

“When Out Is In”: Community Mobilization through Social Marketing in Nearshore Fisheries in Panabo City, Mindanao Island, Philippines

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Abstract

A pride campaign in Panabo City was implemented from 2012 to 2014 to inspire local fishers to change their behavior so that they will use only the allowed fishing gear, hook and line in buffer zone and fish only outside the no-take zone to reduce the threats and preserve coral cover and fish population in Cagangohan Fish Sanctuary. The Rare's Theory of Change (TOC), hypothesis and impact assessment framework were used in the study. The analysis involved evaluation of social marketing and barrier removal strategies using quantitative (KAP) and qualitative (Non-KAP) data during pre and post campaign. Thirty five social marketing and 30 barrier removal activities were conducted that were complemented with 30 social marketing materials. The results of the campaign are as follows: increased level of fishers' knowledge on fish sanctuary location, rules and regulations, and MPA benefits; increased level of fishers' belief that non-compliance of rules and regulations results in the decline of fish populations and on MPA benefits; increased level of fishers' interpersonal communication on fish sanctuary location, rules and regulations and MPA benefits; increased MPA management effectiveness from level 0 to level 2; behavior change and decreased intrusion into the no-take-zone, and use of non-allowed fishing gear in buffer zone; and the preservation of coral cover and fish biomass. The increase in desired behavior has reduced the threats to fish sanctuary but did not increase coral cover and fish population as the expected conservation result. However, a strong capacity and constituency was established during the campaign implementation that needs to be sustained in year 3 and beyond.