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CONSTITUTION HILLS, Q.C.

PANTAWID PAMILYANG PILIPINO PROGRAM MEMORANDUM CIRCULAR

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LEGAL SERVICE

RECEIVED BY: Mora DOS

SUBJECT: GUIDELINES ON THE 2013 COMMUNICATION CAMPAIGN AGAINST POLITICKING IN PROGRAM IMPLEMENTATION

I. Rationale

The Pantawid Pamilyang Pilipino Program is a program of the national government which scope reaches 3.8M households to date, in 79 provinces, and 1605 cities and municipalities. The large number of beneficiaries the program caters to, as well as the vast scope of areas and localities that the program works in makes itself susceptible to being used for political purposes in both the national and local levels.

Even prior the actual campaign period, there have been reports from the field offices of politicians and socio-political bodies that have tried to use the program to gain widespread support, or political clout in beneficiary areas. Reports range from that of politicians claiming that the program is due to their efforts, and that the inclusion of specific households enrolled in the program was their direct decision to as worse as politicians claiming that they have the authority to enroll and remove beneficiaries from the program. This is contrary to the fact that only the lead implementing agency of the Pantawid Pamilyang Pilipino Program, the DSWD, has the authority to set the conditions and implement enrollment and removal of households from the program.

Thus, due to the nature of the program and its susceptibility to politicking, the beneficiaries need to be insulated from partisan politics and from politicians who wish to take advantage of them. A comprehensive communication campaign that informs and reinforces both the beneficiaries themselves, and the general public regarding program mechanics, especially on selection and removal of beneficiary households, must then be implemented.

II. Legal and Policy Framework

- A. Memorandum Circular No. 24, Series of 2012 of the Department of Social Welfare and Development (Guidelines on the Conduct of Activities on Pantawid Pamilyang Pilipino During 2013 Campaign and National and Local Election Period) is regarding the implementation of the Pantawid Pamilyang Pilipino Program during the 2013 Campaign and National and Local Election period. It's general objective is to ensure that the program remains free of political influence and manipulation. It also aims to safeguard the rights of beneficiaries, to maintain a free and honest election.
- B. Memorandum Circular 2012-44 of the Department of the Interior and Local Government (Prohibition on the Display of Photos and Names of Local Government Officials in Posters/ Streamers Particularly in the Announcements of Activities Related to the Conditional Cash Transfer or Pantawid Pamilyang Pilipino Program) disallows local politicians from annexing their names or pictures from any media materials such as posters, streamers, and announcements that relate to the Pantawid Pamilyang Pilipino Program.

DSWD MC 24-2012 calls for an efficient way to communicate the selection, retention, and delistment policies of the program. It calls for a way to communicate to both beneficiaries and the general public regarding the fact that the Pantawid Pamilyang Pilipino Program is a program of the national government. Along with MC2012-44 of DILG, the memoranda call for the insulation of beneficiary communities from undue political influence, politicking, as well as ensuring that they have free choice, without pressure or coercion over their decision as to who to vote for in the 2013 midterm elections. The best way to get these messages across to both the beneficiaries and the general public is through a comprehensive communications plan.

III. Objectives

The 2013 Communication Campaign Against Politicking in Program Implementation aims to inform the general public and reinforce beneficiaries' knowledge of the fact that the Pantawid Pamilyang Pilipino Program is a national program, and of program mechanics, especially regarding enlistment and delistment standards, and the fact that only the DSWD, the lead implementing agency of the program, has the right to include, retain, and delist beneficiaries based on pre agreed standards. It also aims to insulate Pantawid Pamilyang Pilipino Program activities and processes from undue politicking.

The campaign must be clear and concise with its message. It is meant to relay the direct point that no undue political influence can be exercised over Pantawid beneficiaries. It is necessary that the campaign's messages are easily understood by the target audience.

IV. Thrusts and Communication Points

The following are the core messages of the 2013 Communication Campaign Against Politicking in Program Implementation:

- A. The Pantawid Pamilyang Pilipino Program is a program of the national government and its implementation is with specific National Government Agencies (NGAs), specifically the Department of Social Welfare and Development, Department of Health, and the Department of Education.
 - a. The implementation of the program is only coordinated with the local government units, mainly in regards to providing supply side requirements. It is important to stress that no decisions are made at the local level without approval from the national level, specifically the National Program Management Office and the National Advisory Committee.
- B. Only the lead implementing agency of the Pantawid Pamilyang Pilipino Program, the DSWD, has the authority to set the conditions and implement enrollment and removal of households from the program. Removal and retention of beneficiary families of the program depends solely on their compliance with the conditions of the program.
- C. The Pantawid Pamilyang Pilipino Program is not a program of any politician or political party.
- D. The DSWD has been very strict in complying with the Memorandum Circular of the DILG prohibiting government officials/politicians from displaying their photos and names in posters or streamers, particularly in the announcements of activities related to the government's Pantawid Pamilyang Pilipino Program
- E. The Department is engaged in partnership with various Civil Society Organizations (CSOs) for third party monitoring, under the framework of bantay (watchdog), tulay (partnership), gabay (for capability building), kaagapay (for technical assistance)

- F. The program has an established Grievance Redress System, which processes complaints through Twitter, Facebook, electronic mail and text.
- a. Since the development of the GRS, there were 45,535 households delisted in the program while another 140,738 are deactivated, pending validation because majority did not attend community assembly
 - b. The public is assured that all complaints shall be treated with utmost confidentiality and impartiality.
 - c. The details of the complaint can be submitted through the GRS text hotline (09189122813) or through email (4psreklamo@gmail.com) for immediate resolution.

V. Target Audiences

The campaign's communication points are of a wide variety that has implications for both beneficiary families and the public in general. Thus, while the primary target audience of the 2013 Communication Campaign Against Politicking in Program Implementation is every beneficiary household, the thrusts of the campaign must also be communicated to politicians, whether those running for office in a new or re-electionist capacity, or incumbents. A component of the campaign also targets the DSWD employees working with program beneficiaries, partners, and the general public, including the media. This is in order to garner their support in ensuring that the program is independent from any politicking.

VI. Campaign Theme

The major theme of the 2013 Communication Campaign Against Politicking in Program Implementation is "**Bawal ang Epal Dito.**" The campaign is to be nominally known as the "Anti-Epal Campaign." The word "epal" is the slang or colloquial term referring to a person who deliberately wants to be included in a scene and be given attention although unwarranted. In the case of the Anti-Epal Campaign, Epal refers to the various politicians who use the Pantawid Pamilyang Pilipino Program for their advantage in the upcoming election, through exaggerating their involvement and commitment in the program, or by threatening beneficiaries with delisting if they do not vote for said politician.

Using the concept of "Anti-Epal," the communication campaign seeks to directly eliminate the misconception of the beneficiaries about the power and influence of politicians over the Pantawid Pamilyang Pilipino Program, thus allowing them to exercise their basic right to vote for whomever they see fit without undue political influence.

The tag-line of the campaign is “Maki-alam. Magsumbong” which literally translates to “Inform yourself, and complain.” This slogan is an invitation to all stakeholders to get to know more about the program, the rights and conditions of every beneficiary, program mechanisms, and how beneficiaries’ rights are being hindered and exploited by unscrupulous politicians. It also invites beneficiaries to complain about such practices by politicians in their area.

The campaign must always be centered on the rights and responsibilities of the beneficiary. Thus all media relating to the Anti-Epal campaign must maintain a certain branding, defined by the Social Marketing Unit of the National Program Management Office of the Pantawid Pamilyang Pilipino Program. To ensure that this branding is maintained, the Social Marketing Unit must then approve all materials made by the regional offices to supplement media from the NPMO.

VII. National Campaign Implementation Framework

Implementing the campaign in the national level involves reaching as much of the general public as possible, including beneficiaries, politicians, and the media. Engagement in the national level involves three types of media.

A. Television

- a. Two versions of television commercials are to be aired in major channels.
- b. Spokespeople from the Pantawid Pamilyang Pilipino Program will guest in television shows to talk about and promote the campaign.

B. Web

- a. Viral advertisements will be posted on social networking and video sites.
- b. A bloggers forum will be conducted. The forum will bring together prominent political bloggers in order that the Pantawid Pamilyang Pilipino Program can explain, and ask them to possibly spread the message of the campaign through their blogs.

C. Print

- a. Press releases and advertorials will be published in national broadsheets.
- b. Noted columnists will be invited to write about the campaign, in order to spread consciousness about the campaign.

The materials for the national shall be made and communicated by the Social Marketing Unit of the Pantawid Pamilyang Pilipino Program National Project Management Office.

VIII. Regional Media Implementation Framework

The campaign in the regional level must take into account the sensitivities and the language of the locale wherein the campaign will be communicated. Thus, the regional offices, specifically the Information Officers of the Pantawid Pamilyang Pilipino Program in the regions will create campaign media that is catered to their respective locality. To ensure that the communication materials are up to standard for the campaign, and to ensure that the specific branding of the campaign is met, all materials made by Information Officers in the regions must be approved by the Social Marketing Unit of the NPMO.

A. Television

- a. Local Spokespeople from the Pantawid Pamilyang Pilipino Program will guest in local television shows of regional affiliate stations of major television outlets to talk about and promote the campaign.

B. Radio

- a. Three to four versions of radio advertisements are to be aired in local radio stations, these advertisements will be made by the SMU of NPMO.
- b. The Information Officers in the regional offices may create radio advertisements in local dialects.

C. Print

- a. Press releases will be published in local broadsheets. The content of the press releases if possible, will be in the local dialect.
- b. Information Officers in the regions can invite columnists from local newspapers to write about the campaign.

D. Below the Line Media

- a. flyers, posters, stickers, buttons, and other below the line media will be produced by the Social Marketing Unit to be distributed to the regions. The Information Officers in the regional offices may create other below the line media more appropriate for the locale.

IX. Funding

The costs for the National Media Implementation of the 2013 Communication Campaign Against Politicking in Program Implementation will be charged to the Pantawid Pamilyang Pilipino Program's National Project Management Office Advocacy funds allocated under Social Marketing. Part of the costs will come from those allocated from the 2012 budget, and part will be charged to the 2013 budget.

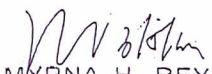
Costs for Regional Media Implementation will be charged against who initiated the creation of the media. If the media was produced by the NPMO for distribution to the regions, then it will be charged to Pantawid Pamilyang Pilipino Program's National Project Management Office Advocacy funds allocated under Social Marketing. If the media is produced by Information Officers in the regional offices, it will be charged to the Social Marketing fund of the Regional Project Management Office concerned.

X. Effectivity

This Memorandum Circular issued this 28th day of Feb. will take effect immediately.


CORAZON JULIANO-SOLIMAN
Secretary 

Certified Copy:


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