



Republic of the Philippines  
**Department of Education**  
REGION VIII - EASTERN VISAYAS

April 12, 2021

**OFFICE MEMORANDUM**

No. **133**, s. 2021

To: Schools Division Superintendent  
(Division of Northern Samar)  
OIC-Chief, CLMD  
All Others Concerned

**PARTICIPATION TO THE ONLINE WORKSHOP FOR THE DESIGN OF THE ALTERNATIVE LEARNING SYSTEM COMMUNICATION FOR DEVELOPMENT (ALS C4D) STRATEGY IN THE CONTEXT OF COVID-19**

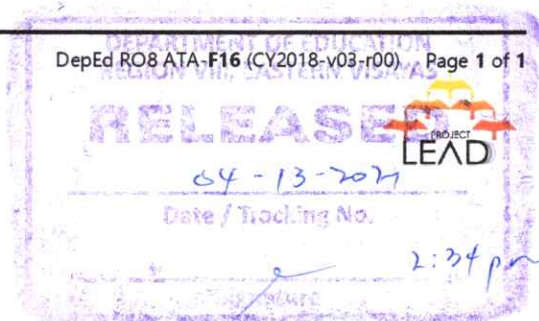
1. Attached is an official letter from the Plan International re: Online Workshop for the Design of the Alternative Learning System Communication for Development (ALS C4D) Strategy in the Context of COVID-19 on April 12-14, 2021 via Zoom Meeting.
2. The identified participants are required to furnish a copy of the outputs to the Regional Office through email at [clmd.region8@deped.gov.ph](mailto:clmd.region8@deped.gov.ph) cc [alfredo.cafe@deped.gov.ph](mailto:alfredo.cafe@deped.gov.ph) within a week after the workshop.
3. Other details relative to the activity are stipulated in the above-mentioned communication.
4. Should there be queries, Mr. Alfredo P. Cafe, EPS, CLMD, Regional ALS Focal Person, can be reached at [alfredo.cafe@deped.gov.ph](mailto:alfredo.cafe@deped.gov.ph).
5. Immediate dissemination of and compliance with this Memorandum are desired.

**MA. GEMMA MERCADO LEDESMA**  
Regional Director

CLMD-APC



Government Center, Candahug, Palo, Leyte  
(053) 832-2997 | [region8@deped.gov.ph](mailto:region8@deped.gov.ph)  
**ISO 9001:2015 Certified**





**Plan International  
Philippines**  
4/F Bloomingdale Bldg.  
Salcedo St. Legaspi Village.  
Makati City, Metro Manila

Mobile: +63 910 4071 194  
Glenna.Paraan@plan-international.org  
www.plan-international.org/philippines

March 30, 2021

**MS. MA. GEMMA MERCADO LEDESMA**

Regional Director  
Government Center, Brgy. Candahug,  
Palo, Leyte, Region VIII

Dear **Ms. Ledesma**,

Greetings to you and to your good office!

The Alternative Learning System (ALS) Program a parallel education system of the Department of Education (DepEd), provides an opportunity for those who do not have or cannot access formal education. Over the years, enrolment to the ALS has seen an increase. However with varying degree of community quarantine being implemented across the country due to the COVID-19 pandemic, restricting mobility and limiting gatherings, the ALS enrolment rate reported a drop of below 50% as compared to the previous years.

In partnership with the UNICEF and the Department of Education, Plan International Philippines through the Creation of a Communication for Development Strategy for ALS Learners (ALS C4D) Project seek to explore the challenges of out-of-school youths and adults' learning continuity and develop a communication strategy on how to address these issues while ensuring the safety and well-being learners.

From March 4-9, 2021, Plan conducted a validation study in Northern Samar in coordination with Plans local partners, DepEd and UNICEF. The study made use of focus group discussions, key informant interviews and document reviews as methods to gather information on the situation and challenges of out-of-school youths d adults' learning continuity in the ALS program. The results of the validation study will inform the C4D ALS Strategy to be designed for Northern Samar.

In line with this, we are inviting you to participate in an online workshop on April 12-14, 2021 for the design of the C4D ALS Strategy in the context of COVID-19. We are hopeful for the participation of the DepEd Division Office of Northern Samar, ALS implementers, local government representatives, community representatives, Youth Organization and UNICEF.

The overall aim of the C4D-ALS Design Workshop is to provide the project stakeholders with an overview of the C4D development process and engage them in a participatory process of designing a culturally-appropriate and age-and gender-responsive ALS C4D strategy that will be applied in their localities. In particular, this activity aims to:

1. Present the initial findings of the validation study to project stakeholders ad gather insights; and
2. Develop a context-specific communication strategy for ALS learners. This includes objective-setting, creating key messages, identifying communication channels and creative materials, and developing a monitoring and evaluation plan.

We truly appreciate your continued support for the C4D ALS project. We are hoping for your participation in the upcoming design workshop to be conducted for three half day sessions via Zoom. Please see the attached document for the program of the activity. The link to the meeting will be shared upon confirmation of participation.

For further information about us and the program, we may be reached through our Community Development Facilitator, Diana Mahinay with mobile number +63 954091337and email address [Diana.Mahinay@plan-international.org](mailto:Diana.Mahinay@plan-international.org). I may also be reached through my mobile number +63 9171038993 and email address [Emilio.Paz@plan-international.org](mailto:Emilio.Paz@plan-international.org).

Very truly yours,



Alfredo Cafe <alfredo.cafe@deped.gov.ph>

## ALS C4D Project

Tue, Apr 6, 2021 at 5:51 PM

Mahinay, Diana <Diana.Mahinay@plan-international.org>

To: "region8@deped.gov.ph" <region8@deped.gov.ph>

Cc: "Talaogon, Ronald" <Ronald.Talaogon@plan-international.org>, Alfredo Cafe <alfredo.cafe@deped.gov.ph>, "Detros, Katharine" <katharine.detros@plan-international.org>, "Dequito, Roda" <Roda.Dequito@plan-international.org>, "Paraan, Glenna" <Glenna.Paraan@plan-international.org>, "Paz, Emilio" <Emilio.Paz@plan-international.org>

First of all, we would like to thank you and the DepEd Regional Office for your support in the validation research. It would have been impossible without the coordination and assistance with Sir Alfredo Cafe and his team given the short amount of time we had to conduct the activities. We, the Plan team, truly appreciate your continued support for the C4D ALS project.

Currently, we are in the process of consolidating all the information gathered from the document reviews, key informant interviews and focus group discussions. Upon completion, we will be providing you a copy of the summary of initial findings. This will inform us on the ALS C4D Strategy to be designed for the pilot municipalities in Northern Samar namely: Las Navas, Catubig, San Roque, Catarman and Lope de Vega.

**In line with this, we are formally inviting you to the online workshop on April 12-14, 2021 for the design of the ALS C4D Strategy in the context of COVID-19. We are hopeful for the participation of the DepEd Central Office, DepEd Regional Office of Eastern Visayas, DepEd Division Office of Northern Samar, ALS implementers, LGU representatives, community representatives, and UNICEF. In addition, we would like to inform you that we will also request the participation of the following persons from the Department of Education:**

1. Regional ALS Focal Person – Mr. Alfredo P. Cafe
2. SPES, EPS, CLMD - Dean Ric M. Endriano
3. Schools Division Superintendent - Dr. Gorgonio G. Diaz Jr.
4. EPS II ALS Supervisor – Ms. Nelida M. Lobos
5. Senior Education Program Specialist – Mr. Rudel C. Lutao
6. Education Program Specialist ALS – Ms. Eva A. Baldoza
7. DALSC – Mr. Jonard D. Beconia
8. DASLC – Mr. Jay Romulo C. Alaras
9. Mobile Teacher – Mr. Alliser T. Pedong
10. Mobile Teacher – Mr. Adrian Lectana

The overall aim of the C4D ALS Design Workshop is to provide the project stakeholders with an overview of the C4D development process and engage them in a participatory process of designing a culturally appropriate and age- and gender-responsive ALS C4D strategy that will be piloted in Angeles City.

We are hoping for your participation in the upcoming design workshop. We believe that your insights and expertise will greatly help us on the C4D ALS project. We look forward to working with you.

Attached herewith are the formal invitation to the activity and the workshop program. The activity will be conducted for 3 half-day sessions via Zoom. For any questions or concerns, please do not hesitate to contact me.

Again, thank you so much.

Diana R. Mahinay  
Community Development Facilitator  
Northern Samar, NSPA  
ALS C4D Project  
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English Campaign Tag

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# CREATION OF A COMMUNICATION FOR DEVELOPMENT STRATEGY FOR ALS LEARNERS PROJECT DESIGN WORKSHOP

**NORTHERN SAMAR | APRIL 12-14, 2021**

The overall aim of the C4D-ALS Design Workshop is to provide the project stakeholders with an overview of the C4D development process and engage them in a participatory process of designing a context-specific ALS C4D strategy that will be applied in their localities. In particular, this activity aims to:

- a. Present the initial findings of the validation study to project stakeholders and gather insights; and
- b. Develop a context specific communication strategy for ALS learners. This includes objective setting, creating key messages, identifying communication channels and creative materials, and developing a monitoring and evaluation plan.

## PROGRAM | DAY 1

**9:00 - 9:15 AM**

Introduction of participants  
National Anthem  
Prayer

**9:15 - 9:25 AM**

**Welcome Remarks**  
Ryan Lander  
Deputy Country Director for  
Programme, Plan International

**9:25 - 9:35 AM**

**Opening Message**  
Asec. G.H Ambat  
Department of Education  
Assistant Secretary for ALS

**9:35 - 9:45 AM**

**Opening Message**  
Katrina Eborá  
Communication for Development  
Specialist, UNICEF

**9:45 - 10:00 AM**

**Expectation setting  
and workshop overview**

**10:00 - 10:20 AM**

**ALS C4D Project Updates**

**10:20 - 10:30 AM**

**Break**

# PROGRAM | DAY 1

**10:30 - 11:00 AM**

**C4D STEP 1: Data Collection and Analysis**

Presentation of the design of the validation study and its key findings

**11:00 - 11:15 AM**

Feedback / Q&A Session

**11:15 - 11:45 AM**

**Session 1: How to develop SMART Objectives?**

Followed by a workshop on objective setting (breakout groups)

**11:45 AM**

Lunch/End of Day 1

# PROGRAM | DAY 2

**09:00 - 09:30 AM**

**Workshop 1 Outputs**

Sharing of outputs and  
Feedbacking (Plenary session)

**09:30 - 09:45 AM**

Gender Inclusion in  
communication

**09:45 - 10:00 AM**

Safeguarding in  
communication initiatives

**10:00 - 10:15 AM**

Break

**10:15 - 10:45 AM**

**STEP 2: Strategic Design**

Session 2: How to craft key messages,  
identify communication channels and  
creative materials

**10:45 - 11:50 AM**

Workshop 2: Crafting of key  
messages, identifying communication  
channels and creative materials

**11:50 - 12:00 NN**

Wrap-up/End of Day 2

# PROGRAM | DAY 3

**09:00 - 09:30 AM**

**Workshop 2 Outputs**

Sharing of outputs and Feedbacking (Plenary session)

**09:30 - 10:00 AM**

**Session 3: Monitoring and Evaluation**

**10:00 - 10:15 AM**

**Break**

**10:15 - 11:40 AM**

**Workshop 3: Developing the M&E Plan for the C4D Strategy**

**11:40 - 11:50 AM**

**Wrap Up/Next steps:**

- Review of the C4D Process/Steps
- Present the timeframe of next activities

**11:50 - 12:00 NN**

**Closing Message**

Director Marilette Almayda, Director ALS  
TF Members

DepEd Regional Focal Person

Closing Remarks