



Presidential Communications Office
Philippine Information Agency
Ahensiyang Pang-impormasyon ng Pilipinas

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BAGONG PILIPINAS

03 February 2025

HON. CARLOS JERICHO L. PETILLA
Governor
Province of Leyte



THRU: HON. CARLO P. LORETO
Board Member
Chairman, SP Committee on Public Information

Dear **Governor Petilla,**

Greetings!

We are submitting herewith a proposal for an enabling policy from the provincial government of Leyte through a legislation with the Sangguniang Panlalawigan that would institutionalize the establishment of Community Information Officers Network in the barangays and municipalities of the province.

The Philippine Information Agency recognizes the vital role of communication in the promotion and implementation of government programs, projects, policies, and activities in reaching the grassroots communities.

The network that can be formed through an enabling policy or mechanism will become a vital link between national-level information and the municipalities and barangays, serving as channels for feedback from communities to the national government.

We have attached herewith a detailed proposal for this, praying that the same would be endorsed by your good office to the legislative body for the enactment of legislation or policy relative thereto.

Thank you very much for your support as we continue to work for a “Bagong Pilipinas” through an informed citizenry. Mabuhay po kayo!

Truly yours,

REYHAN L. ARINTO
Regional Head
PIA Eastern Visaya



Presidential Communications Office
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PROPOSAL FOR THE ESTABLISHMENT OF COMMUNITY INFORMATION OFFICERS NETWORK (BARANGAY AND MUNICIPAL LEVEL) IN THE PROVINCE OF LEYTE

I. INTRODUCTION

Community Information Officers (both barangay and municipal level) are vital local government workers responsible for managing the flow of information between the government and the community. They can act as communicators, ensuring that residents are well-informed about government programs, services, policies, and local issues.

The Philippine Information Agency recognizes the vital role of communication in the promotion and implementation of government programs/projects, policies, and activities in reaching the grassroots communities.

To bridge the gap between government programs and services and the communities they serve and to ensure that vital information reaches the intended beneficiaries, PIA Leyte proposes to institutionalize the establishment of Community Information Officers through an enabling policy or mechanism issued by the provincial government of Leyte that would establish, mobilize and capacitate a network of communicators in the municipalities and barangays of the province.

These Community Information Officers would be capacitated to become effective and productive government communicators, ensuring they stay relevant in delivering public information. The network that can be formed through an enabling policy or mechanism will become a vital link between national-level information and the barangays, serving as channels for feedback from communities to the national government.

II. OBJECTIVES OF THE PROPOSAL

Enhance Information Dissemination: To ensure timely, accurate, and accessible delivery of government policies, programs, and services to the community.

Improve Community Engagement: To foster greater participation and involvement from residents in community programs, activities, and decision-making processes.

Strengthen Transparency and Accountability: To promote transparency in government actions, ensuring residents are informed and can hold local leaders accountable.

Support During Emergencies: To establish an efficient communication system that provides real-time updates and instructions in times of crisis, such as natural disasters or health emergencies.

Bridge the Digital Divide: To provide a means of communication that reaches all members of the community, regardless of technological access, through multiple platforms (e.g., face-to-face communication, printed materials, social media).

III. RATIONALE FOR THE ESTABLISHMENT OF COMMUNITY INFORMATION OFFICERS

Improved Communication: Effective communication is the foundation of a strong community. CIOs will ensure that information from the local government reaches every corner of the barangay/municipality, thus eliminating misinformation and enhancing the public's trust in local governance.

Community Empowerment: An informed community is an empowered one. By educating and informing residents about government services, rights, and responsibilities, CIOs will enable residents to make better decisions, access services, and participate in governance.

Efficient Service Delivery: By streamlining communication channels, CIOs can help improve service delivery and responsiveness, making it easier for community members to understand and navigate local services.

Emergency Preparedness: During crises such as floods, earthquakes, or public health emergencies, CIOs will be able to coordinate communication efforts and quickly inform the public about safety measures, evacuation plans, and relief programs.

IV. ROLES AND RESPONSIBILITIES OF COMMUNITY INFORMATION OFFICERS

Disseminating Information: Distribute key government announcements, program updates, and community news through various channels (social media, community meetings, flyers, etc.).

Community Engagement: Actively engage with the community to understand their needs, feedback, and concerns.

Media Relations: Serve as the liaison between local media and the barangay/municipality, issuing press releases, managing inquiries, and organizing press conferences.

Crisis Communication: Provide critical information during emergencies and assist in disaster response communication efforts.

Event Promotion and Coordination: Help promote and manage community events, initiatives, and public forums.

Data Collection and Reporting: Gather and compile feedback from the community to share with local leaders and ensure that issues are addressed appropriately.

V. BENEFITS OF CIO PROGRAM

Better Information Flow: The CIOs will act as conduits between the government and the residents, ensuring that all relevant and essential information is effectively communicated.

Increased Civic Participation: When residents are informed about upcoming meetings, government programs, and social services, they are more likely to participate in community activities and engage in local governance.

Strengthened Community Trust: Providing consistent, transparent, and timely information helps build trust between residents and local officials. This fosters a sense of partnership and mutual respect in the community.

Timely Emergency Responses: In the event of natural disasters, health crises, or other emergencies, the CIOs will be able to rapidly disseminate important information to keep the community safe and informed.

Cost-Effective Governance: By reducing misinformation and improving the flow of information, the CIO program can lead to more efficient and cost-effective governance. The program minimizes confusion, reduces the need for excessive in-person consultations, and maximizes the impact of government efforts.


V. CONCLUSION

The establishment of Community Information Officers will empower both the local government and residents by creating an open, transparent, and responsive communication channel. It will foster a sense of ownership and collaboration within the community, ultimately improving local governance and the well-being of its people. We respectfully request approval for the establishment of the Community Information Officers Network and look forward to the positive impacts it will bring to our barangays and municipalities.

Prepared by:


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Approved by:


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