



OCTOBER 23, 2013

MEMORANDUM CIRCULAR

NO. 2013-120

TO : ALL PROVINCIAL GOVERNORS, CITY/MUN MAYORS, PUNONG BARANGAYS, THE ARMM GOVERNOR, THE ARMM DILG REGIONAL SECRETARY, DILG REGIONAL DIRECTORS AND FIELD OFFICERS, AND OTHERS CONCERNED

SUBJECT : ADOPTION/IMPLEMENTATION OF THE GUIDELINES ON “BAWAL ANG EPAL DITO” CAMPAIGN

Relative to the conduct of 2013 Barangay Elections, the Department of Social Welfare and Development (DSWD), the Department of the Interior and Local Government (DILG) and the Commission on Elections (COMELEC) entered into Tripartite Memorandum of Agreement and Jointly issued Memorandum Circular (JMC) No. 2013-001 - “BAWAL ANG EPAL DITO” CAMPAIGN IMPLEMENTATION GUIDELINES. This is to ensure that the implementation of the Pantawid Pamilyang Pilipino Program is free of political influence and manipulation while safeguarding the rights of Pantawid Pamilya beneficiaries for free and honest elections.

In this regard, all Local Chief Executives (LCEs) are enjoined to adopt/implement JMC No. 2013-001. Remind the punong barangay to ensure that the Pantawid Pamilya beneficiaries and field workers should not be influenced and/or mobilized during the campaign and election period and safeguard their rights for free and honest elections. Likewise, re-iterate to them that the Pantawid Pamilyang Pilipino Program is a program of the National Government and only DSWD Regional and National Office can remove or add beneficiaries on the list based on beneficiaries compliance.

Further, all DILG City/Municipal Local Government Operations Officers and City Directors are designated as Department’s official representative in the processing and coordination needed for the possible resolution of election related grievances.

All Regional Directors and Field Officers are hereby directed to cause the widest dissemination of the attached Joint MC to all LCEs in their respective jurisdiction. They shall likewise monitor its implementation thru their respective field officers and submit report to the Office of the Secretary, Attention: National Barangay Operations Office, as may be necessary.

For guidance and strict compliance.


MAR ROXAS
Secretary




DILG-OSEC OUTGOING 13-02713





Pantawid Pamilyang
Pilipino Program



DSWD
Department of Social Welfare and Development



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF SOCIAL WELFARE AND DEVELOPMENT
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
AND
COMMISSION ON ELECTIONS

JOINT MEMORANDUM CIRCULAR (JMC) NO. 2013-001

Date: _____

TO : ALL DSWD, DILG AND COMELEC REGIONAL OFFICES,
PROVINCIAL GOVERNORS, CITY MAYORS, MUNICIPAL MAYORS,
PUNONG BARANGAYS, MEMBERS OF THE SANGGUNIANG, AND ALL OTHER
NATIONAL AND LOCAL GOVERNMENT OFFICIALS CONCERNED

SUBJECT : "BAWAL ANG EPAL DITO" CAMPAIGN IMPLEMENTATION GUIDELINES

1.0 RATIONALE

The DEPARTMENT OF SOCIAL WELFARE AND DEVELOPMENT (DSWD), the lead government agency in social protection, welfare and development, contributes to poverty reduction and empowerment through the implementation of the Pantawid Pamilya Pilipino Program that invests in the human capital development and provides conditional cash grants to poor households for the improvement of health, nutrition and education of children aged 0-14 y/o. DSWD also provides appropriate interventions through collaboration and partnership with the local government units (LGUs), non-government organizations (NGOs), people's organizations (POs), government organizations (GOs) and other members of the civil society.

On the other hand, the DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT (DILG), the government agency mandated to promote peace and order, ensure public safety and further strengthen local government capability aimed towards effective delivery of basic services to the citizenry;

And the COMMISSION ON ELECTIONS (Comelec), is the government agency mandated to (1) enforce and administer all laws and regulations relative to the conduct of and elections, plebiscite, initiative, referendum and recall; (2) decide, except those involving the right to vote, all questions affecting elections, including appointment of election official and inspectors; (3) deputize, with the concurrence of the President, law enforcement agencies and instrumentalities of the Government, for the exclusive purposes of ensuring free, orderly, honest peaceful credible elections;

This Joint Memorandum Circular signed by DSWD, DILG and COMELEC will strengthen DSWD's "Bawal Ang EPAL Dito" campaign that is aimed to protect the program's integrity and protect the Pantawid Pamilya beneficiaries from undue politicking. This will also promote Pantawid Pamilya's identity as a National Program that invests on human capital.

2.0 Legal Basis

The prohibited acts in this Joint Memorandum Circular (JMC) shall conform but will not be limited to the identified prohibited acts under *BATAS PAMBANSA BLG. 881 or the Omnibus election code, Sec. 261 "Prohibited Acts" (a-w)*.

The identification and definition of *Lawful Election Propaganda* in this JMC, it shall conform but will be not limited to the stipulations under *Comelec resolution 9615 "Election Propaganda" and/or "Political Advertisements"*.

The reference and guidelines on the calendar of activities and periods of certain prohibited acts in connection with the upcoming October 28, 2013 local elections in this JMC shall conform but will not be limited to the calendar and activities stipulated under *Comelec Resolution 9385*.

In ensuring that the program and the beneficiaries shall be insulated from political activities, during and after the national and local elections, this JMC shall conform but will not be limited to the guidelines on "*the Conduct of Activities on Pantawid Pamilyang Pilipino Program during Campaign and National and Local Election Period*" as stipulated under the *DSWD Memorandum Circular No. 24, series of 2012*.

The prohibitions on the display of photos and names of local government officials in posters / streamers particularly in the announcement of activities related to the Pantawid Pamilyang Pilipino Program in this JMC shall conform but will not be limited to the stipulations under *DILG Memorandum Circular No. 44, series of 2012*.

3.0 Coverage

This Joint memorandum circular shall apply to activities initiated, conducted and participated in by Pantawid Pamilya beneficiaries, staff and its partner implementing agencies.

4.0 DEFINITION OF TERMS

The following terms shall be used in this JMC, as defined:

1. **Pantawid Pamilyang Pilipino Program** is a rights-based program that focuses on human capital investment through provision of health and education cash grants to eligible poor households; one of the poverty reduction strategies of the national government to enable poor households to meet certain human development goals aimed at breaking the intergenerational cycle of poverty;

2. **Beneficiaries** shall refer to poor households with children aged 0 to below 14 years old or pregnant women living together, who choose to be part of the Pantawid Pamilyang Pilipino Program and who agree to comply with the conditions set forth by the program.
3. **Conditionalities** shall refer to a set of duties or obligations that each household beneficiary must comply with, in order to continue receiving a cash grant from Pantawid Pamilya.
4. **Parent Leaders** refers to the grantees selected and/or identified by neighborhood grantee group, as point person to lead said group of household grantees.
5. **DSWD employees** refer to the currently employed regular and workers under Memorandum of Agreement of the Department. This includes but is not limited to staff from the National and Regional Program Management Office of Pantawid Pamilya.
6. **Incumbent** refer to officials that currently hold office in the national and local government units including district, provincial, municipal / city and barangay level during the campaign period.
7. **Electoral candidates** refer to persons who are given "Certificate of Candidacy" by the Commission on Elections, and thus have the opportunity to be elected as officials in the national, district, provincial, municipal and barangay level.
8. **Election period** covers thirty days (30) before the election and fifteen (15) days thereafter.
9. **Collusion** refers to an agreement between two or more individuals and/or parties that limit open competition by deceiving, misleading, or defrauding others of their legal rights in relation to election, for their individual or party gains.
10. **Grievance** refers to formally expressed complaints from all Filipino citizens who may include but are not limited to beneficiaries of Pantawid Pamilya, DSWD and Comelec employees, incumbent officials and electoral candidates addressed to DSWD, DILG and Comelec with regards to the implementation of the Pantawid Pamilya program.
11. **Threats** refer to declarations (including internet based and social media postings) of an intention to inflict a future wrong upon the person; honor or property of another of the latter's family. The acts or words must be so efficacious as to amount to moral pressure and this produces fear, or mental disturbance.

5.0 Roles and responsibilities

The roles and responsibilities as identified in this JMC shall be a binding commitment of the undersigned agencies in the achievement of the goals of the campaign. This shall be strengthened through Monitoring, assessing, reporting and feed backing between and among the three (3) agencies with the aim of providing a sound and timely joint resolution for election related grievances.

Department of Social Welfare and Development

- 5.1 Conceptualization of IEC materials with the partner agencies who are signatories to the JMC and disseminating these materials to all parties concerned.
- 5.2 Dissemination of information to the beneficiaries thru the Municipal Links and other field staffs during Family Development sessions.
- 5.3 Thorough orientation of the beneficiaries in the criteria and mechanics of delisting and pay outs in the program.
- 5.4 Implementation of Active Citizenship Module during Family Development Sessions and strengthening community participation in development activities.
- 5.5 Massive information campaign by putting up posters, stickers, and other form of visual materials with a message "The Pantawid Pamilyang Pilipino Program is a program of the National Government and only DSWD Regional and National office can remove or add beneficiaries on the list based on beneficiaries' compliance."
- 5.6 Organize PR activities to inform the tri-media (broadcast, print and social networking sites) about the BAED Campaign. Facilitate the issuance of advice or official statement to the local media informing them that the Pantawid Pamilya is a national program funded by the national government with the Department of Social Welfare and Development as the lead implementing agency.
- 5.7 Receive and conduct fact-finding regarding election-related grievances and facilitate its resolution in accordance to the procedures and sanctions identified in this Joint Memo Circular and DSWD Memo Circular 24, series of 2012.
- 5.8 Provide mechanisms of referral to the Second or Third party if the concerned individual is an incumbent official or an electoral candidate.

Department of the Interior and Local Government

- 5.9 Designation of their Municipal or City Local Government Operations Officer (M/CLGOO) as DILG's official representative in the processing and coordination needed for the possible resolution of election related grievances.
- 5.10 Provide assistance in the identified activities under section 8.0 "Scheduled Activities",
- 5.11 Make available to the Technical Working Group of the JMC the communication and social media used by DILG in its information campaigns
- 5.12 Disseminate "BAWAL ANG EPAL DITO" campaign materials to all DILG field offices, who in turn will actively communicate and inform the candidates within their jurisdiction of the said Campaign
- 5.13 Provide a guideline or procedure on how the grievances or complaints can be acted upon, especially where such cases fall under the election offense cases.
- 5.14 Monitoring and reporting of cases , capability building of field implementers from DILG among others shall be done by the DILG
- 5.15 Conduct fact-finding investigation or preliminary investigation as the case may be, when such complaints/grievances are filed appropriately in its jurisdiction and prosecute the same.
- 5.16 Provide a record for such cases and make them available for the other signatory parties of the JMC.
- 5.17 Provide feedback to the DSWD within 15 days of referral.

Commission on Elections

- 5.18 Provide logistical/distribution assistance in the identified activities under section 8.0 "Scheduled Activities",
- 5.19 Make available to the Technical Working Group of the JMC the communication and social media used by COMELEC in its information campaigns

- 5.20 Disseminate "BAWAL ANG EPAL DITO" campaign materials to all COMELEC field offices, who in turn will actively communicate and inform the candidates within their jurisdiction of the said Campaign
- 5.21 Provide a guideline or procedure on how the grievances or complaints can be acted upon, especially where such cases fall under the election offense cases.
- 5.22 Monitoring and reporting of cases , capability building of field implementers from Comelec among others shall be done by the Comelec
- 5.23 Conduct fact-finding investigation or preliminary investigation as the case may be, when such complaints/grievances are filed appropriately in its jurisdiction and prosecute the same.
- 5.24 Provide a record for such cases and make them available for the other signatory parties of the JMC.
- 5.25 Provide feedback to the DSWD within 15 days of referral.

6.0 Creation of TWG

The technical working group shall be created to monitor and facilitate the entire Implementation of this JMC, if possible, one or all of the members has background on Information campaign and Legal procedures.

The composition of the Technical Working group is as follows:

- DSWD - (Name of Lead Unit/Division/Bureau)
- DILG - (Name of Lead Unit/Division/Bureau)
- Comelec - (Name of Lead Unit/Division/Bureau)

7.0 Scheduled Activities

- 7.1 Joint Conduct of the Communication Campaign: "Bawal ang EPAL dito"
- 7.2 Timeline

Activities	Date	Responsible Agency
Posting and distribution of Campaign Materials	Sept 1 st week – 4 th week	DSWD, DILG & Comelec
Sending of JMC to all Field Offices	Sept 2 nd week	DSWD, DILG & Comelec
Staff Orientation on the Implementing guidelines of the campaign during Monday PEP talks, general assemblies or flag ceremonies	Sept 2 nd week- 4 th week	DSWD, DILG & Comelec
Campaign Launch and MOA signing	Sept 17	DSWD
Barangay Orientation	3 rd week of Sept to October 3 rd week	DSWD & DILG
Orientation through Family Development Sessions (FDS)	3 rd week of Sept to October 3 rd week	DSWD

8.0 Repealing Clause

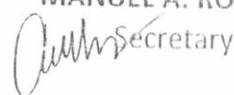
All issuances or part/s thereof, inconsistent with this circular are hereby modified and repealed accordingly; In any event that any of the provisions of this JMC is declared unconstitutional, the validity of the other provisions shall not be affected by said declaration.

IN FURTHERANCE of their respective goals, objectives, and missions, the parties jointly agree to abide by the provisions of this Joint Memorandum of Agreement . Signed this _____ day of _____ 2013, in _____.

DEPARTMENT OF SOCIAL WELFARE
and DEVELOPMENT


CORAZON JULIANO-SOLIMAN
Secretary

DEPARTMENT OF THE INTERIOR AND LOCAL
GOVERNMENT

MANUEL A. ROXAS II

Secretary


COMMISSION ON ELECTIONS

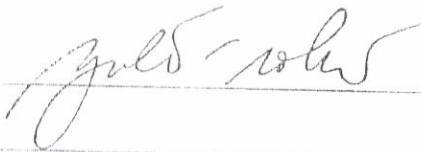

LUCENITO N. TAGLE
Commissioner

ACKNOWLEDGMENT

REPUBLIC OF THE PHILIPPINES)
MANILA) S.S.

BEFORE ME, a Notary Public for and in the above jurisdiction, the Parties personally appeared exhibiting to me their valid identification cards detailed below:

LUCENITO N. TAGLE 

CORAZON JULIANO-SOLIMAN 

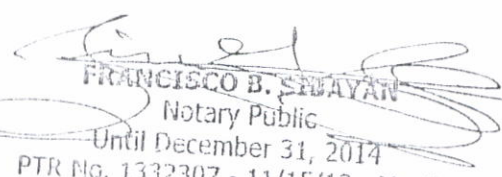
AUSTERE PANADERO for Manuel A. Roxas II 

Known to me and by me known to be the same persons who executed the foregoing Joint Memorandum Circular and who acknowledged to me that the same are their free and voluntary act and deed and that of the entities they represent.

This instrument consists of only eight (8) pages, including this page in which the acknowledgment is written, duly signed by the foregoing persons and their instrumental witnesses on each page hereof.

WITNESS MY HAND AND NOTARIAL SEAL on this 1st day of October 2013, City of Manila.

NOTARY PUBLIC


FRANCISCO B. SIDAYAN
Notary Public
Until December 31, 2014
PTR No. 1332307 - 11/15/12 - Manila
IBP No. 876388 - 11/15/12 - Manila IV
Roll No. 9787
MCLE Compliance No. IV-0009429 - 11/13/12

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