



Pedro M. Trinidad, Jr.

Cortes Pride Campaign

Burgos and Uba Marine Protected Area



Burgos and Uba Marine Protected Area

A Covenant

We, the Cortes Marine Protected Areas Steward, believed that real food security and development can only be achieved by sustainably managing, preserving, conserving and protecting our marine resources for the present and future generation through social marketing, people's participation, strengthening the management and enforcement of laws of the marine protected areas.

In witness hereof, we affixed our signature this 7th day of December in the year of our Lord 2010 in the municipality of Cortes, Surigao del Sur Philippines.



Campaign Strategy

Burgos and Uba Marine Protected Area

| Target Audience | Behavior Change |
|--------------------------|---|
| TA -1 Fishers | Stop Fishing within the MPA |
| TA-2 Community Residents | Reporting |
| TA-3 LGU Employees | Promotion of MPA related activities to friends & Family Members |

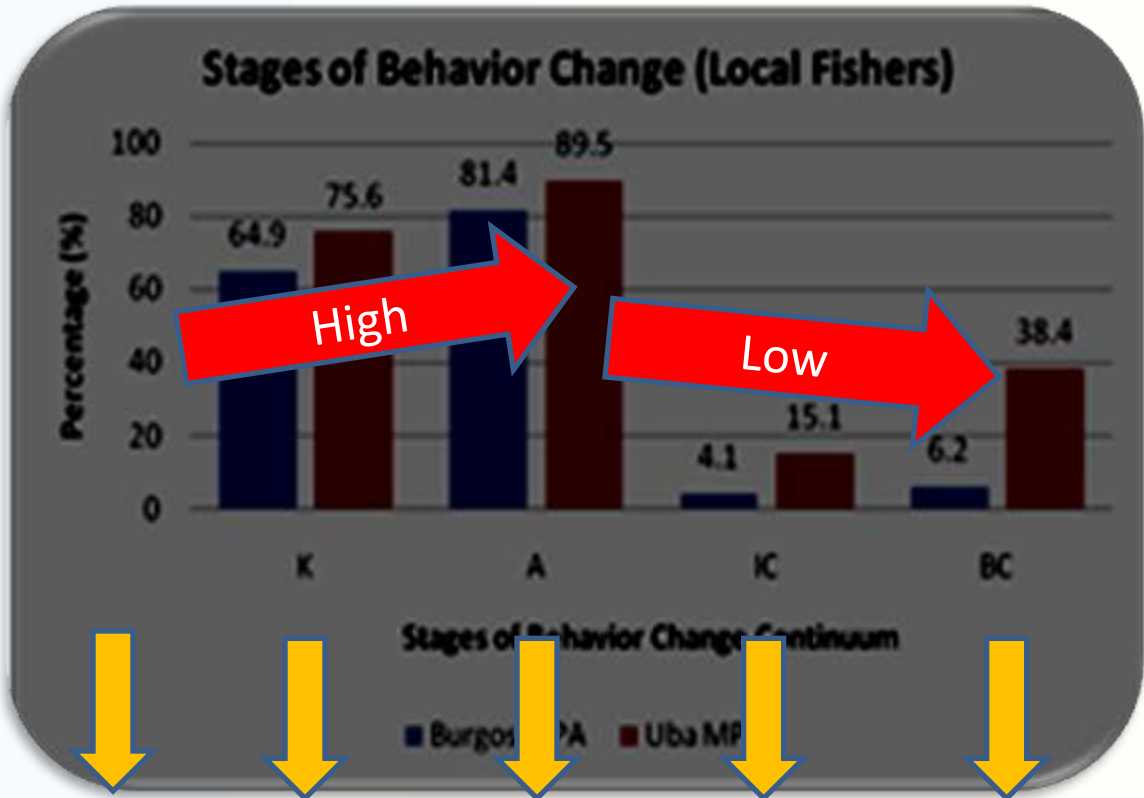


Campaign Strategy

KAP



MPA Rating

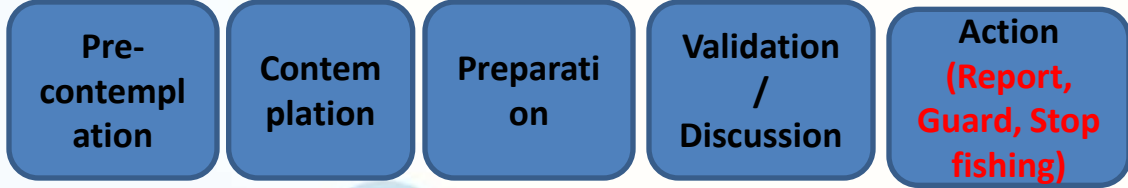


★ Fishing effectively stopped inside the sanctuary zone [Ang panagat sulod sa MPA nag-unong na]

★ Illegal and destructive fishing reduced outside of MPA [Ang illegal ug makadaot na panagat mikunhod gawas sa MPA]

PCRA/MERF

3 kgs. Average fish catch



Passive

K
Knowledge

A
Attitude

IC
Interpersonal communications

BR
Barrier Removal

BC
Behavior Change

TR
Threat Reduction

CR
Conservation Result

Conservation Goals:

- 10% increase fish biomass,
- 2 % hard coral cover
- Perceived higher Fishers fish catch

Burgos and Uba Marine Protected Areas

Social Marketing Strategies



Burgos and Uba Marine Protected Areas

Social Marketing Strategies



Burgos and Uba Marine Protected Areas

Conservation Strategies



24/7 MPA Guarding



Theory of Change, Results, and Critical Analysis

K

Knowledge

| Uba Fishers | | | | |
|-------------|------|--------|------|---------------|
| TOC | Pre | Target | Post | Attained (pp) |
| K | 69.8 | 89.8 | 98.2 | 28.4 |



Theory of Change, Results, and Critical Analysis

A
Attitude

| Uba Fishers | | | | |
|-------------|------|--------|------|---------------|
| TOC | Pre | Target | Post | Attained (pp) |
| A | 79.6 | 82.6 | 98.8 | 19.2 |



Theory of Change, Results, and Critical Analysis

IC

Interpersonal communications

| Uba Fishers | | | | |
|-------------|------|--------|------|---------------|
| TOC | Pre | Target | Post | Attained (pp) |
| IC | 14.3 | 34.3 | 52.4 | 38.1 |



Theory of Change, Results, and Critical Analysis



| Uba Local Fishers | | | | |
|-------------------|------|--------|------|---------------|
| TOC | Pre | Target | Post | Attained (pp) |
| BR | 71.8 | 75.8 | 93.3 | 21.5 |



| Uba | Pre | Target | Post |
|--------------------|-----|--------|------|
| Deputy Fish Warden | 15 | 30 | 40 |

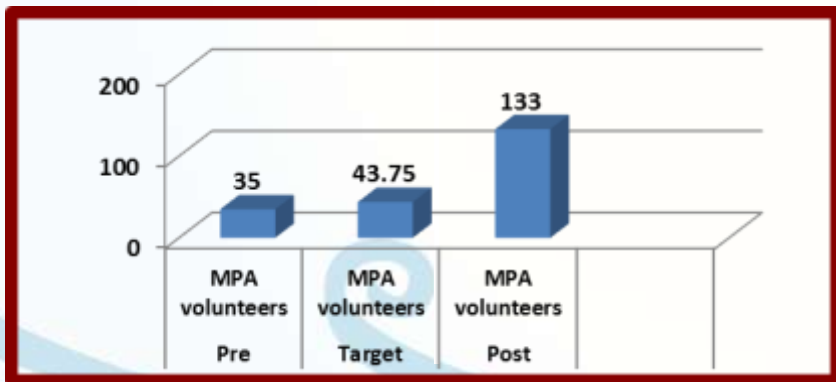


Theory of Change, Results, and Critical Analysis



| Uba Fishers | | | | |
|-------------|-----|--------|------|---------------|
| TOC | Pre | Target | Post | Attained (pp) |
| BC | 38 | 63 | 93.3 | 55.3 |

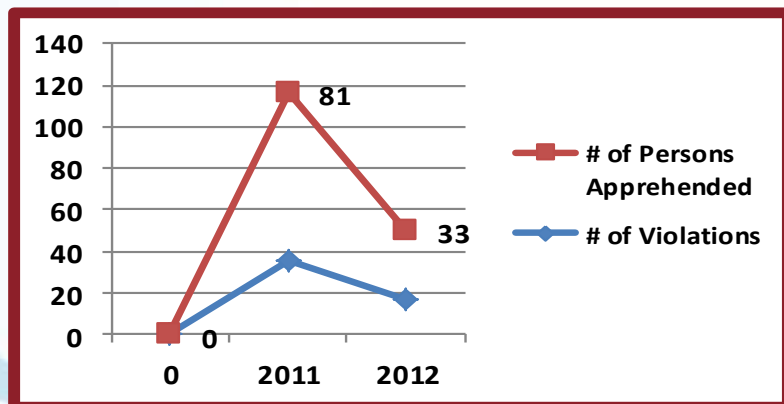
| Uba | | | |
|--------------|----------|----------|----------|
| | Pre | Target | Post |
| | days/mo. | days/mo. | days/mo. |
| MPA Guarding | 15 | 25 | 30 |



Theory of Change, Results, and Critical Analysis

TR
Threat Reduction

| TOC | PRE | TARGET | POST |
|-----|------|--------|------|
| TR | 14.6 | 4.6 | 0 |

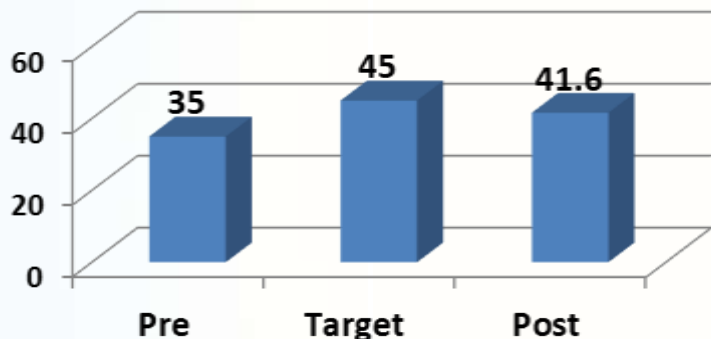


Theory of Change, Results, and Critical Analysis

CR

Conservation Result

CR-Uba Fishers



| | Pre | Target | Post |
|-------------|------|--------|------|
| Biomass | 5.3 | 5.83 | 8.9 |
| Coral Cover | 44.1 | 44.9 | 31.2 |

Bright Spots and Areas of Improvement

Women & 4 P's Guarding the MPA



Radio Program



2009

Bright Spots and Areas of Improvement

HOW WAS IT? HOW CAN WE DO BETTER?

School Bus Painting



2009

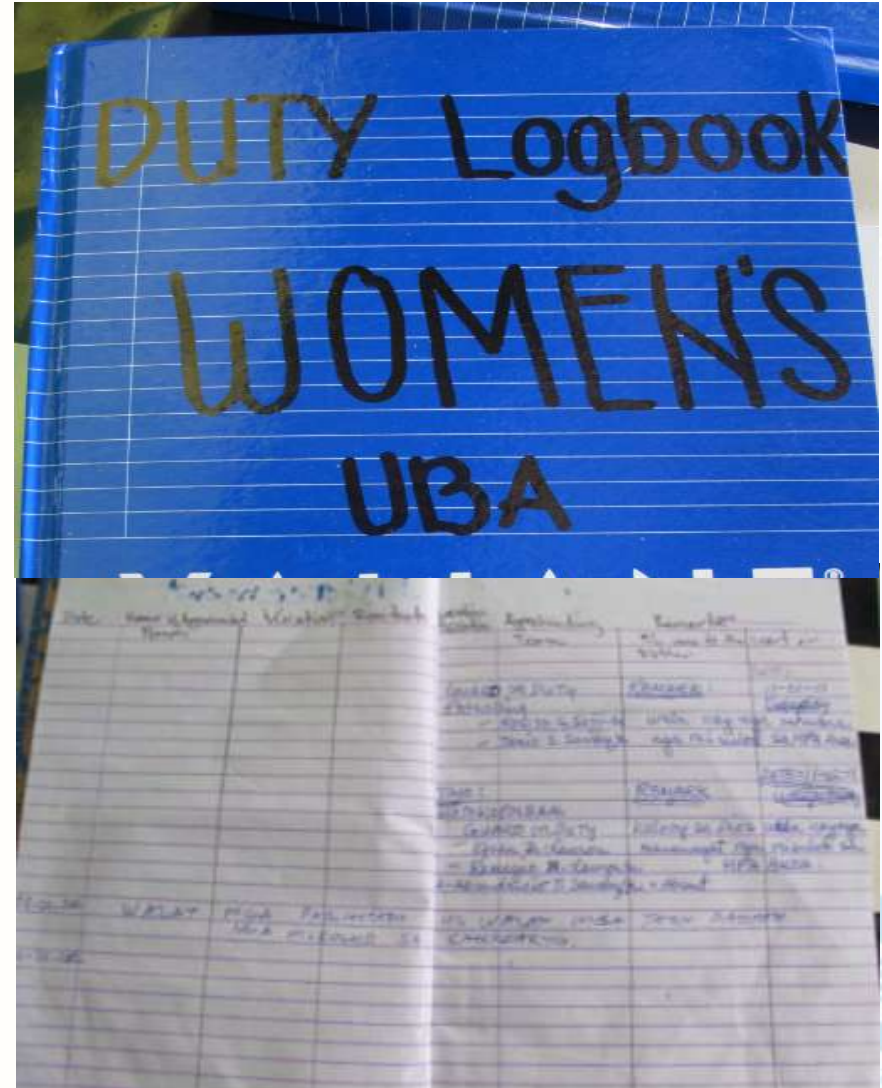
Billboard with landscaping



Areas of Improvement

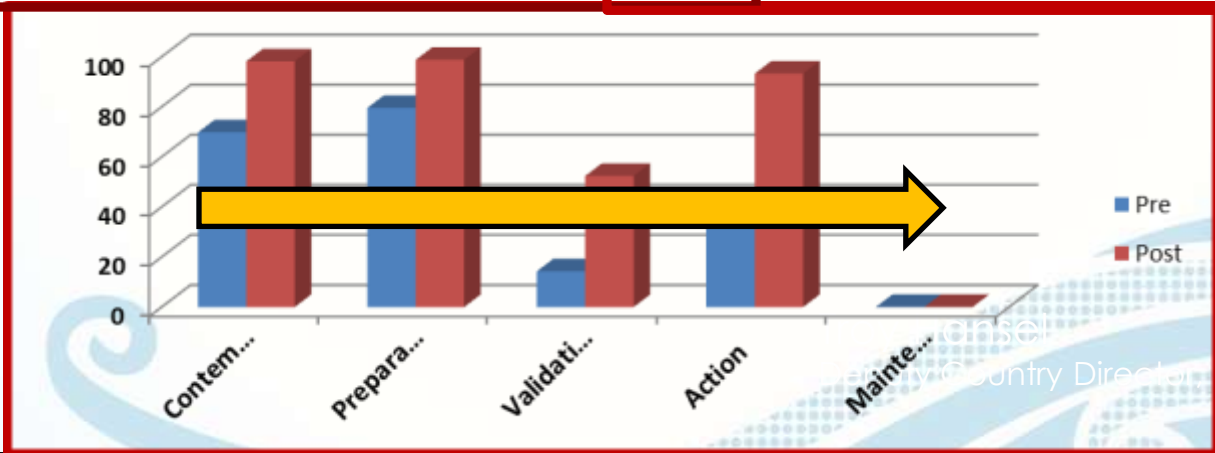
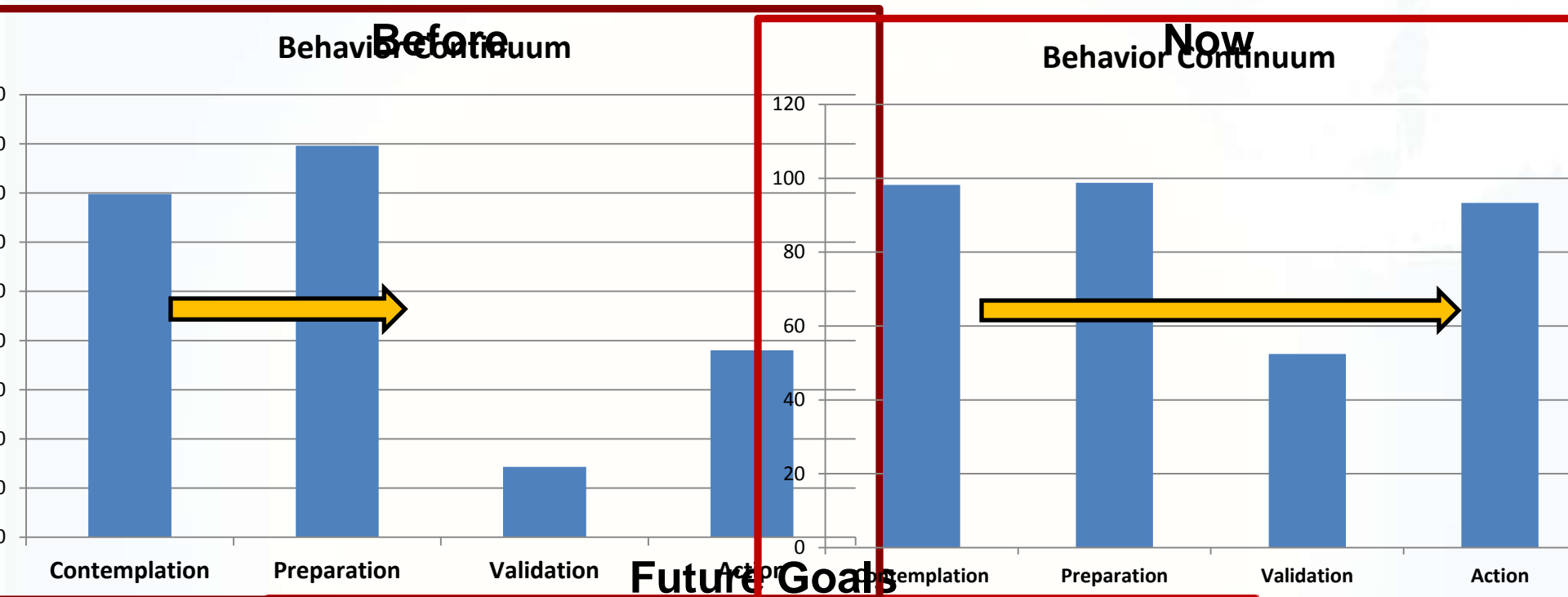
HOW WE CAN IMPROVE OUR PROTECTION

1. Enforcement System (Reports recording)
2. Documentation of best practices



2009

Where Are We Now/Future Goals



1. Adopt and Implement the
MPA Management
Sustainability Plan

=

Yehey!

2. Apply for Alumni Program

FISH FOREVER

3. Replicate to other MPA's

Lessons learned:

1. Strong Political
2. Good Social Marketing = Community Buy in

Daghang Salamat

