

ACCOMPLISHMENT REPORT
IATSS Forum Alumni Philippines
2011-2013

by Enrica Esmero, President

Puppetry for environmental awareness and traffic safety education

It has been observed that children, particularly school children, face higher risks of getting into traffic-related accidents nowadays. This risk becomes significantly higher when they are not educated as to the simplest of their everyday tasks, such as crossing the street properly. Meanwhile, puppetry is deemed to be one of the most appropriate forms by which children could be educated because of its ability to both entertain and engage the audience. Thus, the past set of officers decided to collaborate with Wanlu (Juancho Lunaria), of "Talentadong Pinoy" fame, to help push for its advocacy in educating kids about environmental concerns and traffic safety.

The organization has been holding shows by Wanlu during the Cultural Center of the Philippines' (CCP) annual "Earth Day" celebration (usually held every April). The environmental awareness module was presented in the 2011 run, while an updated version incorporating traffic safety was showcased in early 2012. Two shows were sponsored each for 2011 and 2012, where a total of about 400 people have already watched these shows, mostly schoolchildren, parents and teachers from different schools in Metro Manila.

For 2013, a collaboration with the Polytechnic University of the Philippines' (PUP) College of Communication is currently being implemented. Selected values education classes this summer are undertaking puppetry education projects for traffic safety and environmental awareness. The students are now in the process of preparing proposals for their puppetry projects. Viable projects that meet the criteria of IATSS Forum Alumni Philippines will be provided with subsidies to support their respective show productions. For their culminating activity, these puppetry projects will be presented to students a community day care center, a public elementary school or selected out-of-school youth of a barangay/village (to be determined later).

Music video festival

Social marketing is also seen as one way to increase awareness for the organization's advocacies on traffic safety and environmental awareness. To this end, it has supported the Polytechnic University of the Philippines (PUP) College of Communication (COC), through the BroadCircle (a student organization), for the staging of its music festival last May 2012. A total of 10 music videos and 10 posters were produced. These tackled environmental issues and problems regarding traffic safety.

Blue ribbon committee manual

For the first time, a blue ribbon committee manual was drafted and approved by the organization. This shall guide the blue ribbon committee in monitoring and evaluating not only the group's activities as a whole, but the actions and behaviors of individual members as well.

Ones Cuyco, incumbent Auditor and concurrent head of the blue ribbon committee, drafted the said manual.

Volunteer service for Hospicio de San Jose

The organization engaged in volunteer service for its last activity for the past term. Art workshops were held for four Saturdays last May 2012 for the children at Hospicio de San Jose in Manila. This was done in cooperation with the Arts Education Department of the CCP and was originally conceptualized by Lyle Raquipiso. Alumni members acted as facilitators for the said workshops. This activity aimed to help the children deal with certain conditions and psychological traumas through art expression.

IATSS Japan sponsors Campus Eco-Action Project in Davao City

The University of Southeastern Philippines (USEP) in Mintal, Davao City, Philippines has successfully launched the Campus Eco-Action project on March 2, 2012. The activity was highlighted by booth exhibits; essay writing, poster making, and recycling contests; symposia on water and electricity conservation, and workshops on paper and plastic recycling; and the signing of memorandum of agreement by and between USEP and its collaborators.

The project is made possible by the grant awarded by the International Association for Traffic and Safety Sciences (IATSS) Forum based in Suzuka, Japan to Professor Mervin G. Gascon, a delegate during the 48th IATSS Forum, held last September to November 2011 in Japan.

The project was composed of two major components, namely: 1) 3R for 3G: A Reduce, Reuse and Recycling Campaign and 2) Mottainai!: Electricity and Water Conservation Campaign. These projects targeted an estimated 2,000 youth including elementary schoolchildren in Davao City as beneficiaries.

“Mottainai!: Let’s us do some fun, creative and innovative ways to manage our resources” is this year’s theme. It is dubbed to drumbeat the model in which the projects were conceptualized—to maximize the use of resources. *Mottainai* is a Japanese word that means “what a waste!” usually used as an interjection to mean that something is valuable but neglected.

The projects were developed by the students of Prof. Gascon in BS in Public Administration and BS in Community Development programs of the College of Governance and Business in the Mintal Campus. The students got to apply the theories and concepts they have learned from the class in project management to the actual practice. They will be the prime movers too during the roll out of these projects to the communities within the whole month of March 2012.

Local partners for the projects include the Davao City Water District (DCWD), Davao Light and Power Company, Watershed Management Youth Council and the Association of Pollution Control Officers in Mindanao. These organizations further enlarge the scope of the projects. As a matter of fact, DCWD partners with USEP through Prof. Gascon’s grant from IATSS Forum

Japan for the Youth Eco-Camp, Recycle Band Competition, and Tree Planting along Malagos and Tamugan Watersheds in Davao City.

The USEP Project Team, headed by Prof. Gascon, is composed of Dr. Emilia P. Pacoy, Assistant Coordinator for Community Eco-Action; Dr. Danilo B. Pacoy, Assistant Coordinator for Campus Eco-Action; and Prof. Analiza P. Aguilar, in-charge of Finance.

Philippine alumni take a stand for clean and peaceful elections

The association made its own efforts to advocate for clean and peaceful elections by becoming one of the main collaborators for “Run for Honest, Orderly and Peaceful Elections (HOPE)”, held last April 28. This was organized by the University of the Philippines’ National College for Public Administration and Governance Alumni Association (NCPAGAA). Almost 150 participants from 12 government agencies took part in the said fun run to promote and engage the public to do their part in the orderly implementation of the country’s national elections, to be held this coming May 13.