



2013
National Year
of
RICE

**SAPAT NA BIGAS
KAYA NG PINAS**

OUR PLANNED ACTIVITIES

ACTIVITY	STRATEGY (AUDIENCE)	SPECIFICS
For the general public (Conserve for more rice)		
JANUARY	Riceponsible government employees	Enjoining of all government employees to support the NYR through the hanging of NYR tarpaulin in their offices and the recitation of PanatangMakapalay
	Riceponsibletexters	Enjoining of all mobile phone users to be responsible rice consumers through sending of text messages
	Riceponsible students	Enjoining of all students to be responsible rice consumers through a lecture
	Riceponsible viewers	Enjoining of the general public to be responsible rice consumers through the playing of NYR teaser video in major television channels, seaports and airports, cinemas, and buses.
	Riceponsible listeners	Enjoining of the general public to be responsible rice consumers through the playing of NYR teaser video in radio stations (AM and FM)
FEBRUARY	Riceponsiblelovers(couples)	Enjoining of the general public to be responsible rice consumers through the distribution of NYR collaterals during the Love-a-palooza
	RiceponsibleJeepneydrivers	Enjoining of jeepney drivers to be responsible rice consumers through the distribution of NYR collaterals during the Jeepney week
MARCH	Riceponsible women	Enjoining of all women to be responsible rice consumers through a meal preparation workshop and distribution of recipes using rice alternatives in malls; all during the women's month
APRIL	Riceponsible researchers	Enjoining of the scientific community to be NYR advocates by anchoring the theme of the FCSSP conference to the NYR advocacies
	Riceponsible broadcasters	Enjoining of all broadcasters to be NYR advocates by presenting the NYR during their conference and asking them to promote NYR during their airtime or play the NYR radio plugs for free
	Riceponsiblepublic	Enjoining of the general public to be responsible rice consumers by anchoring the theme of the World Health Day to the NYR advocacies
JULY	Riceponsible public	Enjoining of the general public to be responsible rice consumers by anchoring the theme of the Nutrition Month to the NYR advocacies, along with a meal preparation workshop for parents
	Riceponsible researchers	Enjoining of the scientific community to be NYR advocates by anchoring the theme of the NAST week to the NYR advocacies, presenting it during the conference along with an exhibit
AUGUST	Riceponsible students	Enjoining of students to be responsible rice consumers by anchoring the theme of the LinggongWika to the NYR advocacies, making it the topic of oratorical contests
	Riceponsible student-writers	Enjoining of student-writers to be NYR advocates by anchoring the theme of all student press conferences related to the NYR advocacies
SEPTEMBER	Riceponsible public	Enjoining of the general public to be responsible rice consumers to prevent obesity through an exhibit during the Obesity prevention awareness week
OCTOBER	Riceponsible public	Enjoining of the general public to be responsible rice consumers by anchoring the theme of the World Food Day to the NYR advocacies along with launching of rice sections in museums
	Riceponsible students	Enjoining of students to be responsible rice consumers by anchoring the theme of the School Health Month related to the NYR advocacies
	Riceponsible public	Enjoining of the general public to be responsible rice consumers by anchoring the theme of the Agrilink related to the NYR advocacies along with an exhibition and distribution of NYR collaterals