA 91 75, PD 705, EO 193, EO23	none
Banner	Encouraging/ advocating	Once year	a municipal/c ity level, Brgy level	English, Tagalog	RA 91 75, PD 705, EO 193, EO23	none

Public Announcement	Plain informational	indefinite	municipal/city level	Tagalog	PD 705, EO 23	none
Pamphlet	Plain informational, Entertaining, Warning, Encouraging/advocating	Once a year	Brgy level	English, Tagalog	RA 9175, PD 705, EO 193, EO23	none
Signage	Plain informational, Warning	Once a year	Brgy. level	English	PD 705	none
Techniques/Strategies	Supplementary Materials	Times of Conduct in a year	Audience Composition	Language	Content	Monitoring and evaluation in a Year
Forum	Pamphlet, notes	3	community people	Tagalog, Iloko	RA 9175, PD 705, EO 193, EO23	thrice
Meetings	notes	more than 13	gov't officials	English, Tagalog	RA 9175, PD 705, EO 193, EO23	once

Table 10. Communication System of MENRO-Lupao

Mediaused	Format	Period of Airing or Release of info	Extent of dissemination	Language	Content	Monitoring and evaluation in a Year
Flyers	Plain informational, Warning	Yearly	municipal/city level	English, Tagalog	PD 705	twice
Poster	Plain informational, Warning	Yearly	municipal/city level	English, Tagalog	PD 705	twice
Banner	Plain informational, Warning	Yearly	municipal/city level	English, Tagalog	PD 705	twice

Technique/ Strategies	Supplementa ry Materials	Times it of Conduct in a year	Audience Composition	Language	Content	Monitorin g and evaluation in a Year
Focus Group Discussion	none	indefinite	gov't officials, community people	Tagalog	PD 705, EO 193	quarterly
Meetings	notes	more than 13	gov't officials, community people	Tagalog	PD 705, EO 193	quarterly

Table 11. Correlation of the Respondent's Socio-demographic Profile and Communication Characteristics

Profile	Television	Radio	Cellphone	Internet	Newspaper	Magazine	Flyers	Poster	Banner	Announcement
Age	-0.002	-.153	.314**	.478**	-.149	-.007	-.164	.078	.048	.073
Educational Attainment	-.179	.048	-.441**	-.319**	-.145	-.216	-.065	-.016	.032	-.134
Sex	-.007	-.205	.105	-.043	-.149	-.037	.167	.201	.083	-.005
Civil Status	-.072	.106	.079	-.023	-.027	.130	-.130	-.011	-.049	-.071
Number of Family Members	-.010	-.099	-.002	.054	-.019	.042	.146	-.112	-.149	.279*
Monthly Household Allowance	-.169	.203	-.072	-.211	.157	.004	-.085	-.254*	-.186	-.014

Table 12. Correlation between the Respondent's Communication Characteristics, and Awareness and Practice of the Law

	RA 9175	PD705	EO193	EO23	P1	P2	P3	P4	P5	P6
Television	-.017	.008	-.126	.016	.007	.045	.143	.200	.018	.049

Radio	-.183	-.109	.018	.027	-.124	.000	.147	-.066	-.126	-.110
Cellphone	-.083	.075	-.121	.044	.030	.017	.030	.050	.127	.155
Internet	-.015	.175	.145	.071	.056	.085	.137	.238*	.086	.314**
Newspaper	.005	-.068	-.136	-.056	.032	-.129	-.097	-.220	-.053	-.085
Magazine	-.142	-.053	.007	-.106	-.046	-.061	-.046	.071	.041	-.008
Flyers	-.067	-.179	-.030	-.178	.020	-.055	-.166	-.134	-.181	-.056
Poster	-.076	.005	-.183	-.128	.161	.172	-.153	-.062	-.046	-.013
Banner	-.072	.075	-.076	-.125	.236*	.176	-.107	.043	-.105	-.094
Public Announcement	.027	-.112	.113	.192	-.026	.058	.032	-.187	-.103	-.005

P1-Follows what the law says

P2-Shares to others what the law says

P3-Advocates forest conservation and preservation

P4-Reports violation of the provisions in the law

P5-Volunteers in managing the forest

P6-Does did not let others violate what the law says

Table 13. Implementation of Forest Laws among the 3 Offices

	Ecija (CENRO-NNE)	(CENRO-SJC)	(MENRO-Lupao)
1. Assignment of forest rangers in the forest vicinity	Yes, guards	Yes	Yes
2. Assignment of barangay officials as guards in the forest vicinity	No	Coordinates barangays	toNo
3. Assignment of volunteers in the forest vicinity	Yes	Yes	Yes
4. Reportage of violation from citizens and officials	Yes	Yes	Yes
5. Number of violations in a year	2	16	5
6. Number of violations per forest law	1 for PD 705 1 for EO 23	16 in some provisions of PD 705	3 for PD 705 2 for EO 23

7. Number of people apprehended	2	16	3
8. Specific forest laws violated	PD 705, EO 23	PD 705	PD 705, EO 23
9. Sanctions are given to violators.	Not covered	Fined, imprisoned, Monitored (restraining order)	Reprimand and warned surrender wood
