

Design and Implementation of a Communication Campaign on Best Management Practice for Forest Nurseries

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ABSTRACT

High quality tree seedlings are critical factors which determine the success of tree plantation projects. To produce high quality seedlings, nursery operators need to apply appropriate nursery management practices. However, tree seedlings produced by nursery operators in the Philippines are often of low quality, due in part to weak organization in the nursery sector and lack of skills in the application of nursery practices among nursery operators. The *Q-seedling Project* or *Seedling Enhancement Project* funded by the Australian Centre for International Agricultural Research (ACIAR) is being implemented in Leyte and Northern Mindanao to remedy this skills gap. The project includes a communication component to promote widespread adoption of best management practice in forest nurseries. Following the strategic communication approach, information dissemination activities in the project are based on the needs of the target users. Training workshops have been held on producing high quality seedlings. Also, communication materials have been developed for nursery operations, including a training guide, videos instructional posters on Q-seedling production technologies, and a jingle about Q-seedlings. This paper describes the design and use of these communication materials.

Keywords: Information dissemination, strategic communication, instructional materials, forest nursery,

INTRODUCTION

Forest nursery research is replete with information that tree seedlings produced by nurseries in the Philippines are of low quality (Harrison et al. 2008). This problem has been attributed to the weak organization of the nursery sector – i.e. government nurseries crowd out the private nursery sector by giving free seedlings to tree farmers – and the fact that nursery operators lack technical knowledge related to the application of recommended nursery practices.

The problem of a lack of nursery skills highlights a disparity between forestry research and practice. Thus, in ACIAR project ASEM/2006/091 *Improving the Effectiveness and Efficiency of the Philippines Tree Nursery Sector*, communication