

Republic of the Philippines
Department of Social Welfare and Development
Batasan Pambansa Complex, Constitution Hills, Quezon City

DEPT. OF SOCIAL WELFARE & DEVT.
IDP ROAD, CONSTITUTION HILLS, Q.C.

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Memorandum Circular No. 9
Series of 2003

SUBJECT: **DSWD Social Marketing Agenda and
Related Policies for CY 2003**

I. Introduction

The Department recognizes the importance of social marketing in the planning and implementation of programs and projects to bring about social change and to ensure that social welfare and development policies and messages embodied in the Department's vision, mission and goals are effectively communicated to its publics. Thus, one of the thrusts of the Department is to strengthen social marketing and advocacy.

II. Rationale/Guiding Principles

Social marketing and advocacy is needed to:

1. Build public policy. This will put social welfare and development on the agenda of policy makers, advocate for the passage of key SWD legislations and secure local governments commitment for long-term SWD programs and investments.
2. Sustain implementation of SWD programs and services. Effective promotions will result to increased demand and use of SWD services; more people participating in developmental activities and ensuring standards in SWD delivery systems.
3. Strengthen community action. Promotions and advocacy works through concrete and effective community action where people and communities are empowered to set priorities, make decisions and plan and implement strategies, enabling them to achieve better quality of life.
4. Widen and sustain partnerships, networks and linkages that will ensure that all sectors accept their social responsibilities and become a part in the making of strong society.

The DSWD has likewise identified seven target audiences for its marketing, advocacy and communications program. These are: vulnerable

sectors; government colleagues (national and local government agencies and legislators); non-traditional partners; mass media; colleagues within the Department; NGOs involved in social welfare and development and foreign and multilateral agencies

III. Social Marketing Agenda

For the current year, the DSWD social marketing agenda shall consist of the following:

1. Development and implementation of an advocacy plan to support passage of DSWD priority legislations.
2. Development and implementation of an advocacy plan for :
 - new technologies in response to issues on the family, out-of-school youth, children, women, older persons and PWDs;
 - programs for social protection of the poor and the disadvantaged.
 - Special events e.g. Family week, Elderly Filipino Week, etc.
3. Development and implementation of an advocacy campaign on social welfare standards for implementers and donors/sponsors and partners.
4. Strengthening of partnership with the media as advocate on SWD issues and concerns.
5. Continuous implementation of communication plan on the RSP and employee welfare projects for the DSWD internal audience.
6. Strengthening of implementation of communication and advocacy program on the Early Childhood Development project.
7. Development and implementation of a social marketing plan on the KALAHI-CIDSS: KKB.
8. Building of the capacities of social marketing and information staff both at the central and field offices through training and capability building.
9. Revival of the communication support group and strengthening of communication network between central office and field offices and with other communication agencies.

The DSWD's Public Affairs and Liaison Service, in consultation with bureaus/field offices, shall undertake the following:

1. Develop DSWD communications and promotions policies and guidelines ;

2. Develop a message/tagline that will promote the image identity of DSWD as devolved agency that provides effective, efficient and humane services.
3. Develop and utilize monitoring tools to determine the extent of contribution of DSWD central and field offices in the implementation of DSWD marketing and advocacy programs.
4. Establish and maintain a DSWD communication resource center.
5. Monitor and provide technical assistance to DSWD offices to ensure the implementation of this social marketing agenda.

The field offices shall develop, include in their performance contracts and implement their specific social marketing and communication plans based on the above-mentioned agenda and in keeping with the Department's 2003 thrusts and priorities.

IV. Effectivity

Issued in Quezon City this 23rd day of April 2003.

Corazon Juliano Soliman
CORAZON JULIANO SOLIMAN
Secretary *by rd*

CJS/CCY/SBA/dpu
April 10, 2003

A CERTIFIED COPY:

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