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Department of Social Welfare and Development

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Administrative Order No. 4
Series of 2008

SUBJECT: Amendment to Guidelines in the Implementation of the Character Building Program for Officials and Employees of the Department of Social Welfare and Development or MC No. 34, Series of 2004

The Guidelines in the Implementation of the Character Building Program for Officials and Employees of the Department of Social Welfare and Development is hereby amended to ensure more effective and efficient operations.

1. Part V - Program Component is amended as follows:

• **Under Letter B, the following provisions shall be included:**

- 1.1. Any official or employee who has shown consistency in action and attitude and remarkably manifested the following indicators can be nominated:
 - Performed commendable work
 - Shown commitment in his/her job
 - Cooperative in the achievement of goal on assigned tasks
 - Good relationship with co-employees, intermediaries and clients
- 1.2. Scale of measurement for monthly character quality shall serve as guide for the bureaus/divisions/units/offices at the Central Office and Field Offices to determine the qualifications of nominees/candidates based on the reward system of the program. (Appendix A)
- 1.3. A character awardee per bureau/division/unit/office at the Central Office and Field Offices shall be nominated by either an employee or official. Nominations shall be dropped in a character box.
- 1.4. A nominee may also come from recommendations of stakeholders and intermediaries served by each bureau/division at the Central Office and field offices;
- 1.5. An official or employee who gained recognition from other agencies/NGOs/people's organizations as evidenced by a Plaque of Recognition and other citations can be nominated as character

awardee as long as the recognition/citation given is related in any of the monthly character quality.

1.6. Nominations shall be deliberated by the Program for Awards and Incentives for Service Excellence (PRAISE) in accordance with existing criteria on character reward.

• **Letter C is changed to Program Policy and shall include the following:**

1. An awardee can be an official or employee of the Department regardless of his/her rank, position and status (regular, casual, MOA, contractual service).

2. The character awardee per bureau/ division of the Central Office and Field Offices can be a candidate for character awardee of the Department to be given recognition during the DSWD anniversary celebration.

• **Letter D shall be added as Monitoring and Evaluation to include the following:**

Quarterly monitoring of the program implementation shall be undertaken by the HRMDS through established program components like a) character quality corner b) character rewards and c) inclusion of the discussion of character quality for the month during meetings.

2. **Part VI - Institutional Arrangements, the original provisions are amended as follows:**

A. The Human Resource Management and Development Services (HRMDS) shall:

1. Lead the implementation of the character building program for employees based on the implementing mechanism of A.O. 34, its amended provisions and awards system.

2. Enrich the CBP module by incorporating creative methodologies of presenting the character quality for the month during the flag ceremony.

3. Provide training, seminar, workshop and other activities to focal persons of the Central Office and the Field Offices.

4. Advocate and ensure the integration of the CBP to other programs/projects of the Department that aim to improve values and performance of officials and employees.

5. Institutionalize quarterly monitoring of the CBP implementation both in the Central Office and Field Offices.

B. The Social Technology Bureau shall:

1. Conduct orientation of line agencies, Local Government Units, NGOs and other stakeholders to promote the program and provide technical assistance as necessary.
2. Provide technical assistance to HRMDS staff as necessary.

C. The Central and Field Offices shall:

1. Identify the focal and alternate focal persons to the program who have leadership skills, initiative, commitment, credibility, and authority to lead by example.
2. Identify and develop a group of employees who shall be an "artists group" that will lead the creative presentation during the flag raising ceremonies.
3. Continuously develop advocacy materials (multimedia) for internal staff as well as other stakeholders and ensure uniformity and consistency of message.
4. Regularly submit quarterly accomplishment reports and annual work plans to HRMDS.

All previous memoranda/directives/issuances inconsistent with this Memorandum Circular are hereby repealed or modified accordingly.

Issued in Quezon City this 10th day of March 2008.


DR. ESPERANZA I. CABRAL
Secretary

DSWD - OSEC



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**CRITERIA FOR CHARACTER REWARD
DSWD Residential Care Facilities**

Instruction:

Please rate nominees/candidate for character reward on the following scale of measurement. The highest score is 5 for Excellent, 4 for Very Satisfactory, 3 for Satisfactory, 2 for Fair and 1 for Poor.

Monthly Character Quality	Scale of Measurement				
	5 Excellent	4 Very Satisfactory	3 Satisfactory	2 Fair	1 Poor
1. JUSTICE:					
1. <i>Respects and follows civil service rules, office policies and other laws for civil servants.</i>					
2. <i>Speaks and supports the truth at all times.</i>					
3. <i>Performs his/her task truthfully based on agreed key result areas and major functions.</i>					
4. <i>Accepts limitations of co-workers and other people in the workplace by having a non-judgmental attitude.</i>					
5. <i>Respects any person seeking assistance regardless of his/her socio-economic status.</i>					
2. FORGIVENESS:					
1. <i>Does not repeatedly discuss with others the wrong act done to him/her by another especially when the issue has already been resolved.</i>					
2. <i>Continues to work with other staff who may have hurt him/her in</i>					

<i>the past.</i>					
3. <i>Asks forgiveness from co-workers for inappropriate actions or remarks made.</i>					
4. <i>Does not speak harsh words to those who may have hurt him/her.</i>					
5. <i>Discusses differences or misunderstanding with the concerned co-worker in order to patch up things.</i>					
3. ENDURANCE:					
1. <i>Keeps on improving work until he/she achieves best result.</i>					
2. <i>Accepts and performs tasks beyond agreed upon areas of function without complaining.</i>					
3. <i>Does not feel offended when criticized but rather strives to improve performance based on these criticisms.</i>					
4. <i>Does not strike back when others make unfair judgment but keeps on holding on to what is right based on office policies.</i>					
5. <i>Willingly works overtime to finish tasks.</i>					
4. BENEVOLENCE:					
1. <i>Treats other people's needs like they are his or her own.</i>					
2. <i>Helps without expecting anything in return.</i>					
3. <i>Shares knowledge and skills with co-workers.</i>					
4. <i>Shares personal resources to a</i>					

co-worker who is in deep financial crisis.					
5. Relates with compassion to a co-worker who needs encouragement to hurdle a difficult task.					
5. FAITH:					
1. Accomplishes his/her task to the best of his/her ability because he/she believes that this will directly or indirectly contribute to the achievement of the bureau's/office's goal.					
2. Chooses to do what he/she believes is right even if others do the opposite.					
3. Always performs task with enthusiasm despite some problems because he/she believes that the task will contribute to improving the lives of the people that the Department serves.					
4. Continues to perform his/her tasks despite problems, difficulties and conflicts because he/she knows that these can be overcome.					
5. Trusts that others have the ability to improve their attitude and performance given the right motivation and encouragement.					
6. DEPENDABILITY:					
1. Performs every task that he/she is expected to do and even those beyond his/her key responsibilities.					
2. Does his/her assignment even without close supervision.					
3. Makes appropriate action that will contribute to the satisfactory performance of the office even without being told to do so.					

4. Finds remedies to problems and does not resign himself/herself to an unwanted situation because of lack of resources.					
5. Keeps confidential matters to himself/herself unless it is necessary to divulge information for the sake of justice.					
7. WISDOM:					
1. Listens to the advice of experts in the workplace before making any decisions.					
2. Learns from past mistakes by avoiding acts that he/she is sure to be ineffective based on experience.					
3. Chooses the right companions that can help him/her improve his/her performance.					
4. Acts according to office policies and guidelines to avoid unnecessary risks.					
5. Chooses peaceful means in resolving conflicts.					
8. HONOR:					
1. Follows instructions of superiors even if he/she does not personally believe in it as long as such instructions are not in conflict with policies, rules and regulations.					
2. Expresses opinions to co-workers or superiors in a respectful way.					
3. Notifies supervisor when he/she cannot report to work due to unavoidable circumstance.					
4. Values other people's work bearing in mind that they gave their best to come up with such output.					

5. Does not discuss with others the weaknesses of a subordinate or a co-worker.					
9. GENTLENESS:					
1. Speaks kind words especially to those who are discouraged due to some failures and difficulties.					
2. Does not try to match offensive behavior of those who do not treat him/her well.					
3. Offers help to a co-worker, especially a newly-employed one, who finds difficulty in accomplishing his/her task.					
4. Willingly listens to the hurts and needs of others.					
5. Strives for a peaceful co-existence with co-worker.					
10. TOLERANCE:					
1. Does not look down on those who do not live by his/her standards.					
2. Maintains modesty and politeness even when the situation turns undesirable.					
3. Does not tire out in helping those who may keep going back for assistance.					
4. Considers the limitations of others by assigning tasks that fit their knowledge and skills.					
5. Maintains optimistic attitude in the face of failures.					
11. PUNCTUALITY:					
1. Acts immediately on things that					

<i>need prompt action.</i>					
2. Arrives for appointments on time.					
3. Does not keep visitors waiting.					
4. Submits reports or other required documents on or before the deadline.					
5. Always reports to the office on time.					
12. GENEROSITY:					
1. Shares his/her knowledge and skills with co-employees.					
2. Gives assistance, material or otherwise, to a co-worker who is in need of help.					
3. Shares resources and shows kindness without expecting others to do the same to him/her.					
4. Willingly extends service at anytime as required by the office.					
5. Sees the good in others and expresses appreciation to them.					
13. ALERTNESS:					
1. Acquaints himself/herself with the programs/services and activities of the Department in order to be able to provide appropriate assistance or referral to clients and even co-workers.					
2. Plans for alternatives when doing an activity to be ready for whatever unexpected difficulties or problems that may arise.					
3. Does not engage in any activity					

<i>which he/she is sure will lead him/her to problems.</i>					
<i>4. Informs others of possible risks that an act may entail.</i>					
<i>5. Limits interaction with co-workers who are not morally upright to official matters.</i>					
14. ATTENTIVENESS:					
<i>1. Gives undivided attention when listening to either a co-worker expressing opinions or a supervisor giving instruction.</i>					
<i>2. Puts into practice new learnings gained during seminars, trainings and similar capability-building activities.</i>					
<i>3. Adheres to office policies, rules and regulations.</i>					
<i>4. Follows the set rules during meetings and similar activities.</i>					
<i>5. Concentrates on issues that need immediate actions or responses.</i>					
15. AVAILABILITY:					
<i>1. Attends to the needs of clients and requirements of partners even if it means sacrificing other personal activities.</i>					
<i>2. Makes himself/herself available in the office even during day off if his/her presence is highly needed.</i>					
<i>3. Finds time to recharge his/her energy in order to accomplish the tasks assigned to him/her with zest.</i>					
<i>4. Accepts assignments cheerfully at any given situation.</i>					

5. Performs assigned tasks according to priority and not on his/her own convenience.					
16. BOLDNESS:					
1. Expresses opinions that he/she strongly believes will improve service to clients.					
2. Corrects others should he/she feels it necessary and appropriate to do so.					
3. Supports co-workers' decision if he/she too believes in such decision despite the risk of being criticized.					
4. Does what he/she believes is right even if he/she knows that others will disapprove.					
5. Yields when he/she knows others are right.					
17. CAUTIOUSNESS:					
1. Chooses the right words to say to ensure that such will not put him/her or others at risk.					
2. Strives not to offend others, both in words and in deeds.					
3. Follows instructions carefully.					
4. Consults others especially his/her superior before deciding on a very delicate matter.					
5. Refrains from acting based on what he/she wants and what is convenient to him/her.					
18. COMPASSION:					
1. Chooses kind words when					

speaking to a co-worker who is sensitive to criticisms.					
2. Listens to anyone who wants to express problems/pains concerning both personal and work-related issues.					
3. Does not blame a co-worker or client for any trouble that he/she is going through.					
4. Does not only listen to a suffering co-worker or client, rather he/she does something to help.					
5. Extends understanding to a person who has done something wrong yet willing to correct himself/herself.					
19. CONTENTMENT:					
1. Chooses to look at the positive side of a difficult or problematic situation.					
2. Expresses appreciation of all the blessings that he/she receives.					
3. Does not complain just because he/she does not have what he/she has been longing to possess.					
4. Appreciates the good in others and avoids looking at their weaknesses or limitations which can not be changed.					
5. Does not measure success or happiness based on material gains.					
20. CREATIVITY:					
1. Finds new ways to effectively respond to a situation.					
2. Tries various strategies to accomplish a task.					

3. Gives his/her best on any given tasks.					
4. Makes things useful and important.					
5. Welcomes challenges.					
21. DECISIVENESS:					
1. Considers others' opinions when deciding on a difficult issue.					
2. Does not commit something in haste. Rather, she/he tries to weigh things with consideration of policies, objectives and advantages of concerned individuals or sectors as basis for his/her action.					
3. Acts based on facts.					
4. Commits to something within his/her resources and limitations.					
5. Listens to critics and makes necessary adjustment.					
22. DEFERENCE:					
1. Relates appropriately with co-workers and superiors.					
2. Does not in anyway insult anyone by the things that he/she says, does or wears.					
3. Listens to others when it is their time to speak.					
4. Avoids conversations that are offensive to others.					
5. Respects other people's rights.					
23. DETERMINATION:					

1. Completes any assigned task despite problems and failures.					
2. Does not give up even when others do not seem to be supportive of his/her cause.					
3. Pursues a plan that he/she is sure to yield positive result even if this requires great sacrifices.					
4. Strives to achieve set objectives despite problems on resources.					
5. Performs what he/she as committed to do without making excuses.					
24. DILIGENCE:					
1. Completes an assigned task quickly and enthusiastically.					
2. Plans ahead in order to do a job in the fastest and most efficient way.					
3. Completes tasks thoroughly.					
4. Performs his/her part the best way he/she can.					
5. Works until the best result is achieved.					
25. DISCERNMENT:					
1. Gives way to necessary changes.					
2. Does not judge without scrutinizing things/issues.					
3. Performs task effectively by integrating insights from experiences.					

4. Chooses to do what is right and resists what is inappropriate even if others do not do the same.					
5. Traces causes of problems to come up with appropriate solutions.					
26. DISCRETION:					
1. Speaks appropriately to avoid conflict.					
2. Does what is honorable, right and just.					
3. Pays attention to details and weighs matters before acting on something.					
4. Refrains from spreading damaging reports.					
5. Avoids doing anything that will put other people's welfare at risk.					
27. ENTHUSIASM:					
1. Performs his/her tasks with cheer.					
2. Speaks inspiring words to co-workers.					
3. Does not dwell on problems.					
4. Shows genuine interest in the activities at the workplace.					
5. Completes tasks with positive attitude motivated by love with a vision that these will help the clients that the Department serves.					
28. FLEXIBILITY:					
1. Makes necessary adjustments that may be required due to some changes in plans or activities.					

2. <i>Tries other people's suggestion of doing things in a better/different way.</i>					
3. <i>Works according to his/her plan but gives attention to something that is not planned but needs to be done immediately.</i>					
4. <i>Does not complain when authorities give directions that require changes in plans.</i>					
5. <i>Never compromises what is right and just.</i>					
29. GRATEFULNESS:					
1. <i>Expresses recognition to co-workers who have helped him/her no matter how simple that help may be.</i>					
2. <i>Appreciates inputs and suggestions of others.</i>					
3. <i>Gives tokens or notes as a way of expressing appreciation to kindness or goodness showed to him/her.</i>					
4. <i>Reciprocates kindness by giving a hand to a co-worker when such is needed.</i>					
5. <i>Recognizes and gives importance to the benefits he/she receives.</i>					
30. HOSPITALITY:					
1. <i>Attends to visitors promptly.</i>					
2. <i>Does acts that will make co-workers especially those new in the workplace feel comfortable and welcomed.</i>					

3. Shares even personal belongings to his/her co-workers when necessary.					
4. Willingly shares necessary and appropriate information to stakeholders who request for such.					
5. Entertains visitors, clients or partners when the person concerned is not available.					
31. HUMILITY:					
1. Shows consideration on the interests of others before his/her own interests.					
2. Does not brag despite achievements.					
3. Asks apology when necessary.					
4. Asks assistance when necessary.					
5. Gives credit to other co-workers who contributed to a successful undertaking.					
32. INITIATIVE:					
1. Does what he/she believes is necessary and important even without being told to do so.					
2. Volunteers to help when it is needed.					
3. Shares her/his ideas that may help solve a particular problem or settle an issue.					
4. Divulges information that he/she believes may negatively affect the office when necessary attention is not made.					

5. <i>Tries to find a better way of dealing with a situation and willingly shares this with others in the workplace.</i>					
33. JOYFULNESS:					
1. <i>Dwells on positive things.</i>					
2. <i>Smiles even when faced with a challenging situation.</i>					
3. <i>Initiates conversation with a smile</i>					
4. <i>Does not allow any negative emotions to affect her/his performance and interaction with others in the workplace.</i>					
5. <i>Can laugh at his/her flaws.</i>					
34. LOYALTY:					
1. <i>Tells other people about the positive performance of the organization.</i>					
2. <i>Keeps confidential matters shared by a friend.</i>					
3. <i>Tells the truth even if it will hurt others if only to help them improve.</i>					
4. <i>Criticizes when necessary.</i>					
5. <i>Believes in the cause of the organization and defends it from detractors.</i>					
35. MEEKNESS:					
1. <i>Believes that co-workers have potentials that can be utilized for the advancement of the organization.</i>					

2. <i>Accepts other suggestions when valid.</i>					
3. <i>Solicits other people's opinion because he/she believes that nobody has the monopoly of knowledge.</i>					
4. <i>Acknowledges that others may be better than him/her.</i>					
5. <i>Does not take offense when others are given priority on some opportunities.</i>					
36. OBEDIENCE:					
1. <i>Sincerely follows directions of authorities as long as there are no rules or principles violated.</i>					
2. <i>Complies with policies without complaining.</i>					
3. <i>Does not make excuses when she/he is given a task that she/he perceives as difficult or demanding.</i>					
4. <i>Performs with the intent of contributing to the success of the organization.</i>					
5. <i>Does not argue unnecessarily when his/her request is denied.</i>					
37. ORDERLINESS:					
1. <i>Begins the day with wise planning.</i>					
2. <i>Maintains work area clean and neat.</i>					
3. <i>Puts everything in its proper place.</i>					
4. <i>Maintains orderly system for necessary records.</i>					

5. Encourages co-workers to maintain an orderly workplace.					
38. PATIENCE:					
1. Accepts the things he/she can not change.					
2. Keeps trying until he/she achieves best result.					
3. Adheres to office policies even if he/she perceives these as time consuming.					
4. Waits for his/her turn if he/she has something to say or do.					
5. Does not complain when he/she does not get things her/his her way.					
39. PERSUASIVENESS:					
1. Shares with others how wise decision can protect others.					
2. Motivates co-workers by being a good role model.					
3. Does not force other people to accept his/her opinion.					
4. Uses appropriate words to persuade co-workers to reject wrong decisions.					
5. Never argues to gain attention.					
40. RESOURCEFULNESS:					
1. Uses free time to enhance learning and creativity.					
2. Repairs, reuses and recycles.					

3. Makes wise use of time, talents, and energy.					
4. Gives away the things that he/she does need but may be useful to others.					
5. Finds practical uses for things that others would overlook or discard.					
41. RESPONSIBILITY:					
1. Does what he/she has set to achieve based on performance contract.					
2. Reminds others when they overlook important details.					
3. Develops skills to the best of her/his abilities for the advancement of the organization.					
4. Does what he/she needs to do to accomplish tasks.					
5. Deals appropriately with the negative effects of his/her acts.					
42. SECURITY:					
1. Neither worries nor frets unnecessarily.					
2. Believes in his/her capacity and that of his/her co-workers.					
3. Focuses on building good relationship with others and not on trying to achieve prominence.					
4. Maintains peace of mind and shows this in the way he/she interacts with others.					
5. Solicits other people's opinion about his/her attitude and work performance.					

43. SELF-CONTROL:					
1. Never acts when at the height of anger.					
2. Does not equate desires with needs and rights.					
3. Sets own limits.					
4. Avoids expressing unsolicited advice on co-workers' personal matters.					
5. Refrains from doing things that are not right or appropriate.					
44. SENSITIVITY:					
1. Perceives the true feelings of others and adapts appropriate responses to them.					
2. Empathizes with others.					
3. Ensures that facial expression and body movement do not offend others.					
4. Knows when a co-worker needs a word of praise.					
5. Easily recognizes when her/his assistance is needed.					
45. SINCERITY:					
1. Gives honest remarks.					
2. Eagerly does what is right with transparent motives.					
3. Means what he/she says.					
4. Shows consistency in dealing					

<i>with others</i>					
5. <i>Does not take advantage of other people.</i>					
46. THOROUGHNESS:					
1. <i>Pays attention to details.</i>					
2. <i>Reviews documents before submitting them to superiors.</i>					
3. <i>Does the job as if she/he will never have another chance to do it right.</i>					
4. <i>Finishes what he/she has started.</i>					
5. <i>Cleans up things after each task.</i>					
47. THRIFTINESS:					
1. <i>Saves more and spends less as the opportunity comes.</i>					
2. <i>Makes good use of what he/she has.</i>					
3. <i>Looks for the best value in choosing things.</i>					
4. <i>Budgets money, time and energy.</i>					
5. <i>Does not confuse what he/she needs with what he/she wants.</i>					
48. TRUTHFULNESS:					
1. <i>Tells the truth in any given situation.</i>					
2. <i>Encourages others to be truthful.</i>					

3. Does not give damaging reports of others to make one's self look good.					
4. Admits when he/she is wrong.					
5. Does not exaggerate to make things seem different from what they are.					
49. VIRTUE:					
1. Does what is right and encourages others to do the same.					
2. Guards his/her eyes, ears, words and thoughts so as not to commit mistakes and create conflicts in the workplace.					
3. Learns to stand for what is right.					
4. Abstains from anything which might damage or pollute his/her mind or body.					
5. Treats others as he/she would want to be treated.					
50. LOVE:					
1. Does not envy the opportunities or possessions of co-workers.					
2. Treats others with dignity.					
3. Considers the welfare of others.					
4. Upholds the truth and does not rejoice in unjust things.					
5. Avoids flaunting possessions, achievements and blessings to make others feel bad about themselves.					