



Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
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<http://www.dilg.gov.ph>



DISIPLINA MUNA NATIONAL ADVOCACY CAMPAIGN

Memorandum Circular No. 2019-181

24 OCT 2019

1. Background

- 1.1. Executive Order No. 24, s. 2017 created the Participatory Governance Cluster (PGC) of the Cabinet that shall exert all efforts to enhance citizen participation in government processes. In particular the following goals shall be pursued: (a) formulate mechanisms to enable the public to properly understand, rationalize, and implement national government programs and projects based on area-specific projects; (b) strengthen consultation mechanisms to ensure effective implementation of national government programs and projects in the local government and grassroots level; and (c) propose policies, programs, and projects that would foster participatory governance and build the capacities of local government units (LGUs) for such purpose.
- 1.2. The DILG, as the Chair of the PGC, initiates a government-wide national advocacy campaign for a culture of discipline dubbed as “**Disiplina Muna.**” It aims to activate the real concept of governance where the citizenry is aware of their roles and responsibilities and are practicing active citizen participation in nation-building as a Filipino people from where sovereignty resides and from where all government authority emanates from.
- 1.3. The campaign is anchored on the *Philippine Development Plan (PDP) 2017-2022* which aims to lay down the foundation for inclusive growth and a high-trust society by ensuring people-centered governance towards *Ambisyon Natin 2040* that envisions a *matatag, maginhawa at panatag na buhay para sa lahat*. The Disiplina Muna campaign is further in line with the *whole-of-nation approach* espoused by the Duterte administration.

2. Legal Bases

- 2.1. Section 16, Article X of the 1987 Philippine Constitution promotes the right of the people and their organizations to effective and reasonable participation at all levels of social, political, and economic decision-making.
- 2.2. Section 34, Chapter IV of the Local Government Code of 1991 states that LGUs shall promote the establishment and operation of people's and non-governmental organizations to become active partners in the pursuit of local autonomy.

3. Scope and Coverage

3.1. All Provincial Governors, City/Municipal Mayors, Punong Barangays, DILG Regional Directors, BARMM Chief Minister, and BARMM Minister of Local Government, Provincial and City Directors and all Municipal Local Government Operations Officers

3.2. Heads of the DILG attached agencies (Napolcom, PNP, BFP, BJMP, PPSC, LGA, NYC, PCW, and NCMF)

4. Purpose

This Memorandum Circular provides guidance to all local government units and heads of attached agencies on the concept and importance of the Disiplina Muna campaign as a means to sustain the gains achieved in the road clearing activities undertaken by LGUs, as well as other DILG programs in compliance with President Rodrigo Duterte's instructions during his recent State of the Nation Address (SONA).

Further, it enjoins LCEs and heads of attached agencies to lead the campaign in their respective LGUs/attached agencies by undertaking relevant advocacy activities promoting the culture of discipline among their constituents and stakeholders.

5. Policy Content and Guidelines

5.1. General Principles

5.1.1. The Disiplina Muna advocacy campaign aims to promote the culture of discipline among Filipinos as a means of fostering people's participation which is one of the tenets of good governance.

5.1.2. The campaign shall increase the consciousness among Filipinos of their critical role and responsibility in sustainable development and maintenance of peace and order as a shared responsibility.

5.1.3. It is a concrete, conscious, and creative effort to promote the vital contribution of the citizenry in both peace and development in the communities. By having this mindset and behavior, Filipinos and families shall be part of nation-building and shall benefit in inclusive development.

5.2. Target Audience

5.2.1. The messaging and content of the Disiplina Muna advocacy campaign will target three (3) audience types.

5.2.2. The primary group is the youth as the next leaders of the Philippine nation of the future generation.

5.2.3. The secondary group consists of the yuppies or young professionals as contemporary and rising leaders in the present time.

5.2.4. The third group is composed of the general public.

5.3. Advocacy channels and partners

5.3.1. The Disiplina Muna campaign will make efficient and effective use of television, radio, broadsheets, social media, and other mass media.

5.3.2. It will tap key partners in the private sector as well as civil society and civic groups such as the Rotary Clubs, Junior Chamber International Philippines (Philippine Jaycees), faith-based organizations, academe, media, and others.

5.3.3. It aims to strengthen the collaboration among National Government Agencies and LGUs in promoting national and local programs and projects that provide mechanisms for people to participate in governance and at the same time call for people's support for sustainability.

5.4. #DisiplinaMuna hashtag

The general hashtag for the Disiplina Muna campaign is **#DisiplinaMuna** to be used or to accompany all social media posts in the official accounts or pages of LGUs, DILG offices, and attached agencies and shall be mentioned in press releases (PRs) and infographics as well as advertisements.

5.5. DILG programs, projects, policies, and activities that shall serve as pillars of the Disiplina Muna Campaign

5.5.1. Road clearing

The DILG Memorandum Circular (MC) No. 2019-121 issued on July 29, 2019, that set the 60-day deadline to LGUs to clear roads of illegal structures and constructions require the culture of discipline among Filipinos to be sustainable after the deadline to LGUs on September 29, 2019.

5.5.2. Disaster Preparedness and Resilience

The DILG Operation Listo ensures disaster preparedness among LGUs at three levels: Listong Pamilyang Pilipino, Listong Pamayanan, and Listong Pamayanang Lokal. This preventive campaign entails full cooperation and discipline of Filipino families and communities for a locality to be prepared for an incoming calamity.

5.5.3. Anti-Smoking

Executive Order No. 26, s. 2017 provides for the establishment of smoke-free environments in public and enclosed spaces. The effectiveness of this policy for public health can only happen through the citizens' obedience to this rule by having self-discipline.

5.5.4. Ease of Doing Business

The Ease of Doing Business (EODB) Act aims to further improve and speed up the delivery of government services by simplifying the issuance of permits and licenses. Overall, it aims to promote transparency and cut red tape in the government for a more conducive business environment. The prescribed processing time is three (3) working days for simple transactions. The requisite for discipline for the enforcement of this law is two-way. NGAs and LGUs must faithfully enact the mandate of this Act and people must likewise be disciplined in promoting graft and corrupt practices among public officials and employees.

5.5.5. Liquor Ban

Liquor ban is following the Davao City LGU's best practice of not selling alcohol at 2 am onwards, no drinking in public, and no shirtless on streets, etc. This can be replicated in other LGUs to ensure the prevention of untoward incidents and crime. The public must be able to appreciate the wisdom of this policy and practice discipline in adhering to it.

5.5.6. Tourist Spots Cleanup

The gains of cleaning up the Boracay Islands and Manila Bay critically require the discipline of the public so as to maintain the tidiness of these bodies of water as tourist destinations and to safeguard public health.

5.5.7. Functional Barangay Anti-Drug Abuse Council (BADAC)

The fight against illegal drugs is also a fight against criminality. It has resulted in a decrease in the crime rate in the country. This can further be sustained through the public's discipline in being law-abiding citizens and by reporting to their respective BADACs any suspected drug syndicates or activity in their communities.

6. Roles and Responsibilities

6.1. Local Chief Executives (LCEs)

6.1.1. Promote Disiplina Muna campaign in the local implementation of road clearing, disaster preparedness and resilience, anti-smoking, ease of doing business, liquor ban, tourist spots cleanup, anti-drug abuse in barangays, and other local programs and projects.

6.1.2. Discuss Disiplina Muna every first flag ceremony of the month in the provincial/city/municipal/barangay hall and among public schools;

6.1.3. Develop, produce, and distribute information, education, and communication (IEC) materials and other collaterals on the value of discipline in relation to a local ordinance, program, project, or activity;

6.1.4. Post the Disiplina Muna logo, audiovisual presentation, and other Disiplina Muna advocacy materials on the LGU websites and official media accounts; and

6.1.5. Conduct an organizational activity at least once in every semester of the year related to promoting the culture of discipline in partnership with organization/s from the private sector or civil society.

6.2. DILG Bureaus, Services, and Project Management Offices (PMOs) must also integrate the Disiplina Muna campaign in all their respective programs, projects, and activities.

6.3. DILG Regional Offices and the BARMM Ministry of Interior and Local Government (MILG)

6.2.1. Launching activity of Disiplina Muna advocacy campaign at the regional level such as but not limited to a local press conference;

6.2.2. Create avenues for partnerships with local CSOs/NGOs/private sector organizations to promote the value of discipline.

6.2.3. Local media guesting at least on a quarterly basis;

6.2.4. Discuss Disiplina Muna campaign every first flag ceremony of the month in the regional offices and field offices;

6.2.5. Develop, produce, and distribute IEC materials and other collaterals on the value of discipline in relation to DILG or BARMM MILG policies, programs, projects, or activities;

6.2.6. Posting of the Disiplina Muna logo, audiovisual presentation, and other Disiplina Muna advocacy materials on the websites and official media accounts; and

6.2.7. Conduct an organizational activity at least once in every semester of the year related to promoting the culture of discipline in partnership with organization/s from the private sector or civil society.

6.4. All DILG attached agencies (Napolcom, PNP, BFP, BJMP, PPSC, LGA, NYC, PCW, and NCMF)

6.3.1. Launching activity of Disiplina Muna advocacy campaign in their central or main offices such as but not limited to a press conference;

6.3.2. Create avenues for partnerships with local CSOs/NGOs/private sector organizations to promote the value of discipline.

6.3.3. Discuss Disiplina Muna campaign every first flag ceremony of the month in the main, regional, and field offices;

6.3.4. Develop, produce, and distribute IEC materials and other collaterals on the value of discipline in relation to their agencies' policies, programs, projects, or activities;

6.3.5. Posting of the Disiplina Muna logo, audiovisual presentation, and other Disiplina Muna advocacy materials on the websites and official media accounts; and

6.3.6. Conduct an organizational activity at least once in every semester of the year related to promoting the culture of discipline in partnership with organization/s from the private sector or civil society.

7. **Monitoring and Submission of Quarterly Reports**

All LGUs (through their Disiplina Muna advocacy campaign focal persons), DILG Regional Offices and BARMM MLG (through their Regional Information Officers), and DILG attached agencies (through their Public Information Officers) shall submit an accomplished quarterly monitoring report on their compliance to this Circular every quarter to DisiplinaMuna.DILG.PACS@gmail.com using the attached form (see Annex B).

8. **Annexes**

- A. Disiplina Muna logo
- B. Disiplina Muna quarterly reporting form

9. **Effectivity**

This Memorandum Circular shall take effect immediately.

10. **Approving Authority**


EDUARDO M. AÑO
Secretary



11. **Feedback**

Inquiries concerning this document should be directed or addressed to the Office of the Undersecretary for Plans, Public Affairs and Communication and the DILG Public Affairs and Communication Service (PACS) through telephone numbers (02) 9250349 or via email to DisiplinaMuna.DILG.PACS@gmail.com for appropriate action.

**Official Logo of the Disiplina
Muna National Advocacy
Campaign**



COMPLIANCE TO DISIPLINA MUNA NATIONAL ADVOCACY CAMPAIGN

(DILG MC. No. 2019-181)

For the _____ Quarter of FY _____

Office/Agency : _____

Region : _____

Province : _____

Municipality/CC/ICC : _____

Activity	Yes	No
Highlights of Accomplishments (For LGUs):		
Promotion of Disiplina Muna in the implementation of DILG programs and projects		
• National Road Clearing Operation		
• Conditional Matching Grant to Provinces (CMGP)		
• Assistance to Municipalities – Local Roads		
• Operation Listo		
• Seal of Good Local Governance (SGLG)		
• Business Process Licensing System		
• Manila Bay Clean-up		
• Performance Challenge Fund		
• Full Disclosure Policy		
• Constitutional Reform		
• Others (<i>Please add rows when necessary</i>)		
1. Discuss Disiplina Muna every first flag ceremony of the month		
• First Month of the Quarter		
• Second Month of the Quarter		
• Third Month of the Quarter		
2. Develop, product, and distribute information, education, and communication (IEC) materials and other collaterals		
• Printed (<i>please enumerate and add rows when necessary</i>)		
• Digital (<i>please enumerate and add rows when necessary</i>)		
• AVP (<i>please enumerate and add rows when necessary</i>)		
3. Post Disiplina Muna advocacy materials to official social media account		
• Facebook Page		
• Twitter		
4. Conduct an organizational activity at least once in every semester		

Activity	Yes	No
Highlights of Accomplishments (For Regional Offices and Attached Agencies):		
1. Launching of Disiplina Muna advocacy campaign		
2. Created avenues for partnerships with local NGOs, CSOs, private sector organizations to promote the value of discipline		
3. Local media guesting		
4. Discuss Disiplina Muna every first flag ceremony of the month		
5. Develop, product, and distribute information, education, and communication (IEC) materials and other collaterals		
• Printed (<i>please enumerate and add rows when necessary</i>)		
• Digital (<i>please enumerate and add rows when necessary</i>)		
• AVP (<i>please enumerate and add rows when necessary</i>)		
6. Post Disiplina Muna advocacy materials to official social media account		
• Facebook Page		
• Twitter		
7. Conduct an organizational activity at least once in every semester		

Submitted by:

NAME OF DISIPLINA MUNA FOCAL PERSON

Position

Noted by:

NAME OF HEAD OF OFFICE

Position