



**“DALAW-TURO” PROGRAM: MECHANISMS, IMPLEMENTATION,
SUSTAINABILITY AND OUTCOMES**

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ABSTRACT

The descriptive study examined the mechanisms, implementation, sustainability and outcomes of the “Dalaw-Turo (DT)” Program, as an Information, Education and Communication (IEC) Campaign Tool of the Department of Environment and Natural Resources (DENR). One hundred respondents selected through purposive sampling, answered a researched-adapted questionnaire administered in schools and field offices of DENR PENRO Iloilo where the DT program was implemented, with further insights obtained from open-ended responses. The collected quantitative data were examined through descriptive statistical analysis while thematic analysis was used for qualitative data. Findings revealed that the Dalaw-Turo Program is an effective IEC Tool that increased environmental awareness in the community and encouraged the respondents to participate in various conservational initiatives. The findings highlighted the importance of monitoring and evaluation of the impacts of the program, increasing funding allocation, conducting trainer’s training and strengthening collaboration with the Department of Education and Local Government Units.

Keywords: *“Dalaw-Turo” Program, Mechanisms, Effectiveness, Sustainability, Outcomes*

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INTRODUCTION

The need for environmental awareness does not only mean having knowledge about the environment, but it also includes our environmental ethics to be part of the solution towards its protection and conservation, as it faces threats that lead to the loss of our natural resources.

The Department of Environment and Natural Resources (DENR) serves as the leading government body tasked with the preservation, administration, and sustainable utilization of the nation's environmental assets. The agency operates under core mandates aimed at ensuring the long-term viability of natural resources through responsible consumption and proactive restoration. Additionally, the department seeks to enhance resource productivity to effectively address the expanding needs of a growing population for land, mineral, and forest products.

In 1989, seeking creative advancements in Information, Education, and Communication (IEC) strategies, the DENR—via the Protected Areas and Wildlife Bureau (PAWB)—launched the Dalaw-Turo program. Derived from the Filipino terms for "visit" (dalaw) and "teach" (turo), this initiative functions as a creative pedagogical tool designed to spread conservation-focused messaging. This non-formal and interactive methodology enhances public consciousness regarding sustainable development and biodiversity. By utilizing folk media—including street performances, interactive workshops, and displays—alongside eco-tours and educational games, the program ensures that environmental learning remains

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engaging and accessible to diverse audiences (Communication, Education and Public Awareness Best Practices Database Project December 2023).

Furthermore, the program was formally integrated into the department's operations through DENR Administrative Order (DAO) No. 97-36. This mandate officially established Dalaw-Turo as a primary environmental education strategy for nature preservation and awareness initiatives. The order was enacted to ensure that this educational medium reached all societal tiers, with a particular emphasis on fostering environmental literacy at the grassroots level.

The overarching mission of Dalaw-Turo is to inform various stakeholders, particularly those residing in upland communities, to empower them to take an active role in protecting biological diversity and managed areas. By boosting ecological knowledge and instilling a strong environmental ethic, the program aims to expand the engagement of different sectors in the collective effort toward sustainable development and environmental advocacy.

This study aimed to help the agency to evaluate and assess this Dalaw-Turo Program as an IEC tool and as to how it influenced and affected the behavior of the participants from the community after they were equipped with knowledge about the program, activities and projects of DENR.

The most compelling reasons for conducting this study are the following: 1) to assess the level of awareness and impact of Dalaw-Turo Program among the community; 2) to evaluate the relevance of this IEC campaign as a tool in promoting the agency's programs and

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projects; and 3) to highlight the mechanisms employed, effectiveness and the outcomes of the Dalaw-Turo Program conducted among the community.

MATERIALS AND METHODS

Research Methodology

This chapter presents the research design, respondents of the study, demographic profile of the respondents, sampling design, research instrument used, including its validity and reliability, data gathering procedure, data analysis, and statistical tools.

Research Design

This study utilized a descriptive research design to outline the characteristics of the population and the specific phenomenon under investigation. Specifically, it examined the operational mechanisms, implementation, long-term sustainability, and community results of the Dalaw-Turo Program as a utilized IEC instrument.

According to Mc Nabb (2013), descriptive research models offer a detailed account of an event or categorize a collection of observed attitudes, viewpoints, and behaviors within a specific timeframe and setting.

The study specifically employed a descriptive survey methodology. This design utilizes a series of questions directly related to the research topic, which are then distributed to a target audience to gather authentic feedback (VoxCo, 2021).

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Respondents of the Study

The respondents of the study were the 89 teachers/coordinator and learners of schools identified and 11 Implementers within the Province of Iloilo.

A purposive sampling technique was used to establish an actual sample of respondents, composed of teachers/ coordinators and learners from schools where Dalaw-Turo Program was conducted, including the members of the Dalaw-Turo Team.

The table presents the respondents of the study, composed of different schools in the Province of Iloilo. For Tagbac Elementary School, Oton, Iloilo, it is represented by eight (8) teachers and faculty only since the learners of the Dalaw-Turo Program have already graduated.

While for Lambuyao Elementary School ten (10) and Botong Elementary School (16), Municipality of Oton, are composed teachers/coordinators and learners.

For San Antonio San Enrique Elementary School, San Enrique, Iloilo (11); Buaya Elementary School, Sicogon Island, Carles, Iloilo (15); Malapaya Elementary School, Sara, Iloilo (7); and Tubigan Elementary School, Zarraga, Iloilo (7), the respondents of the study included teachers/faculty and learners.

Also, for CENRO Sara, there were seven (7) respondents, where the Pilot activity of the Dalaw-Turo was conducted.

As to the DENR implementers, 11 members of the Dalaw-Turo Team, from the field offices of PENRO Iloilo who are conducting the said IEC were also respondents of this study.

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Sampling Design

Given that the focus of this investigation is specialized and relatively novel, a non-probability sampling technique—specifically purposive sampling—was employed. This approach was used intentionally to select a specific group of respondents, which included teachers, coordinators, and students from the designated schools, alongside staff members from the DENR field office. A total of 89 respondents composed of teachers/coordinators and learners of the schools identified within the Province of Iloilo, as well as personnel who served as audience during the pilot conduct of the Dalaw-Turo program and 11 members of the IEC Team conducting the Dalaw-Turo Program, with a total of 100 respondents.

Research Instrument

The study utilized an adapted and modified questionnaire to generate the primary data. Secondary data were generated from printed documents, agencies and other local reports on IEC activities. It also took into consideration the related studies, as well as reports on the conduct of IEC activities.

The instrument also included personal profile of the respondents and the other part, to identify the mechanisms, implementation, sustainability and outcomes of the Dalaw-Turo Program conducted in the community.

Validation of the Research Instrument

To guarantee the precision and pertinence of the study, the researcher underwent a process of face and content validation for the survey instrument. Initially, the draft was provided to the research adviser for critical review and refinement. Subsequently, it was

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evaluated by a panel of experts specializing in research methodology and professionals from the DENR. All adjustments, critiques, and suggestions offered by the jurors for each question were integrated into the final version of the questionnaire before it was used for reliability testing.

Reliability of the Research Instrument

To assess the consistency of the survey instrument, the researcher employed inter-rater reliability, involving three specialists and active practitioners of the Dalaw-Turo Program. This method was selected because an inadequate number of respondents were available for a traditional pilot test. Inter-rater reliability measures the level of consensus or stability among multiple evaluators when they analyze the same data, behavior, or phenomenon.

In the field of research, this approach is vital for maintaining objectivity and reproducibility, ensuring that outcomes do not rely solely on the perspective of one individual. Whether the task involves interpreting survey feedback, coding qualitative interviews, or evaluating behavioral results, a high degree of inter-rater reliability significantly enhances the trustworthiness of the findings (Merkus, 2025).

Data Gathering Procedure

The researcher prepared a formal letter requesting permission to conduct the actual data gathering, which was duly approved by the Research Adviser and the Dean of the Graduate School of PHINMA-University of Iloilo. The authorized request was subsequently sent to the Provincial Environment and Natural Resources Officer (PENRO) of Iloilo, who granted permission to proceed with the research.

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Following the approval from the PENR Officer, the researcher drafted formal letters for the Community Environment and Natural Resources Office (CENRO) and the administrators of the participating schools.

The researcher then distributed the survey instruments to the intended respondents. Once all copies were filled out, they were promptly collected for processing.

The gathered data was organized into tables, analyzed, and explained using suitable statistical methods.

Data Analysis

In this research, descriptive analysis was deemed suitable as it facilitated the constructive illustration and summarization of data points, allowing patterns to emerge that addressed all research requirements. The data obtained from the surveys was analyzed using descriptive statistics to organize and simplify the features of the dataset. This dataset, which comprises a series of responses and observations from the sample group, was presented through appropriate tables, frequency counts, and percentage distributions, along with detailed narrative interpretations.

RESULTS AND DISCUSSIONS

This study was conducted in October 2025 to January 2026 to assess the Dalaw-Turo Program of the DENR as to its mechanisms, effectiveness, sustainability and outcomes among the communities where it was implemented in the Province of Iloilo. A descriptive research design was used. A total of 100 respondents, comprising school faculty, teachers,

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coordinators, learners, and DENR personnel and implementers, were selected using a random sampling method from among school attendees and members of the Dalaw-Turo Team of DENR PENRO Iloilo. To analyze and characterize the data, the researcher utilized descriptive statistics, specifically focusing on frequency counts, percentages, means, and standard deviations.

The study analyzed data from 100 respondents, comprising faculty/teachers, learners, and DENR personnel. Most respondents were female and aged 25 years or younger. The findings, organized by research question, are summarized below:

Awareness of the program was high, with respondents confirming their institution was a recipient. Participants rated the program's mechanisms as "Very Important".

The program utilized a top-down approach for participant selection; 100% of participants were selected by teachers or office heads. The training scheme integrated traditional and experiential methods, primarily utilizing Dalaw-Turo (DT) Games, Lectures, and DT Skits. Data regarding the specific training of DENR trainers was not captured in the survey instrument;

Respondents reported high rates of practical application, particularly in tree planting and solid waste management. Furthermore, there was an increased environmental literacy, and institutions integrated the teachings into their curricula. The program's effectiveness was rated as "Very High". Sustainability was also rated as "Very High", evidenced by sustained behavioral changes in waste management and greening initiatives;

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Some of the responses of the respondents highlighted that the Dalaw-Turo program has increased the awareness, sense of responsibility and commitment of the members of the community towards environmental protection.

Moreover, the respondents underscored that the program provided them with valuable knowledge and practical insights that strengthened their motivation to actively participate in various environmental initiatives.

While most of the participants reported no significant challenges, some identified obstacles. The primary constraints were logistical and financial limitations, time and scheduling conflicts, and a lack of structured monitoring and evaluation.

Conclusions

The results of this study indicate that the DENR's Dalaw-Turo Program serves as an effective Information, Education, and Communication (IEC) strategy for increasing community awareness regarding environmental threats and challenges. This initiative has successfully encouraged community members to participate more actively in various efforts dedicated to the protection, conservation, and stewardship of our natural resources.

To improve its implementation and to maintain continuity of this program, members of the Dalaw-Turo Team, must undergo follow-up trainings and levelling-off to identify challenges encountered during the conduct of the program. Additional funding must also be taken into consideration to improve the content, as well as the logistics and materials needed during the activity.

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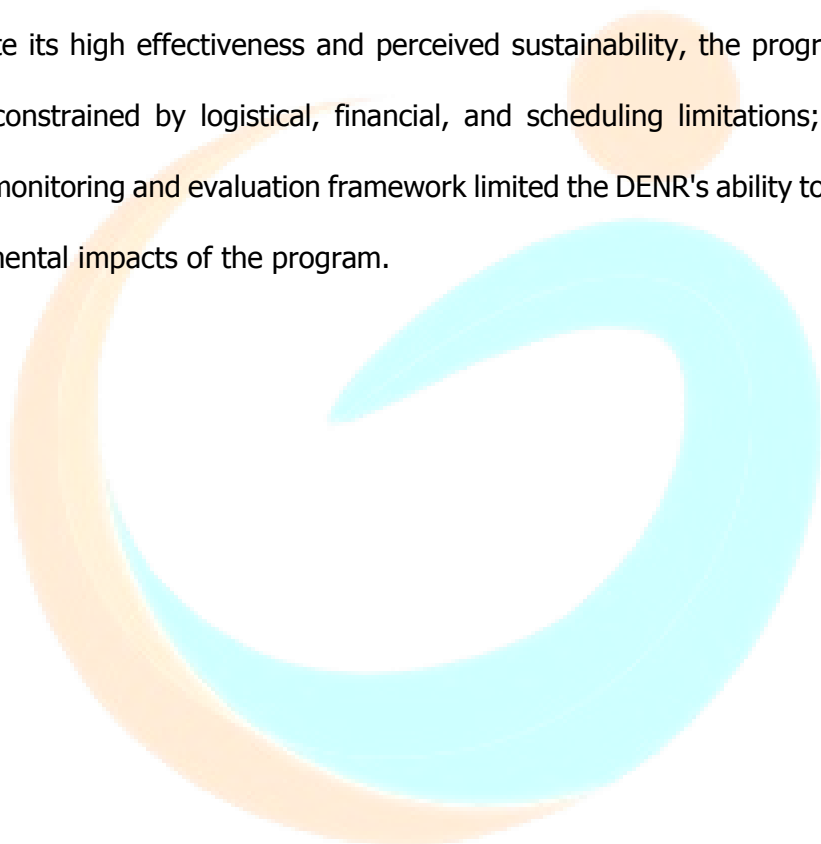
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Additionally, the Dalaw-Turo Program is a highly effective and recognized IEC tool which successfully bridged environmental theory with practical application in academic settings; The top-down participant selection method ensured targeted and guaranteed audience engagement; The experiential learning strategies effectively promoted environmental literacy and tangible behavioral changes, such as improved waste segregation and tree-planting efforts; Despite its high effectiveness and perceived sustainability, the program's long-term viability was constrained by logistical, financial, and scheduling limitations; The lack of a standardized monitoring and evaluation framework limited the DENR's ability to track the long-term environmental impacts of the program.



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