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Department of Social Welfare and Development
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MEMORANDUM CIRCULAR

No. 09

Series of 2007

**SUBJECT : Creating the Ahon Pamilyang Pilipino Program (APP)
National Advisory Committees and Defining Their Roles and
Responsibilities**

The Department of Social Welfare and Development in partnership with the Department of Education (DepEd), Department Of Health (DOH), Department of the Interior and Local Government (DILG) and National Anti-Poverty Commission (NAPC) is embarking on a new program called Ahon Pamilyang Pilipino (APP). This is a Conditional Cash Transfer Program that aims to reduce poverty by providing cash to extremely poor households to allow the members of the families to meet certain human development goals. This program is focused on building human capital of the poorest households by investing on health and education of their children, as poverty is associated with low schooling and high malnutrition rates.

This program was presented to and approved by the President and her cabinet on March 27, 2007 with instructions to also cover Metro Manila. Further, the program also addresses seven (7) of the eight (8) Millennium Development Goals which include reduction of extreme poverty, malnutrition, child and maternal mortality, the high drop out rates from elementary schools, low completion of primary education and low progression to secondary education.

This Memorandum Circular is hereby issued for the creation of Advisory Committees at the national, regional and municipal level to ensure partnership and collaboration among agencies in relation to the implementation of the program at all levels. Roles and responsibilities stipulated in this Memorandum Circular were crafted and agreed upon by the member agencies. Further, this provides clarification on the roles and responsibilities of agencies which will form part of the advisory committees.

The Advisory Committees;

These advisory committees shall be created at the national, regional and municipal levels with the following membership.

A. National Advisory Committee:

Composition:

Department of Social Welfare and Development, **Chair**

Members:

Department of Health

Department of Education

Department of the Interior and Local Government

National Anti- Poverty Commission

Functions:

The national advisory committee shall perform the following:

1. Draw inter-agency policies for the Ahon Pamilyang Pilipino program implementation in accordance with the mandates of the agencies concerned;
2. Coordinate the implementation/operationalization of sectoral activities;
3. Review operational plans and resolve all concerns and requirements needing inter-agency actions;
4. Review and approve norms and procedures for the Ahon Pamilyang Pilipino Program implementation;
5. Coordinate all inter-agency commitments for convergence of agency programs and services in the target areas;
6. Review program progress/evaluation reports and recommend policies and actions to ensure effective and efficient program implementation; and
7. Perform other duties and functions as maybe designated/assigned by oversight agencies in relation to program implementation.

To ensure effective and efficient implementation, the following are the specific roles and functions of the member agencies in relation to the program implementation:

Department of Social Welfare and Development

1. Oversee and ensure the implementation of the project;
2. Chair the Advisory Committee at the National, Regional and Municipal levels;
3. Coordinate all concerns/ requirements with various National Government Agencies (NGAs) and Local Government Units (LGUs) in the implementation, monitoring and evaluation of the project;
4. Conduct assessment of supply for health and education in partnership with concerned agencies;

5. Select and assign a municipal/city link in the target municipality/city to implement the program in partnership with representatives of partner agencies and the city municipal focal person for the project;
6. Identify target areas based on existing data and select potential beneficiaries in target areas /barangays using a proxy means test;
7. Manage agreements with the LGUs to make sure that beneficiaries have access to services required for meeting the program conditions;
8. Provide technical assistance to LGUs in implementing the program; and
9. Ensure proper and timely information about the programs for all agents involved including central government agencies, regional, provincial, municipal/city service providers, beneficiaries and others:

Department of Health

1. Ensure that supply of health and nutrition services are available in target provinces/municipalities/cities/barangays;
2. Ensure representation in the Advisory Committees at the national, regional, municipal and city levels;
3. Augment the LGUs' logistic needs to enable them to provide the supply-side for APP, including enrollment to Philhealth;
4. Assign/designate a permanent staff to form part of the APP team at the regional/ provincial, municipal and city levels; and
5. Help monitor program operation particularly on compliance of conditions for health:

Department of Education

1. Ensure that supply of schools, teachers and education materials are available to APP target provinces/ municipalities/cities/barangays;
2. Ensure representation in the Advisory Committees at the national, regional, municipal and city levels;
3. Assign/designate a permanent staff to form part of the APP team at the regional/provincial/municipal/city/school level; and
4. Help monitor program operation particularly on compliance of conditions among beneficiaries

Department of the Interior and Local Government

1. Strongly advocate inclusion of health and nutrition programs/services for indigent in the LGU plans and budget;
2. Ensure representation in the Advisory Committee at the national, regional, municipal and city levels;
3. Assist target LGUs in accessing resources for the upgrading of facilities to meet MDG goals;
4. Help monitor program operation specifically at the barangay level; and
5. Designate focal persons to be the partner of the DSWD at all levels.

National Anti-Poverty Commission

1. Provide data/ statistics on poor families nationwide;
2. Help monitor program operations at the Regional level; and
3. Ensure representation in the Advisory Committee at the national level.

B. Regional Advisory Committee

Composition:

Department of Social Welfare and Development, **RO-Chair**

Members

Department of Health, Regional Office
Department of Education, Regional Office
Department of the Interior and Local Government,
Regional Office

Functions:

1. Translate national policies to region specific operational guidelines to ensure smooth implementation of the Ahon Familyang Pilipino Program ;
2. Ensure that supply side on health and education are available at the target municipalities; and
3. Coordinate the implementation/operationalization of sectoral activities to better execute program objectives and functions;
4. Review and resolve all Regional concerns and requirements needing actions; and
5. Hold regular committee meetings

C. City/ Municipal Advisory Committee

Composition:

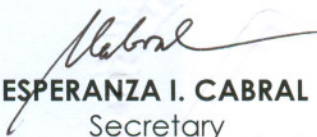
Local Chief Executive, Chair
City/Municipal Social Welfare Officer
City/Municipal Health Officer
City/Municipal Planning Officer
City/ Municipal Local Government Operations Officer
City/ Municipal Links
School Heads of covered Barangays

Functions:

1. Ensure availability of the supply side on health and education at the target areas;
2. Coordinate with various concerned government agencies at the local level, sectoral representatives and non-government organizations present to ensure effective implementation of the Ahon Pamilyang Pilipino Program;
3. Provide necessary technical assistance for program implementation;
4. Prepare reports on issues and concerns regarding program implementation and submit to the Regional Advisory Committee; and
5. Hold regular committee meetings:

This Circular shall take effect immediately.

Issued in Quezon City, this, 13 day of Sept 2007.


ESPERANZA I. CABRAL
Secretary