



Republic of the Philippines
Department of Social Welfare and Development
Batasan Pambansa Complex, Constitution Hills
Quezon City
Telephone No. 931-8101 to 07
<http://www.dswd.gov.ph>

MEMORANDUM CIRCULAR

No. 08
Series of 2007

SUBJECT: POLICY GUIDELINE ON LINKING DATABASES AND SHARING OF INFORMATION WITH PARTNER AGENCIES, INTERMEDIARIES AND OTHER SOCIAL WELFARE AND DEVELOPMENT STAKEHOLDERS

I. RATIONALE

The Department of Social Welfare and Development (DSWD) by virtue of Executive Order No. 15 series of 1998 and Executive Order No.221 series of 2003 embarks on its major functional shift from rowing to steering. Given this mandate, information plays a vital role in enabling the Department to effectively carry out its steering functions. The generation and dissemination of quality information is a key to effective analysis and policy work. The availability of accurate, relevant and timely data/information enables both government and private sector to address a wide range of issues in today's rapidly-evolving economic and social landscape and global competitiveness. More importantly, data/information generated by the government should address emerging concerns of the government and the society as a whole.

In order to facilitate and systematize information sharing, security and confidentiality of the information, this guideline is developed to assist each unit, service, office and bureau of the Department on the linking and sharing of the Department's databases with partner agencies, intermediaries and other stakeholders including the general public.

II. LEGAL BASES

1. **RA 6713, Section 7, par. C, Disclosure and/or misuse of confidential information** which states "Public officials and employees shall not use in divulge, confidential or classified information officially known to them by reason of their office and not made available to the public, either to further their private interests, or give undue advantage to anyone or to prejudice the public interest.
2. **DSWD Memorandum Order No. 30, series of 2003** mandates the Management Information Systems Service (MISS) to ensure the appropriate, timely and cost-effective utilization and application of information and communication technology (ICT) to support the Department's Mandate, Vision, Mission and Goals. Among its specific

functions is to establish and **institutionalize linkages with other agencies regarding ICT.**

3. **DSWD Memorandum Circular No. 4, series of 2005 DSWD Information System Strategic Framework** outlines how the organization's goals can be supported by information and communications technology (ICT), and the key decisions that management must make in terms of ICT investments, data administration, training requirements, human resource recruitment, business processes, authority, and organizational structure and the required organizational changes that may be put in place.
4. **Memorandum Circular No. 9 series of 2005** authorizes the Department's Social Marketing Service (SMS) to approve, review and recommend changes to the contents of all the Department's webpages. It is also authorized to recommend imposition of appropriate sanctions to Office, Burueas, Service, Units not complying with prescribed web content guidelines.

III. OBJECTIVES

This Policy guideline aims to enhance stakeholder's trust and ability to engage with DSWD. To ensure DSWD's operations have greater impact, this Policy promotes:

1. Awareness and understanding of DSWD mandate, policies, strategies, objectives, programs and activities and results;
2. Sharing and exchange of SWD knowledge and information;
3. More cost-effective flow and exchange of information between DSWD and its partner agencies and other stakeholders;
4. Transparency and accountability of DSWD operations

To meet these goals, DSWD will proactively share its knowledge and information about its work with stakeholders and the public at large. In the context of the legal requirements for confidentiality, this policy guideline will ensure that DSWD will afford its various stakeholders equal access to information as regards its operations.

IV. OPERATIONAL GUIDELINES

The DSWD shall share and disseminate information with partner agencies and other stakeholders involved in social welfare and development (SWD) through the following modes:

A. Manual and/or Electronic Dissemination of Data/Information (Reports and Statistics)

Data/information such as agency operational and sectoral plans, agency performance, SWD administrative data (compendium, statistical bulletin, special tables), budget proposal requirements shall be disseminated through manual and/or electronic mail upon request of the following complementary agencies such as the National Statistical Coordination Board (NSCB), National Economic and Development Authority (NEDA), National Commission on the Role of Filipino Women (NCRFW), Council for the Welfare of Children (CWC), the Department of Budget and Management (DBM), and other stakeholders, including the general public.

These technical documents shall be periodically complied with as a result of Presidential directives/issuances, as a cooperating member of inter-agency committees, commitment to international conventions, national framework plans, memoranda of agreements and/or resolutions.

B. DSWD Website

The DSWD website shall be regularly updated to ensure that all information is current and/or every time new information for public dissemination is available in accordance with Memorandum Circular No. 40, series of 2004 or the Guidelines on Website Development and Maintenance.

C. DSWD Publications

Publications shall be done through the development and production of IEC materials which are essential to make SWD project implementation a matter of concern for all stakeholders in the sector, especially the local government units (LGUs) to fully and effectively implement devolved programs/projects in their respective jurisdiction. This will provide material support in making the specific target audiences, e.g. LGUs, etc. fully aware and convinced that delivery of effective and efficient basic social services is their principal mandate and goals. The materials to be developed and distributed will be directed at various audiences such as the local chief executives, agencies who shall be involved in the delivery of social services, the oversight agencies and the general public.

V. FREQUENCY OF INFORMATION DISSEMINATION

1. The frequency of information dissemination on agency performance reports, budget proposal requirements, plans and statistics shall be tied-up with the related internal rules and the

2. Website updates on featured and Department-related news shall be done in accordance to MC. No. 40 and upon instructions directed by the Secretary.
3. On publications:
 - a. Agency annual reports shall be disseminated every end of March following the reporting year
 - b. Infolink shall be released quarterly or as they may be available

VI. INSTITUTIONAL ARRANGEMENTS

A. Management Information Systems Service

1. Prepare, implement and oversee the overall framework for the linking of databases
2. Responsible for the storage, maintenance and central administration of all Department's servers.
3. Maintain the Department's central computing facilities, particularly local area network (LAN) and other Internet-based applications and services.
4. Ensure safety storage and configure the database server(s) of Guestbook, e-mail, and/or other forms of queries made available by the Department.
5. Provide technical assistance in the maintenance of all information systems being implemented by the Department.
6. Coordinate and develop the customized information systems according to the needs of concerned Bureaus/Services and other units in the Department

B. Social Marketing Service

1. Develop communication strategies to effectively relay to target users the intended purpose of specific information. The use of information media is not only helpful in releasing pertinent information but also in advocating the usefulness of the information.
2. Develop, produce, and/or receive information and education campaign (IEC) materials for onward sharing with specific and/or various audiences, in close coordination with the Legal Service.

3. Continuously update the DSWD website in cooperation with the Web Content Management Team
4. Act as the overall in-charge of the Web Content Management of the Agency's website in pursuance with MC. No. 40.

C. Bureaus/Services

1. Responsible for the regular submission of relevant and accurate data/information/documents to SMS for publication and for inclusion in the website;

D. Regional Offices

1. Provide SWD related data/information to partner agencies at the regional level with approval of the Regional Director.

VII. EFFECTIVITY

This Order shall take effect immediately upon its approval.

Issued this 28th day of August 2007 in Quezon City, Philippines.


DR. ESPERANZA I. CABRAL
Secretary



FRVCBL\mv
f:\newserver\mvillanueva\pmlidzv\2007\pguidelines\AOguidelinking

PROPOSED FLOWCHART FOR LINKING DATABASE AND SHARING OF INFORMATION WITH PARTNER AGENCIES, INTERMEDIARIES AND OTHER SWD STAKEHOLDERS

