



## MEMORANDUM CIRCULAR

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**SUBJECT : DSWD THRUSTS AND PRIORITIES FOR CY 2009**

### I. RATIONALE

The underpinnings of the CY 2009 Thrusts and Priorities of the Department of Social Welfare and Development (DSWD) are the **Millennium Development Goals (MDGs)**, the **Medium Term Philippine Development Plan (MTPDP) 2004 – 2010**, and the **Ten-Point Agenda of President Gloria Macapagal-Arroyo**. Moreover, the same thrusts and priorities are reinforced by the **Social Welfare and Development (SWD) Reform Agenda**, which is a result of the two-year National Sector Support for Social Welfare and Development Reform Project (NSS-SWDRP). Corollary to that, four reform areas have emerged, as follows:

Reform Area 1: Engaging the Sector in Establishing Strategic and Results-Oriented Policies in Social Protection.

Reform Area 2: Providing Faster, Better and Smarter Social Protection Programs Through Improved Governance, Models and Regulations.

Reform Area 3: Introducing Financial/Resource Reforms to Sustain the Reform Process

Reform Area 4: Improving Delivery Systems and Capacities

The SWD Reform Agenda articulates the policy and program reforms aimed at improving outcomes of the Department in the delivery of SWD services and improving governance in the implementation of policies and programs on social protection. Similarly, the desired outcomes are aspirations set in the MDGs, the MTPDP and the Ten-Point Agenda of the President, and are expected results of major final outputs of the Department as the lead agency in the SWD sector.

### II. THRUSTS AND PRIORITIES

Along these lines and in pursuit of the objectives of the Public Expenditure Management System, which gives priority to expenditures that directly and indirectly contribute to the achievement of SWD outcomes, all DSWD Offices, Bureaus,

Services and Field Offices are enjoined to adopt the following Thrusts and Priorities in the planning, budgeting and implementation of the programs, projects, services and activities of the Department for CY 2009:

<b>Major Final Output 1:</b>	<b>Activities</b>
<p><b><i>Services Related to the Formulation and Advocacy of Policies, Plans and Programs</i></b></p>	<ol style="list-style-type: none"> <li>1. Support the ratification of the Hague Convention for the International Recovery of Child Support.</li> <li>2. Formulate a national policy framework for social protection, which would highlight the DSWD's leadership role.</li> <li>3. Institutionalize an objective and transparent targeting mechanism by establishing a database of poor households that can be used to identify beneficiaries of social protection programs at both household and community levels.</li> <li>4. Strengthen the Policy and Research Division under the Policy Development and Planning Bureau of the Department to spearhead the conduct of research and development studies on social protection which would be relevant for evidence-based policy formulation.</li> <li>5. Institute preventive measures to avert human trafficking, including organ trafficking; conduct massive advocacy and information campaign to protect vulnerable individuals and families from becoming victims of trafficking; and implement a recovery and reintegration program for victim survivors.</li> <li>6. Institutionalize a package of services aimed at protecting and facilitating the reintegration of undocumented overseas Filipino workers and their families towards addressing the adverse effects of unemployment that they face.</li> </ol>



	<p>7. Enhance the Medium Term Expenditure Plan (MTEP) to secure funding (in the General Appropriations Act) for unfunded social welfare and safety net programs emanating from social legislations.</p> <p>8. Review and evaluate the Department's commitment to the Medium Term Philippine Development Plan (MTPDP) as inputs to the MTPDP for the next six years (2011-2016).</p>
<p><b>Major Final Output 2:</b></p> <p><i>Enhancement of Standards and Compliance Monitoring</i></p>	<p><b>Activities</b></p> <ol style="list-style-type: none"> <li>1. Enhance the Guidelines on the Certification of Critical Incident Stress Debriefing (CISD) Practitioners.</li> <li>2. Rationalize a system of grievance and discipline, and incentives intended for non-government organizations (NGOs) engaged in social welfare and development (SWD) and ensure its implementation.</li> </ol>
<p><b>Major Final Output 3:</b></p> <p><i>Institutional Development and Strengthening Through Capability Building</i></p>	<p><b>Activities</b></p> <ol style="list-style-type: none"> <li>1. Form a core group of reform advocates who will be provided regular trainings and workshops to champion the Department's reform agenda.</li> <li>2. Develop training modules based on the results of competency assessment for DSWD personnel, partners and intermediaries.</li> <li>3. Implement identified capacity building and capability building activities in support of the implementation of the Department's reform agenda.</li> </ol>
<p><b>Major Final Output 4:</b></p> <p><i>Provision of Services for Community and Center-Based Clients</i></p>	<p><b>Activities</b></p> <ol style="list-style-type: none"> <li>1. Consolidate lessons gained from the implementation of the Kapit-Bisig Laban sa Kahirapan-Comprehensive and Integrated Delivery of Social Services (KALAHI-CIDSS) Project and develop a proposal and design for KALAHI-CIDSS II.</li> </ol>

	<ol style="list-style-type: none"> <li>2. Continue the implementation of Pantawid Pamilyang Pilipino Project (4Ps).</li> <li>3. Implement systematic assistance to Local Government Units (LGUs) by the Central and Field Offices through an established classification of LGUs as to capacity and willingness to invest in SWD programs/ services that will serve as basis for the formulation of technical assistance and resource augmentation plan.</li> <li>4. Improve collection for the SEA-K program by increasing the rollback rate to at least 92%, which shall be effected specifically through the transfer/remittance of generated savings (Equity-Capital Build Up) to the SEA-RSF Account Savings of SEA-K members with unpaid balances and intensive monitoring and provision of technical assistance to the SEA-K associations.</li> <li>5. Increase capacity building/technical assistance to SEA-K beneficiaries especially for design/marketing under the SEA-K marketing plan and use of appropriate technology for livelihood projects and financial literacy e.g. Harnessing Appropriate Technology to Assist Women (HATAW) and Project for Women Entrepreneur (POWER) programs.</li> <li>6. Strengthen the Adoption Resource and Referral Office of the Department in line with the fast tracking of the adoption process.</li> <li>7. Expand the implementation of the International Social Welfare Services for Filipino Nationals by establishing six (6) other diplomatic posts in the Middle East.</li> </ol>
<p><b>Strategic Support Services</b></p>	<p style="text-align: center;"><b>Activities</b></p> <ol style="list-style-type: none"> <li>1. Formulate and develop social marketing plans in support of the sectoral plans and completed social technologies.</li> </ol>



	<ol style="list-style-type: none"> <li>2. Enhance and strengthen the social marketing plan for the Pantawid Pamilyang Pilipino Project (4Ps) and other new and existing programs/projects.</li> <li>3. Strengthen the Department's communication network and upgrade the media library as the repository of DSWD-produced information and education campaign (IEC) materials.</li> <li>4. Install data and information systems and enhance the Information and Communication Technology (ICT) strategic support services to effectively respond to incidents, problems and needs of key SWD players as well as DSWD Staff based on the 2008-2010 Information Systems Strategic Plan (ISSP).</li> <li>5. Integrate a deliberate and sustained change management plan to ensure an efficient and effective implementation of the Department's reform agenda.</li> </ol>
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Over and above these priorities, the following will still guide the Department in its operations for 2009:

- a. Continue advocating for the passage of proposed priority legislations filed in Congress.
- b. Conduct dialogues, policy fora and consultation sessions involving SWD sectors and partners.
- c. Coordinate the updating/enhancement/implementation/ evaluation of national, operational and sectoral plans.
- d. Exercise oversight functions on the attached agencies, namely the Inter-Country Adoption Board, the Council for the Welfare of Children, the National Commission on the Role of Filipino Women and the National Youth Commission.
- e. Promote institutionalization of successful pilot projects/programs for localization/integration in the regular programs of LGUs and NGOs.
- f. Accelerate registration, licensing and accreditation of Social Work (SW)/Social Welfare Agencies (SWA) and service providers.

- g. Manage and operate DSWD centers and residential care facilities as "Centers of Excellence."
- h. Strengthen networking for the continuing education and learning of social workers and social development workers.
- i. Implement local and foreign-assisted projects.
- j. Continue improving the Work and Financial Planning, Records Management, Asset Management and Procurement System through reconciliation of inventory accounts for Property, Plant and Equipment (PPE) and Supplies and Materials vis-à-vis Annual Physical Inventory Report as well as implementation of electronic Procurement Transaction Monitoring System.
- k. Monitor and update the Department's implementation of the Integrity Development Action Plans (IDAPs).
- l. Access internal and external assistance to complement the available but limited resources as well as monitoring the utilization of these resources in the implementation of SWD programs and services.

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**ESPERANZA I. CABRAL, M.D.**  
Secretary