

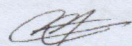


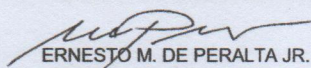
PUBLICITY AND INFORMATION, EDUCATION, AND COMMUNICATIONS PLAN

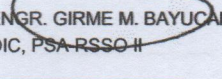
Region/Province: II

Activity (1)	Target		Indicative Budget (4)	Remarks (5)
	Date (2)	Place (3)		
Rental Space for Billboard (10 meters x 7 meters)	Aug. 1, 2023	Sept. 30, 2023	300,000	50,000 per month for 2 months in a strategic place in 3 provinces (Cagayan, Isabela and Nueva Vizcaya) and
Tarpaulin (10 x 7 meters)			12,398	P59.04/sqm of tarpaulin X 70 sqm x 3 pcs
Acrylic Paper Weight (12mm thick, size 4.5 x 5.0 inches)	Aug. 1, 2023	Sept. 30, 2023	87,000	All RSSO II staff, 3 per CAF-TWG member agencies (RD, Permanent and Alternate Representatives)
Wooden Pen and Phone Holder			145,000	All RSSO II staff, 3 per CAF-TWG member agencies (RD, Permanent and Alternate Representatives)
Armsleeve Protection (1 Pair)			37,500	All RSSO II Staffs
Hanging of streamers	Jul. 1, 2023	Sept. 30, 2023	5,000	in 5 strategic area in the Regional Government Center
Conduct of Press Launch	Aug. 31, 2023	Aug. 31, 2023	150,000	Includes participants from RLAs
CAF Dance Video Contest among RLAs during Flag Raising	June 1, 2023	Sept. 30, 2023	15,500	To be submitted by RLAs within Aug. 14-31, 2023 (1st Prize=7,500; 2nd Prize=5,000; 3rd Prize=3,000)
Total			752,398	

Prepared by:
Position/Designation:
Date:


MARY JANE C. CABAUTAN
Supervising Statistical Specialist
May 10, 2023

Reviewed by: 
ERNESTO M. DE PERALTA JR.
Position/Designation: OIC-SOCD
Date: _____

Noted: 
ENGR. GIRME M. BAYUCAN
Position/Designation: OIC, PSA RSSO II
Date: _____