



Republic of the Philippines  
Department of Social Welfare and Development  
Batasan Pambansa Complex, Constitution Hills  
Quezon City  
Telephone No. 931-8101 to 07

MEMORANDUM CIRCULAR  
NO. 10  
Series of 2003

DEPT. OF SOCIAL WELFARE AND DEVELOPMENT  
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SUBJECT: INTERNAL GUIDELINES ON THE SUBMISSION  
OF DOCUMENTS FOR OFFICIAL ACTION

In line with the policy on completed staff work, to facilitate action on official documents and to step up coordination and monitoring systems, the following guidelines are hereby issued:

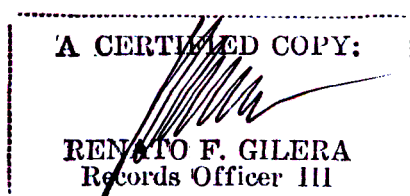
1. Documents submitted for the approval and/or signature of the Secretary must have been cleared with and initialed by the following officials:
  - 1.1 The head of the unit in the central or field office where the document originated;
  - 1.2 The Assistant Secretary/Coach Monitor of the unit concerned; and
  - 1.3 The Undersecretary in Charge of the concerned cluster, *i.e.*, Operations and Capacity-Building Group (OCBG), the Policy and Programs Group (PPG) and the General Administrative and Support Services Group (GASSG).
2. Documents involving matters that cut across clusters must be cleared with and initialed by the officials referred to in item (1), as well as all concerned unit heads, Assistant Secretaries/Coach-Monitors and Undersecretaries.
3. Documents submitted for the action of officials with delegated signing authorities pursuant to Department Order No. 5, series of 2002, as amended, should not be acted upon unless strictly adhering to the requirements set forth in said Department Order and other pertinent rules. Action by any official in violation of this Order has no legal effect whatsoever, for being *ultra vires* or in excess of authority, and subjects such official to administrative action in accordance with law.
4. Diligent efforts must be exerted to resolve or clarify issues relative to official documents submitted for action at all levels, *i.e.*, within the Service/Bureau/Field Office, by the Director concerned; among units or Directors, by the Assistant Secretaries/Coach-Monitors; and between the Director and the Assistant Secretary/Coach-Monitor, by the Undersecretary in Charge of the cluster. Unresolved issues and/or requests for clarification may be elevated to the undersigned or the Executive Committee (EXECOM), for proper guidance.

5. Pursuant to earlier issuances on completed staff work and for the easy reference of the approving/signing authority, all supporting documents and pertinent papers should be attached to the document upon which action is requested. At all times, submitted documents must specify the action requested from appropriate officials (e.g., whether the document is merely for information, or for comment/approval/signature).
6. To facilitate action on reports for processing and consolidation –
  - 6.1 The directive for submission, which may be signed by the Secretary or the Undersecretary in Charge of the concerned cluster, should specify the deadline for submission, as well as the official or unit where the report should be submitted.
  - 6.2 All Field and/or Central office units should submit the requested report to the concerned official or unit, copy furnished their Coach-Monitors and the Undersecretary in Charge of the cluster.
  - 6.3 After processing and consolidation, the reports shall be submitted to the Office of the Secretary by the concerned Undersecretary, with concomitant recommendations.
7. Deadlines and time frames for the submission of documents shall be adhered to. Heads of units are directed to ensure that an adequate amount of time is provided all officials to whom the documents will be submitted for action. Urgent documents needing immediate action must be identified as such, with an explanation of the background and urgency of the subject matter.

Nothing herein shall be construed as limiting the Secretary's authority to directly act on any and all matters involving the Department and its operations. Response to directives directly issued by the undersigned shall be submitted by the concerned unit(s) to the Office of the Secretary, copy furnished the Coach-Monitor and Undersecretary.

This Circular takes effect immediately and supersedes previous issuances inconsistent herewith. Let copies of this Circular be given to all Central and Field Offices, for their information and guidance.

Issued in Quezon City, this 25<sup>th</sup> day of April 2003.



*[Signature]*  
CORAZON JULIANO-SOLIMAN  
Secretary, DSWD

Republic of the Philippines  
Department of Social Welfare and Development  
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LEGAL SERVICE  
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Memorandum Circular No.             
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

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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.

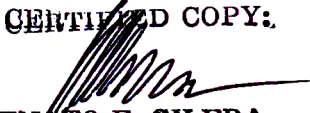
#### IV. Effectivity

Issued in Quezon City this 23<sup>rd</sup> day of April 2003.

  
**CORAZON JULIANO SOLIMAN**  
Secretary 

CJS/CCY/SBA/dpu  
April 10, 2003

**A CERTIFIED COPY:**

  
**RENATO F. GILERA**  
Records Officer III