

Social Communications for Peace building

(Peace Advocacy)

Increasing Understanding on the Peace Process (Comprehensive Agreement on the Bangsamoro; Bangsamoro Basic Law; BM Transition Process)

- be clear on the message that would be disseminated
- Message in general would be on reducing prejudices (addressed to general public) and encourage cooperation and transparency (addressed to GPH and MILF)
- use media to lobby suggestions/inclusion in the BBL in areas affected by Bangsamoro directed to the policy makers and drafters

Increasing Participation in the Peace Process

(BBL consultations, Plebiscite, BM elections, transitional bodies)

- - participate in public hearing of the Bangsamoro Basic Law and Participate in Referendum (education/ increase awareness on what one is saying yes or no)
- - *“alamin ang proseso, makialam sa proseso, makibahagi sa proseso” (know, engage and participate)*

Suggested Reporting and Sharing Mechanism (to work with ECID)

- -Each diocese would come up with their own materials (30 sec. sound bites) and tap ADDU's communication department to produce a 30 second audio (3 audios-1 per annex sets in different dialects to be disseminated in radio station. (THE MESSAGE SHOULD BE CLEARED WITH LOCAL BISHOPS)
- Utilize Facebook and Youtube- produce a 3min video, 1 annex-1 video for netizens