



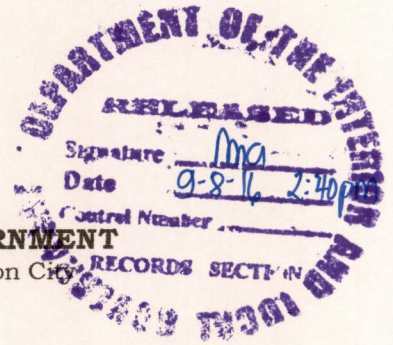
REPUBLIC OF THE PHILIPPINES

**DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT**

DILG-NAPOLCOM Center, EDSA corner Quezon Avenue, Quezon City

Telephone Numbers 925.11.48 • 925.88.88 • 925.03.32

<http://www.dilg.gov.ph>



September 2, 2016

MEMORANDUM CIRCULAR

No. 2016-116

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

SUBJECT : IMPLEMENTATION OF MASA MASID (Mamamayang Ayaw Sa Anomalya, Mamamayang, Ayaw Sa Iligal na Droga) PROGRAM

I. PREFATORY STATEMENT

Republic Act 9165, also known as the “Comprehensive Dangerous Drugs Act of 2002”, protects the state and its individuals from the possible harms brought about by the abuse of illegal drug substances. It also has provisions supporting the unrelenting campaign against trafficking and use of illegal drugs through and effective enforcement of anti-drug policies, programs, and projects.

Corollary to this, the Department has issued policies on advocating peace and order, public safety, transparency and accountability, and anti-illegal drug campaigns. One of these is DILG Memorandum Circular No.2015-63 or the “Revitalization of the Barangay Anti-Drug Abuse Councils (BADAC) and their Role in Drug Clearing Operations” which reinforces the mandate of the barangays to “adopt measures towards the prevention and eradication of drug abuse, etc.” (Section 391, a20 of the LGC of 1991).

In Article II, Section 23, 1987 Philippine Constitution, it was stated that, “The State shall encourage non-governmental, community-based, or sectoral organizations that promote the welfare of the nation.”

The Local Government Code of 1991 also has provisions that encourage multi-sectoral participation. In Section 3 (1), it is stated that “The participation of the private sector in local governance, particularly in the delivery of basic services, shall be encouraged to ensure the viability of local autonomy as an alternative strategy for sustainable development” and in Section 35, which states that “Local government units may enter into joint ventures and such other cooperative arrangements with people’s

and non-governmental organizations to engage in the delivery of certain basic services, capability building...”

Given the above-mentioned legal provisions, the Department has enough bases to support the President’s pronouncement to suppress criminality and corruption, by creating an ‘umbrella organization’ to consolidate the efforts of all barangay-based institutions against the above-mentioned issues. Through active people’s participation, the spirit of volunteerism will be sparked and will eventually be institutionalized.

## II. DESCRIPTION

The MASA MASID (*Mamamayang Ayaw Sa Anomalya, Mamamayang, Ayaw Sa Iligal na Droga*) Program is a community-based initiative to engage volunteers in the fight against criminality, corruption, and illegal drugs. It shall adopt a multi-sectoral and mass-based approach to ensure an effective war against illegal drugs and illegal drug-related crimes.

In the MASA MASID Program, to address the long standing battle against criminality, corruption, and illegal drugs, the faith-based organizations and community volunteers will be engaged through the Ugnayan ng Barangay at Simbahan (UBAS). It will bank on the participation of the common people to spark the spirit of volunteerism in the community.

As a strategy, MASA MASID shall mobilize and converge the UBAS Barangay Action Teams (BATs) with the member CSOs and NGOs of Barangay-Based Institutions, particularly the Barangay Anti-Drug Abuse Council (BADAC) and Barangay Peace and Order Council (BPOC) to advocate crime prevention, peace and order, security, and in enhancing transparency and accountability in the barangay. It will serve as an ‘umbrella organization’ of all barangay-based institutions concerned in advocating peace and order and public safety in the community.

For its initial implementation, MASA MASID is designed to enhance the conduct of advocacy and education campaigns and information gathering and reporting to reduce the supply and demand of illegal drugs, and community-based rehabilitation program to address the need for interventions of the surrendering drug personalities in the country.

In the MASA MASID Program, the Expanded UBAS City/Municipal Technical Working Group (TWG) will serve as the social facilitator. The Team will be responsible in convening, organizing, training, and mobilizing the MASA MASID Team at the barangay level. The Expanded UBAS TWG shall steer the implementation of the program. The Technical Working Group is chaired by the DILG City/Municipal Local Government Operations Officer with members coming from representative of the church or faith-based organization, Liga ng mga Barangay City/Municipal Federation, local PNP and from City/Municipal Anti-Drug Abuse Council (ADAC). The main implementing arm of the MASA MASID Program is the MASA MASID Team (MMT) at the barangay level.

### III. PURPOSE

The program is designed to heighten community involvement by mobilizing the support of local stakeholders, volunteers, civic organizations, faith-based organizations and the private sectors in the fight against illegal drugs and criminality. Specifically, it aims to:

1. Intensify the advocacy and education campaigns in the community level;
2. Mobilize the community on gathering information by installing a reporting mechanism on illegal drug activities in the locality;
3. Mobilize support and encourage sharing of available local resources to hasten the implementation of community-based rehabilitation program; and
4. Create an enabling environment to encourage collaboration among the community partners to effectively implement the Community-Based Rehabilitation Program.

### IV. IMPLEMENTATION STRATEGIES

The program intends to focus on three major interventions: 1) on prevention in order to supplement demand reduction strategy through advocacy and education campaign, 2) supply and demand reduction through reporting, and 3) provision of assistance to implement the community-based rehabilitation program. The implementation strategies by major interventions are described as follows:

#### 1. Demand Reduction Strategy through Advocacy and Education Campaigns

Advocacy and education campaigns in various media shall be introduced to reinforce the existing campaigns of the national and local government against illegal drugs. The Advocacy and Education campaigns initiated by the MASA MASID Team shall be localized and developed to give due consideration into the prevailing situation and pressing issues.

#### 2. Demand and Supply Reduction through Information Gathering and Reporting

A system of reporting shall be established at the local level. MASA MASID Team shall take the lead by encouraging local residents to be vigilant about incidents related to illegal drugs in their neighborhood.

A reporting system such as the use of hotline and the like will be encouraged to gather information. Validation of data and eventual referral to concerned authorities would be a vital component of this strategy.

#### 3. Community-Based Rehabilitation Program

The MMT shall spearhead the implementation of the integrated rehabilitation approach for drug dependents called Community-Based Rehabilitation Program (CBRP) designed as a holistic intervention for recovering drug dependents with focus on the healing of the body and soul, involvement of the support of families, and the community.

The MMT shall secure the support of volunteers in the community, particularly experts and practitioners in the field of medical, psycho-social, family care and life skills. The network of volunteers shall be called Community Rehabilitation Network (CRN), a barangay-based group of volunteers organized to handle the implementation of the CBRP in the local community.

Guidelines on the Community-Based Rehabilitation Program shall be extensively discussed in a separate issuance.

## V. COMPOSITION, TASK AND RESPONSIBILITIES OF THE EXPANDED UBAS TWG

The expanded UBAS TWG is chaired by the DILG City/Municipal Field Officer with members coming from the church or faith-based organization; Liga ng mga Barangay City/Municipal Federation President, PNP Chief of Police or his/her representative; and representative of the City/Municipal Anti-Drug Abuse Council (ADAC). It shall manage and steer the implementation of the MASA MASID Program in the city/municipality with the following tasks:

1. Convene and mobilize the MASA MASID Team;
2. Provide appropriate technical and administrative assistance to the program; and
3. Implement a systematic monitoring and reporting mechanism

## VI. COMPOSITION AND RESPONSIBILITIES OF MASA MASID TEAM

### A. Composition

- Members of UBAS Barangay Action Teams (BATs) who are representatives of the following organizations:
  1. Faith-Based Organizations;
  2. Civil-Society Organizations (CSOs);
  3. Non-Government Organizations (NGOs);
  4. People's Organization (POs); and
  5. Other Volunteers in the Community.
- CSO and NGO members of the:
  1. Barangay Anti-Drug Abuse Council (BADAC); and
  2. Barangay Peace and Order Council (BPOC).

### B. Roles and Responsibilities

1. On Advocacy and Education Campaigns
  - Conduct information and education campaigns ;
  - Organize forums, seminars and related activities on prevention and demand reduction;
  - Secure the support of local media such as radio, print, and on the use social media;
  - Coordinate and partner with the schools for possible partnership on information drive against illegal drugs;
  - Forge partnerships with local organizations whose primary mission is to fight

illegal drug and illegal drug activities; and

- Encourage the support of Interfaith leaders to incorporate anti-illegal drug advocacy in their services.

2. On Information Gathering and Reporting

- Encourage the support of the community on gathering and reporting information on any incident related to illegal drug activities; and
- Institute reporting mechanism in consultation with the local PNP and church/or faith-based organizations.

3. On Community-Based Rehabilitation

- Monitor the progress of the Recovering Drug Dependents (RDDs);
- Work with the network of local volunteers on the implementation of interventions for community-based rehabilitation programs; and
- Assist in the reintegration of the recovering drug dependents.

## VII. MECHANICS OF IMPLEMENTATION

The MASA MASID Program shall be implemented in three (3) phases as follows:

### A. PRE-IMPLEMENTATION PHASE

- *Organization Stage.* Teams shall be organized. Expanded UBAS-TWG and the MASA MASID Teams shall be organized giving priority to affected barangays.
- *Orientation.* The teams need to be oriented on their respective tasks and responsibilities. DILG shall mobilize the expanded UBAS-TWG on the conduct of orientation for MASA MASID Teams. A mass graduation of MMT members maybe held locally to highlight the mass-based support to the program

### B. IMPLEMENTATION PHASE

- Setting up of reporting system
- Conduct of forum, seminars and related IEC campaigns
- Implementation of Community-based rehabilitation program

### C. POST-IMPLEMENTATION PHASE

- Monitoring and evaluation of the MASA MASID Program shall be conducted periodically. Monthly reports and updates shall be submitted to the UBAS National Technical Working Group-National Barangay Operations Office (NBOO) to track its implementation.

## VIII. INSTITUTIONAL ARRANGEMENTS

### 1. The DILG

The DILG Central Office, through the National Barangay Operations Office, shall:

- Formulate the policy and oversee its implementation;
- Coordinate with and provide technical assistance to DILG Regional Offices and Focal Persons in the implementation of the Program;
- Orient DILG Regional, Provincial, HUC, and ICC Focal Persons in the Program;
- Serve as the National Secretariat; and
- Develop resource materials such as training modules and other collaterals pertinent to the implementation of the Program.

DILG Regional Offices shall:

- Disseminate the policy to the DILG Provincial and Field Offices;
- Coordinate with and provide technical assistance to DILG Provincial and HUC/ICC focal persons in the implementation of the Program; and
- Oversee the implementation of the Program in the region and ensure its successful implementation.

DILG Provincial Offices shall:

- Coordinate with and provide technical assistance to DILG Field Officers at the City/Municipal level in the implementation of the Program;
- Orient the Expanded UBAS C/M TWG on the Program; and
- Oversee the implementation of the Program in the province and ensure its successful implementation.

DILG City/Municipal Field Offices, as chair of the Expanded UBAS TWG, shall:

- Spearhead the organization and mobilization of the Expanded UBAS C/M TWG and MMT;
- Conduct orientation/training of the MMTs;
- Maintain a registry of the MMTs; and
- Oversee the implementation of the MASA MASID Program within their jurisdiction, and ensure its successful implementation.

2. **City/Municipal Anti-Drug Abuse Council (ADAC) Representative**

- Work closely with the DILG City/Municipal Field Office on the implementation of MASA MASID Program;
- Provide technical and administrative support; and
- Act as secretariat.

3. **The Liga ng mga Barangay as member of the Expanded UBAS TWG shall:**

- Assist in the organization and orientation of the MASA MASID Team;
- Collaborate with the MMTs in the implementation of MASA MASID;
- Assist in coordinating with partner organizations for the provision of aftercare and livelihood program for the RDDs; and
- Conduct advocacy and information campaigns against illegal drugs within their jurisdiction.

4. The members of the Faith-Based and Inter-Faith Organizations as member of the Expanded UBAS TWG shall:

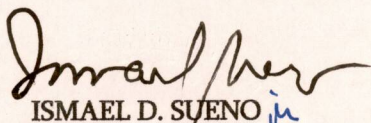
- Assist in organizing and orienting the MMTs;
- Mobilize the support of faith-based organizations;
- Spearhead the advocacy and education campaigns in the community;
- Assist in the implementation of Community-Based Rehabilitation Program; and
- Assist in the implementation of community-based reintegration of the Recovering Drug Dependents back to the communities.

5. The LOCAL PNP as member of the Expanded UBAS TWG shall:

- Assist in the organization and in capacitating the MASA MASID Teams;
- Provide technical assistance; and
- Assess the reports submitted by the MMTs, and take necessary actions including, but not limited to, filing of cases and/or referral of drug users for counseling and/or rehabilitation, depending on the frequency of the use of illegal drugs.

The DILG Regional and Field Officers and ARMM Regional Secretary are hereby directed to cause the widest dissemination of this Circular and to provide appropriate technical assistance when necessary.

For guidance and immediate compliance.

  
ISMAEL D. SUENO Jr.  
Secretary

