Pedro M. Trinidad, Jr.

Cortes Pride Campaign
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

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>Behavior Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>TA-1 Fishers</td>
<td>Stop Fishing within the MPA</td>
</tr>
<tr>
<td>TA-2 Community Residents</td>
<td>Reporting</td>
</tr>
<tr>
<td>TA-3 LGU Employees</td>
<td>Promotion of MPA related activities to friends &amp; Family Members</td>
</tr>
</tbody>
</table>
**KAP**

- **Pre-contemplation**
- **Contemplation**
- **Preparation**
- **Validation / Discussion**
- **Action** (Report, Guard, Stop fishing)

**MPA Rating**

- Fishing effectively stopped inside the sanctuary zone [Ang panagat sulod sa MPA na tunong na]
- Illegal and destructive fishing reduced outside of MPA [Ang illegal ug makadaot nga panagat mikunhod gawas sa MPA]

**PCRA/MERF**

3 kgs. Average fish catch

**Stages of Behavior Change (Local Fishers)**

- **K**
  - Pre-contemplation
  - Percentage: 64.9%
- **A**
  - Contemplation
  - Percentage: 75.6%
- **IC**
  - Preparation
  - Percentage: 81.4%
- **BC**
  - Validation / Discussion
  - Percentage: 89.5%

**High**

**Low**
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

Conservation Strategies

24/7 MPA Guarding
## Uba Fishers

<table>
<thead>
<tr>
<th>TOC</th>
<th>Pre</th>
<th>Target</th>
<th>Post</th>
<th>Attained (pp)</th>
</tr>
</thead>
<tbody>
<tr>
<td>K</td>
<td>69.8</td>
<td>89.8</td>
<td>98.2</td>
<td>28.4</td>
</tr>
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</table>
## Theory of Change, Results, and Critical Analysis

### Uba Fishers

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<tr>
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<tbody>
<tr>
<td>A</td>
<td>79.6</td>
<td>82.6</td>
<td>98.8</td>
<td>19.2</td>
</tr>
</tbody>
</table>

![Image of children with a mascot]
### Uba Fishers

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<tr>
<td>IC</td>
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<td>52.4</td>
<td>38.1</td>
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## Theory of Change, Results, and Critical Analysis

### Uba Local Fishers

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<tbody>
<tr>
<td>BR</td>
<td>71.8</td>
<td>75.8</td>
<td>93.3</td>
<td>21.5</td>
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### Uba

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<thead>
<tr>
<th>Deputy Fish Warden</th>
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<th>Target</th>
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<tbody>
<tr>
<td>15</td>
<td>30</td>
<td>40</td>
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</tbody>
</table>

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 Barrier Removal (BR)
Theory of Change, Results, and Critical Analysis

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<td>BC</td>
<td>38</td>
<td>63</td>
<td>93.3</td>
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<tr>
<td>Attained (pp)</td>
<td>55.3</td>
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<table>
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<tr>
<td>Pre</td>
<td>Target</td>
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<tr>
<td></td>
<td>days/mo.</td>
<td>days/mo.</td>
<td>days/mo.</td>
</tr>
<tr>
<td>MPA Guarding</td>
<td>15</td>
<td>25</td>
<td>30</td>
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# of Persons Apprehended

# of Violations

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<tbody>
<tr>
<td>Biomass</td>
<td>5.3</td>
<td>5.83</td>
<td>8.9</td>
</tr>
<tr>
<td>Coral Cover</td>
<td>44.1</td>
<td>44.9</td>
<td>31.2</td>
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</tbody>
</table>
How we monitored success?

Women & 4 P’s Guarding the MPA

Radio Program
Bright Spots and Areas of Improvement

How we monitored success:

- **School Bus Painting**
- **Billboard with landscaping**

CRITICAL ANALYSIS PRESENTATION
Areas of Improvement

1. Enforcement System (Reports recording)
2. Documentation of best practices
Where Are We Now/Future Goals

**Behavior Continuum**

**Before**

- Contemplation
- Preparation
- Validation
- Action

**Future Goals**

- Contemplation
- Preparation
- Validation
- Action

**Now**

- Contemplation
- Preparation
- Validation
- Action
Sustaining Momentum

1. Adopt and Implement the MPA Management Sustainability Plan

2. Apply for Alumni Program

3. Replicate to other MPA’s

Yehey!

FISH FOREVER

Lessons learned:

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