



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. 34
Series of 2004

SUBJECT: **Guidelines in the Implementation of the Character Building Program for Officials and Employees of the Department of Social Welfare and Development**

I. Introduction

Character building envisions the Filipinos' true success in any endeavor. Success is determined by relationships, and relationships are determined by character (Institute in Basic Life Principles, 2001).

Anchoring on this, the Department developed the Character Building Program (CBP). The program has specific target groups. Among the programs being developed and piloted are CBP for Children and Youth where 20 young boys and girls who were abandoned or surrendered by their parents and are now under the custody of the State attended a seven week program in the United States of America to learn about the various character qualities to share to other children and youth in residential care centers; the CBP for Streetdwellers where a group of streetdwellers who were undergoing processing at the Jose Fabella Center underwent series of sessions on character building prior to their reunification and reintegration to their respective families and communities; and this CBP for DSWD Officials and Employees of the Department. On cue for development is the CBP for Families and Communities.

This specific program for the Department was designed and pursued as a program for officials and employees to serve as a guide or an anchor in his/her everyday living whether at work, in family life and community affairs and other relations.

The CBP shall be operationalized through the use of Lakas ng Karakter module which was developed and adapted from the book Achieving True Success: How to Build Character as a Family, 2000. It was translated into Filipino and was designed in the context of a working environment which is the Department.

The program aims to strengthen the character of every official and employee of the Department in consonance to building and promoting a harmonious and conducive working environment. It is also useful in sharing with each official or worker's family.

The program is also intended to be shared for use and enhancement of the partners of the Department.

II. Rationale

Character is the inward motivation to do what is right, whatever the cost. Every person has equal opportunities to qualities such as truthfulness, patience and loyalty. When daily decisions are based on these qualities, the person will experience practical and lasting rewards (International Association of Character Cities, 2000).

The Department has invested on the enhancement of values thru the Value Orientation Workshops before but this one time seminar is not enough to inculcate and reinforce values in the individual to help him/her address the everyday challenges that beset individual employees such as insufficient salary for family needs, overwork or too many assigned tasks, strong peer influence, etc.

There is a need therefore to encourage the employees to ensure that the character of every one is strongly founded and that it could withstand situations that may compromise one's characters. This will help bring about good decision making based on universal core values.

When awareness and application of the characters become a habit, professionalism in work is demonstrated.

Building and strengthening of characters will immensely benefit from practical and lasting rewards that the program promises to provide.

III. Legal Base

Republic Act No. 6713 of 1989, also known as the Code of Conduct and Ethical Standards for Public Officials and Employees under Section 2 states that, " It is the policy of the State to promote a high standard of ethics in public service. Public officials and employees shall at all times be accountable to the people and shall discharge their duties with utmost responsibility, integrity, competence, and loyalty, act with patriotism and justice, lead modest lives and uphold public interest over personal interest.

Specifically, its Implementing Rules and Regulations provide that every department, office and agency shall start service and help conduct value development program for its officials and employees in order to strengthen their commitment to public promote the primacy of public duties. Such programs and parallel efforts on value development shall include among others, the following subjects:

1. Ethical and moral duties;
2. Rights, duties and responsibilities of public servants;
3. Nationalism and patriotism
4. Justice and human rights
5. Democracy in a free and just society

Section 3 of the IRR states that it is the responsibility of every head of department, office and agency to ensure that officials and employees attend the value development programs and participate in parallel value development efforts.

IV. Objectives of the Program:

General:

To establish a values program for the DSWD officials and employees.

Specific:

1. To build and strengthen the characters of individuals to improve work productivity and inter personal competencies and foster professionalism in workplace.
2. To provide a common theme in improving the work relations and conditions of employees of the Department and their respective families.
3. To generate support from every individual employee to help encourage and strengthen each other's characters.
4. To recognize the efforts of employees and units who exemplify consistent awareness and application of characters in their daily office transactions through character rewards.
5. To advocate to partners in the social welfare and development sector as well as other sectors, to the respective families of each individual employee the benefit from practical and lasting rewards of character building.

V. Program Component

A. Use of the Lakas ng Karakter Modules

There are forty-nine (49) modules on Lakas ng Karakter and these are intended to be discussed by the assigned bureau/unit during the regular flag raising ceremony on a one module/character per week basis following the sequence where alertness shall be the first character to be discussed and so forth. Each module contains a character, its definition, its usage and "I will" statements and its effects and benefits.

Creativity and innovativeness in the presentation of the character of the week is very much encouraged during the flag raising ceremony which shall take three (3) to five (5) minutes at the most. Discussions of the character

should end by giving daily practical examples that will lead to the attainment of the effects and benefits of the character.

The character for the week shall also be posted in conspicuous places in the office premises for the employees to read and be reminded. In so doing, the character of the week is internalized by the individual and eventually is reflecting in his/her everyday living.

Aside from the flag raising ceremony as the main venue in sharing the character, other ways and venues maybe used to spread the characters such as:

1. use of information materials such as fliers, posters, stickers;
2. posting of these materials in conspicuous places in the premises;
3. part of trainings, workshops, staff meetings, and the like;
4. part of the orientation of new employees.

B. Character Rewards

Character Rewards encourage employees to do better not so much because of the reward but because of the recognition that is given to the self as a result of a good deed.

Character rewards will be developed by the Program for Awards and Incentives for Service Excellence (PRAISE) Committee pursuant to the provisions of Memorandum Circular No.3 series of 2003.

Nature of rewards and incentives may take in the form of attendance in conferences on official business, membership in professional organizations, travel packages, monetary award, trophies, plaques and other incentives depending in the type of reward. Financial requirement for the rewards and incentives is chargeable against the budget of the PRAISE committee.

C. Monitoring

Monitoring of the implementation shall be made periodically by the HRMDS to the field offices in order to identify issues and concerns and strengthen the program.

VI. Institutional Arrangement

1. The Human Resource Management and Development (HRMD) Service shall lead the character building program for employees based on existing DSWD value orientation programs and awards system.
2. The Social Technology Bureau (STB) shall guide the HRMD Service in periodically reviewing and enriching the module and guidelines during the CBP's implementation. The STB shall implement a transition/turn-over plan of the CBP to the HRMD Service. This will include technical assistance and training of staff on the CBP.


3. The Social Marketing Service shall provide support services in terms of developing and implementing a communication plan for the advocacy of the program for the Department as well as other partners such as the local government units, non-government organizations and other government and civic organizations.
4. The CBP shall be implemented in the Central Office and Field Offices including Centers and Institutions and other projects.

This order takes effect immediately and revokes other issuances contrary to this.

Issued in Quezon City, this 2nd day of September, 2004.


CORAZON JULIANO SOLIMAN
Secretary *SN 19W*
Department of Social Welfare and Development

A CERTIFIED COPY:


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