A Case of Participatory Communications: Bridging Leadership in Mindanao Through Fostering Youth Communications in the Forest

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To nurture a generation of Mindanao leaders grounded on their indigenous culture while finding equity and meaning in engaging with a global culture.
Communication Principles:

- Communication methods should draw from cultural tradition and practices.
- Communication channels should foster learning and sharing of experiences and aspirations.
- Communication approaches should capacitate and challenge the youth to actively take part in the process of ensuring human security and sustainability of natural resources for ecological services and food security.
Communication should be used as a tool for strengthening cultural relationships, education and understanding the science of creation.

Engagement and way of communicating with youth need to happen through living and accompaniment.
COMMUNICATION THEMES:

- Cultural Identity strengthening
- Environmental stewardship
- Assisted natural regeneration
- Water resource management
- Agroforestry
- Culture of Peace
- Capacity and role of youth
- Strengthening local government relations
- State Laws, Policies and Programs affecting communities
COMMUNICATION CHANNELS

- HULAS (Pulangiyen cultural word of Training)
- Bentela daw Sayuda (visiting and sharing)
- TAPOK (youth gathering)
- Assisted Natural Regeneration (ANR)
- Water Resource Management Program
- Agro-Forestry and Farm Production
Communication Outcomes and Lessons

* Changes behavior and perceptions
* Creation of dialogue and promotion of ownership
* Effective engagement with stakeholders
Communication Materials

**Target Audience: Youth in Upper Pulangi mountain range, Mindanao**

- Hulas T-Shirts
- Hulas training modules
- Duma

**Target Audience: People living in city centers**

- Bendum Newsletter (circulated in English via email to young professionals; relevant government agencies; program sponsors)
- Forest Faces (print and web publication, English)
- Learning Sustainable Life (print publication, English)
- Culture-Based Education Monograph with the Department of Education

**Target Audience: National and International public (via web)**

**Program description:**

- Bentela daw Sayuda events:
  - http://essc.org.ph/migrate/view/780/44/#more-2550

Hulas reflection sessions and results monitoring:

Tapok and related events and stories:
- Bridging the Gap, a 20-minute documentary film: described in http://apc.essc.org.ph/index2.php?option=com_content&do_pdf=1&id=7; available on youtube
- https://www.youtube.com/watch?v=vBmQFylewdc (Part 1);
- https://www.youtube.com/watch?v=H4_oftaGbOY (Part 2)
THANK YOU!

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