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A STRATEGIC MARKETING COMMUNICATION PLAN: A PROPOSAL FOR THE PHILIPPINE NATIONAL POLICE DURING THE COVID 19 PUBLIC HEALTH IMPLEMENTATION

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ABSTRACT
This proposal presents a comprehensive Strategic Marketing Communication Plan designed for the Philippine National Police (PNP) to effectively communicate with the public during the Covid-19 public health crisis. In light of the significant role law enforcement agencies play in enforcing health protocols and ensuring public safety during pandemics, a strategic approach to communication is deemed essential. The proposed plan outlines objectives, target audience analysis, key messaging strategies, communication channels, and evaluation methods tailored to the unique context of the PNP in the Philippines during the ongoing Covid-19 pandemic. By aligning communication efforts with the PNP's mandate and the public health objectives with the national government.

I.INTRODUCTION
The COVID-19 pandemic reveals government capacities and how it responds and protects its people. Although governments have the mandate to prepare and coordinate the responses to such crises, the pandemic still was able to undermine these responses and severely drained state resources. Nevertheless, governments need to be resilient in times of crisis, and by partnering with different sectors of the society these capacities would be strengthened.

In this context, public health issues are addressed by health departments. Some countries have different health protocols as this depends on the budget allocated for public health. Although the health department is primarily responsible for establishing and implementing standards of care in crisis, stakeholders' contribution in the process is crucial especially the law enforcement agency - in this case, the Philippine National Police (PNP). Successful enforcement of health protocols will be ascertained by having a comprehensive communication plan to coordinate efforts in addressing the public health issue. In particular, communication plan interventions to guide the Department of Health (DOH), the PNP, and the local government units. Additionally, as a reinforcing force, the Inter-Agency Task Force on Emerging Infectious Diseases (IATF-EID) is created to be the lead agency and serves as the backbone of response to the pandemic.

II. BACKGROUND
The Department of Health (DOH) is the principal health agency in the Philippines. It is responsible for ensuring access to basic public health services to all Filipinos through the provision of quality health care and regulation of providers of health goods and services. Given the mandate, DOH is both a stakeholder in the health sector and policy and regulatory body for health. As a major player, DOH is a technical resource, a catalyzer for health policy, and a political sponsor and advocate for health issues on behalf of the health sector.

In the case of pandemics that require strict compliance with health protocols, the DOH seeks assistance from the LGUs and the PNP. The national police are mandated not only to enforce the law, prevent crimes, and maintain peace and order but also to ensure public safety and security. Health protocols are essential elements to protect people from severe public health situations.

STRUCTURE: POLICE COMMUNITY AFFAIRS AND DEVELOPMENT
The Police Community Affairs and Development (PCAD) is the unit of the Philippine National Police that covers the organization of the community for any project mobilization, particularly on concerns of crime prevention, lawlessness, and the overall security of the locality. It has three (3) functional sections, namely: the Community Organization, Mobilization and Intervention Section, the Foreign Nationals, Indigenous Communities Special Concerns Sections, and the **Community Safety and Security Assistance Section (CSSAS)** which refers to the measures/actions to be undertaken to ensure safety and security of the residents in a certain locality.
The **Community Safety and Security Assistance Section (CSSAS)** involves community leaders and various agencies working together to address persistent crime problems and disorders affecting the people in the area. Community Safety Programs also include equipping individuals in the community

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with the ability to address their safety concerns through several communicative approaches. Community Intervention is generally a combination of efforts of the Community Organizers and some local individuals resulting from continuous communication and evaluation processes to prevent dysfunction and promote well-being among the citizens.

On the other hand, the PNP Public Information Office (PNP-PIO) is the unit of the Philippine National Police responsible for the preparation of press releases. The PIO has a much broader task of developing better and more effective proactive media relations programs that would translate into sound public relations programs. It has the role of developing and implementing strategic **communication plans** tied to the PNP's goals and priorities in the areas of public awareness and advocacy.

Moreover, the said office is actively working out to contribute in the fight against the transmission of COVID-19 through the enforcement of local quarantine protocols by conducting regular public awareness on health safety measures such as the wearing of face masks and social distancing.

III. STATEMENT OF THE PROBLEM

With a population of over a hundred million, the PNP is already struggling and overburdened in enforcing public health protocols for the COVID-19 pandemic. What communication interventions can the Philippine National Police implement that will convince the public to lessen non-compliance and strictly observe the health protocols placed by the IATF-EID?

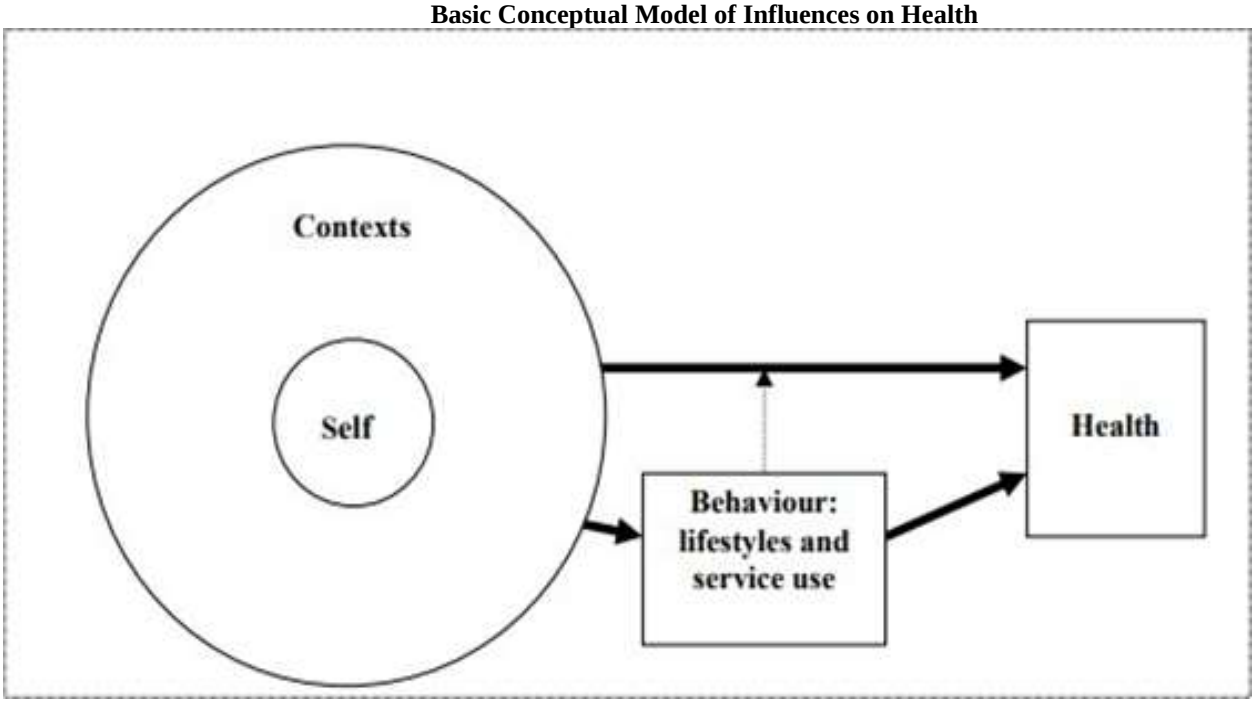
IV. PROPOSED SOLUTIONS

I. Understanding the Drivers of Public Health Protocols

The Department of Health is devising strategies to prevent quick transmission of COVID-19 and appealing to the public to help prevent the collapse of the health care system by observing minimum health standards. Recently, the Department has recorded more than 100, 000 positive cases of COVID-19 in the Philippines (Ornedo, 2020). Accordingly, the poor implementation of Health Standard is one of the causes of the continued increase in the number of COVID-19 cases in the Philippines. The Secretary of Health recently said that there is no need for another ECQ as strict implementation and observance of the public health protocols is sufficient.

There are factors why people do not comply with the Public Health Protocol. The illustration below shows what affects people not to comply with health standards.

Basic Conceptual Model of Influences on Health



A. Health Education

The University of London found out that education is strongly linked to health and determinants of health such as health behaviors, risky contexts, and preventative service use. Their central hypothesis is that education impacts on health because:

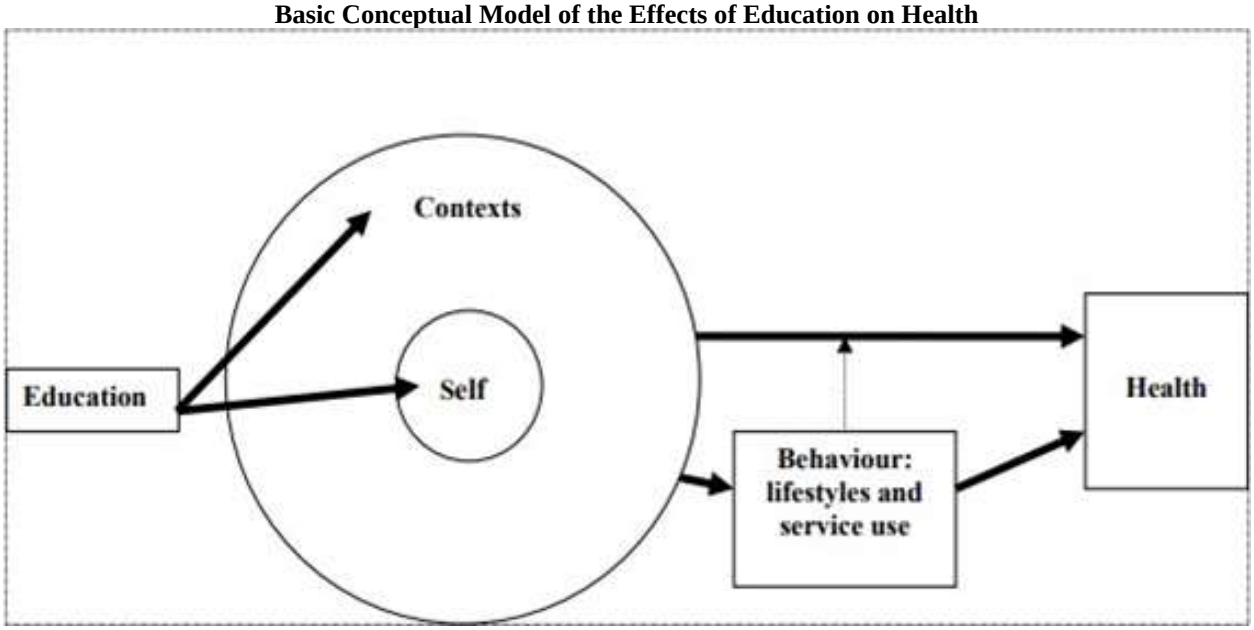
- Individuals exist in multiple, multi-layered and interacting contexts
- Each of these contexts is a domain of social relations and environmental health; and

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- Education impacts individuals in each context at each level.

Significantly, education changes the way individuals behave and the choices they make. Some uninformed people do not believe in the existence of COVID-19 and its vast effects on a person's health and global economy. Education matters to health firstly through direct effects on the people that engage in it and secondly because it impacts on the choices of environment and social relations. The model below is put forward as an aid to community leaders in better understanding the mechanisms for the effect of education on health.

Basic Conceptual Model of the Effects of Education on Health



Health Education aims to reduce morbidity and mortality through changing the behavior and beliefs of individuals; to foster the appropriate use of health services, and to create a general awareness of health issues.

1. Print/Audio-Visual Materials

Public Health Protocols printed in tarpaulin must be displayed in conspicuous places visible to the public. Another option is the screen presentation in public displaying public advisories about COVID as well as precautionary measures that the public can take such as maintaining proper hygiene, wearing face masks and face shields, and regular handwashing.

2. Information Operation (IO) through the internet

With the advent of Information Technology (IT), it has made communication faster and information more available to everyone. Public opinion on how to address pandemic situations nowadays shall be the primary concern. Health protocols shall be uploaded on different social media channels like Facebook, Instagram, Twitters, etc.

3. Risk Communication, Training, and Education

Provide posters, videos, and electronic messages, to increase awareness on COVID-19 among workers, and promote safe individual practices at the workplace, engage workers in providing feedback on the preventive measures and their effectiveness.Throughonline biosafety training, local chief ex ecutives must also train their respective health workers on COVID prevention, containment, and control, in coordination with the DOH. LGUs shall also conduct city and munic ipality-wide COVID prevention, containment, and control information campaigns to educate the public. Importantly, Health and Safety Measures shall be included in the Curriculum of the Department of Education.

B. Behavioral Problem/Reluctance

Indoctrinated with traditional beliefs, some people do not believe in the existence of COVID-19 causing them not to comply with health protocol. Self-concept as it is having beliefs and psycho-social capabilities feature as crucial elements in the determination of health. Stated below are the proposed solutions that require mandatory compliance with the law regardless of traditional beliefs and self-concept.

B.1. City/Municipal Ordinances

Since the Local Government Unit (LGU) is authorized by the Department of Interior and Local Government (DILG) to take charge of local public health protocols, city/municipal/barangay legislative body should draft municipal/city/barangay ordinances that provide law on the mandatory wearing of personal protective equipment such as face masks, face shields, gloves, etc. (DILG, 2020). It is not new as we usually see people use protective equipment; however, strict enforcement of ordinances must be applied to convince people to abide by the health and safety protocols. Law is a necessary element required to put public

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health policy into effect. Around the world, legislative measures exist to set standards for public health protocol.

C. Increasing production of Personal Protective Equipment

Overpricing and hoarding of Personal Protective Equipment is an indirect factor that contributes to the non-compliance of the public health protocol by the people belonging to lower socioeconomic status. This modus calls the immediate attention of the Department of Trade and Industry to conduct regular inspections of overpriced Personal Protective Equipment and file necessary charges.

IMPROVING COMMUNICATION STRATEGIES

A. TV or Radio Guesting

It is a powerful communication channel that informs health standards and convinces Filipinos to wear personal protective materials. Many people agree that the nature and transmission of COVID-19 must be visually presented and be viewed by the public. The vast effect of COVID-19 to everyone's health and the international economy with the emphasis that public health protocol is mandatory and wearing of personal protective materials is basic, everybody's concern and responsibility. The Philippine National Police in coordination with subject matter experts as their guests during TV guesting is airing its concern on the television. One example is the ubiquitous presence of Joint Task Force COVID Shield commander Police Lieutenant General Guillermo Eleazar guesting on GMA, CNN, and ABS-CBN.

B. Written Communication

The Philippine National Police as a member of the Joint Task Force COVID Shield uses written communication form in crafting resolutions among government agencies or members of the Inter-Agency Task Force to address the concerns on COVID-19 pandemic situation.

PNP-PIO Advocacy Plan

Activity	Expected Output	Time Allotment	Budget Resources
Specific Objective 1: To strictly implement public health protocol in the public.			
Quarantine Control Points	Implement mass wearing of health- protective materials (face shields and face masks)		No cost
	Continuously require quarantine passes to **non-** Authorized Persons Outside Residences (APOR).		No cost
	Continuously require Travel Authority to travelers with dispensable travel purpose.		
Specific Objective 2: To strengthen the use of social media platforms in disseminating the Minimum Health Protocol to the public.			
TV channel, local radio station, Facebook, Twitter, and iTV	Invite health champions to discuss facts about COVID; it's serious effect on a person's health to increase health awareness among televiewers and radio listeners		PNP shall sponsor the cost. Estimate cost is PhP100,000.00 to PhP300,000.00.
	Upload videos and information operation (IO) with the central theme on precautionary measures against COVID-19.		No cost

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Specific Objective 3: To address the behavioral problem/reluctance of the stakeholders towards minimum health standards.			
Online meetings	Conduct general meetings with the health workers in the Provincial/Rural Health Units to review, update, monitor, and evaluate data on COVID-19 cases in the local area.		No cost
Partnership Advocacy	Encourage LGU to draft city/barangay ordinances with regards to the enforcement of public health protocol,		No cost
	Conduct regular coordination with barangay officials and patrollers regarding the strict implementation of public health protocol and its corresponding penalties.		No cost

Specific Objective 4: To ensure a healthy environment to prevent transmission of COVID-19.			
Inspection of government and private offices, industrial companies	Establish decontamination hub and test booths in every entry of government and private offices, industrial companies		Government and private offices, industrial companies shall provide for the cost. Estimated cost is at PhP20,000.00 to PhP100,000.00
	Ensure availability of decontamination mat, alcohol, sanitizers, gloves, and other protective materials.		Government and private offices, industrial companies shall provide for the cost. Estimated cost is at PhP10,000.00 to PhP70,000.00

V. PRESENTATION

Shield and Mask Save Us! Advocacy Campaign

To promote the mandatory wearing of personal protective materials, an appealing campaign must come into two forms: television and radio programs since the direct distribution of print materials is discouraged. These are very entertaining and informative means to advance awareness about the importance of minimum health protocol across all ages. The campaign covers the following:

- Facts about COVID-19 and its effect on a person's health;
- Importance of health protocol—the mandatory wearing of face masks and face shields etc.;
- The anticipated possible shortage/limited resource of Anti-COVID vaccine which is to be released this December 2020 in the Philippines.

The opinions and persuasion of DOH Health Champions like Dr. Willie Ong, Dr. Rey Salinel, Judy Ann Santos, Sen. Manny Pacquiao, and Mayor Isko Moreno and other popular health advocates are essential for the campaign. The practitioners and celebrities can help influence the public to comply with public health protocol. This creative and informative advocacy campaign would easily hook up people's attention and transmit the message across the nation to promote health protocol. The fact that the cure to COVID-19 is not yet put into reality, prevention is indeed better than cure. Our advocacy is to keep every Filipino regardless of age, background, and economic status, to be safe, strong, and healthy.

VI. CONCLUSION AND LEADERSHIP CHALLENGES

Communication is simply the act of transferring information from one place, person or group to another (Yee, n.d.). It may look like a simple process but in reality, it is a complex matter which needs to be carefully studied and analyzed in order to effectively deliver the purpose.

Transmitting a message from a sender to a recipient can be altered and affected by several reasons and circumstances. Our emotions, status quo of our culture, our medium of communication and our location are some of those aforementioned factors that can influence the transmission of a message. Good communication skills are never easy to attain as it will require various practices and training. Leaders in the field of communication have a big

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role in helping to ease the problems during these trying times as information is being relayed day by day.

These leaders are expected to make understandable the surge of information, threshing out the truth from the untruth, violative from the non- violative, without sacrificing the three (3) types of persuasive appeal, i.e. logos, pathos, and ethos. It would not be insolent to say that the Implementation of Public Health Protocol has encountered communication breakdown as it resulted in non-compliance with protocol by the people. Many factors have contributed to this occurrence, as stated in the earlier part. Faced with this dilemma, the Department's leaders, especially the Philippine National Police, are continuously confronted with the challenge of strict implementation of public health protocol.

Given these challenges, the leaders of the different departments (especially Inter-Agency Task Force) must resolve to:

1. Speed up decision-making in addressing COVID-19 pandemic concerns.
2. Regrouping of the stakeholders to plan, execute better strategies, evaluate past strategies, and monitor present and future strategies in the management of emerging and infectious diseases.
3. Reiteration of municipal/city/barangay ordinances that provides penalty for violation thereof.
4. Continuous re-educating the public through health education programs.

To overcome these challenges, the leaders of the different departments may consider employing purposive communication strategy, has a clear message, utilizing an effective and active media od forum, with the public as viewers, with a credible and expert communicator/guest, considering the right timing of the message to be publicized and a feedback system. The authors of this paper are highly convinced that the key to implementing health protocol is through a continuing interface with stakeholders as possible or constant communication. Efforts must be channeled, therefore, to incessantly campaign for the mandatory wearing of personal protective materials through regular meetings, to have firm planning, and program assessment, mandatory health education, collaboration with LGUs, NGAs, NGOs, CSOs, religious sectors.

Social media must be utilized to the fullest so that the message be put across, appealing to the urgency of the public's concerns. Additionally, a leader can create relevant strategies on how to better respond to public health protocol. Although the government admits several challenges particularly the decision in shifting quarantine levels. Overall, a combination of situational leadership and having a clear communication strategy provides the people not only with stability but also trust in the government; a reason for the people to go on despite the hardships.

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