CDC organizes exhibit, forum on MMORS

Faculty members of the College of Development Communication (CDC) organized a school exhibit and community forum at the Pambayang Dalubhasaan ng Marilao, Marilao, Bulacan on July 25. The event, themed “Polusyon sa MMORS Paghandaan: Nutrisyon, Bantayan!”, was conducted in celebration of the Nutrition Month.

The informational exhibit covered topics about the causes of pollution in the Meycauayan-Marilao-Obando River System (MMORS); health effects of water pollution; bioaccumulation and biomagnification; micronutrients; and the importance of a wholesome diet in combatting the ill effects of water pollution.

Scientific concepts were presented using interactive activities such as simulation of water pollution; use of game illustrating the concepts of bioaccumulation and biomagnification; conduct of science experiment showing how micronutrients can help the body fight the health effects of water pollution; and use of game called Snakes and Ladders to synthesize the good and bad practices in relation to nutrition and water pollution.

A talk titled “Nutrisyon Laban sa Polusyon: Paano Makakatulong ang Nutrisyon sa Epekto ng Polusyon sa Tao?” was also conducted with Prof. Liezl M. Atienza of the Institute of Human Nutrition and Food, College of

DDJ trains LB Times collaborators

The Department of Development Journalism (DDJ) conducted a one-day training-workshop on news writing, news feature writing, and photojournalism and captioning for the collaborators of Los Baños Times, a community news platform of the College of Development Communication (CDC) on July 26.

The 17 training participants represented different local government agencies and units, barangays and civil
CDC holds OBE workshop for BSDC generalist curriculum

The College of Development Communication (CDC) held a workshop on the development of course guides for the eight new courses under the BSDC Generalist Curriculum at the Development Academy of the Philippines in Tagaytay on July 2-4.

The course guides incorporated learning styles and methods that emphasize outcome-based education. In relation to this, the UPLB Office of the Vice Chancellor for Academic Affairs held a university-wide convocation to discuss OBE and the University’s shift towards OBE, among others.

Prior to the workshop, committees were formed to develop the course guides, which were reviewed during the workshop.

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The training was conducted to prepare the participants for their roles as Los Baños Times collaborators, who are expected to contribute news and feature stories and photos about the agency or organization that they represent.

Prior to the training, a focus group discussion with the participants was conducted last June 25 to determine the community communication strategies of different local government agencies and units, barangays and CSOs in Los Baños and to assess training needs on reportage of potential Los Baños Times collaborators.

The training is a part of the Department’s action research on engaging local government agencies, barangays, schools, and CSO in the production and management of Los Baños Times.

The training team included aProf. Rosa Pilipinas F. Francisco, aProf. Kabzeel Sheba G. Catapang, aProf. Ricarda B. Villar, Ms. Aletheia G. Canubas, and Ms. Joyce S. Maloles. (JMSMaloles)
DEC bids fond farewell to exchange staff

Satapol Kunlaya, administrative staff member from Maejo University (MJU) in Chiang Mai, Thailand, is now back at his university after completing his stay at the Department of Educational Communication (DEC) as a visiting staff member.

Kunlaya worked with DEC from May 15 to July 31 under the staff exchange program between the University of the Philippines Los Baños (UPLB) and MJU.

Specializing on audio-visual communication, Kunlaya assisted DEC and CDC in its research, extension and administrative activities particularly in the production of educational plugs and taping of several episodes for Dito sa Laguna – a development-oriented cable TV program; configuration of the photo-video management system; and photo documentation of some DEC and CDC activities. He also shared his expertise in using some computer softwares for producing visual materials to DEC staff. (JMSMaloles with reports from RADaya)

Hands-on experience. Kunlaya tries the camera during one of the tapings for Dito sa Laguna. (Photo by MBManingas)

LB Times Collaborators’ Training. Participants from different local government agencies and units, barangays and CSOs in Los Baños practice their skills in news writing during the training-workshop held at the CDC Bldg. on July 26. (Photos by JMSMaloles)
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Human Ecology (CHE), UPLB as the resource person.

The exhibit and forum aimed to increase awareness on river pollution and its effects on nutrition and health; increase awareness among students and other stakeholders on strategies to prevent the effects of pollution on nutrition and health; promote interventions to address nutritional needs to combat effects of pollutants in MMORS; and promote greater participation among students and other stakeholders in efforts to prevent the worsening condition of MMORS that have nutritional and health effects.

It was attended by students and teachers of the Pambayang Dalubhasaan ng Marilao, officials of the Department of Environment and Natural Resources (DENR)

Environmental Management Bureau - Region III, barangay health workers and municipal health officers.

The staged activity is one of the community education and information, education and communication (IEC) activities of Blacksmith Institute and HSBC under their project titled “Protecting Livelihoods, Human and Ecosystem Health in the Philippines.”

Faculty members involved in the organization and implementation of the school exhibit and community forum include aProf. Hermilea Marie C. Castillo (project leader of the community education and IEC component of the project); aProf. Sherwin Joseph C. Felicidario, aProf. Aldo Gavril T. Lim, and aProf. Ricarda B. Villar. On the other hand, BS Development Communication students namely, Alyssa Maryse G. Cruz, Ysabel Anne C. Lee, and Christerbert L. De Silva, provided assistance by manning various stations of the exhibit.

Blacksmith Institute is a New York-based non-profit organization that identifies pollution problems and conducts cleanup efforts in sites where human health is most at risk. (AGTLim and JMSMaloles)