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**Department of Social Welfare and Development**

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**MEMORANDUM CIRCULAR**

No. 02  
Series of 2009

**Subject: Terms of Reference for the Technical Working Group  
on Social Marketing (TWG-SM)**

**I. Background**

The Department of Social Welfare and Development contributes to the achievement of the Millennium Development Goals (MDGs), the Medium-Term Philippine Development Plan (MTPDP) and the Ten-Point Legacy Agenda of President Gloria Macapagal Arroyo, through its major programs and projects embodied in its Major Final Outputs (MFOs).

The MFOs are the goods and services the DSWD delivers to external clients. The MFOs include: Services relating to the formulation and advocacy of policies, plans and programs; Standards setting, licensing and accreditation of services; Provision of support services and technical assistance to intermediaries; and Provision of services for community and center-based clients.

To ensure that the MFOs are effectively communicated and to catalyze change to the DSWD's publics, the Social Marketing Service has been tasked to spearhead the advocacy, social marketing and networking activities to its different publics – the vulnerable sectors, other national government agencies, local government units, faith-based organizations, and other civil society groups, the academe, mass media, colleagues in the Department, non-government organizations involved in social welfare and development and donor communities.

To emphasize the importance of social marketing, Memorandum Circular No. 12, S. 2005 or the DSWD Social Marketing Plan and Thrusts 2005-2009 was issued to guide the Department in its social marketing activities. Among the provisions of the memorandum circular is the creation of a technical working group spearheaded by the Social Marketing Service and composed of representatives from various offices in the Department. This technical working group, which was first established in June 2003 as the Social Marketing Task Force, met several times to update the members on the activities of the various offices of the Department. However, because of other urgent and pressing concerns of the members of the Task Force in the latter part of 2004, attendance to the meetings drop considerably. An effort was made to revive the group in 2007 but the Task Force only managed to meet once. In its place, various ad hoc groups were formed for the various concerns of Social Marketing Service including the management of special events espoused by the Department.

## **II. Rationale**

Recent developments in the Department, particularly the implementation of the National Sector Support for Social Welfare and Development Reform Project (NSS-SWDRP) once again brings into the forefront the importance of a harmonized and coordinated social marketing, advocacy and social mobilization efforts. To ensure this, it is imperative that a defined system of coordination be established between the SMS as the main communication arm, and the different Bureaus, Services and Offices in the Department. Thus, the need to revive the technical working group which shall be named Technical Working Group on Social Marketing (TWG-SM).

## **III. Overall Objective:**

The Technical Working Group on Social Marketing (TWG-SM) is organized to establish and institutionalize a harmonized coordination system on social marketing of the Department.

## **IV. Functions of the TWG-SM**

The Technical Working Group on Social Marketing (TWG-SM) shall perform the following functions:

1. Assist in the achievement of the mandate of the DSWD and the objectives of the DSWD Reform Agenda by providing inputs to the social marketing strategies for the Reform Agenda.
2. Review and provide inputs to the social marketing plans, work and financial plan and advocacy plans to ensure consolidated social marketing effort of the agency.
3. Provide input in development of message and in identification of appropriate Information, Education and Communication (IEC) materials.
4. Participate in the implementation of the social marketing and advocacy efforts of the Department.
5. Serve as the Technical Working Group for the DSWD's website content management.
6. Serve as a Technical Working Group for DSWD's management and implementation of activities for the national events such as Family Week, Elderly Filipino Week and Adoption Consciousness Week, among others.
7. Provide updated and accurate information relevant to offices, bureaus, services and units' (OBSUs) respective programs and projects for packaging of SMS thru various media particularly the DSWD website. Towards this end, the TWG-SM shall create and maintain an interactive reporting and data

sharing system. The TWG-SM subsumes the functions of the content management group.

8. Determine social marketing needs of researches conducted/commissioned by the DSWD.
9. Submit reports, inputs, data and other documentary requirements regularly needed in the implementation of social marketing efforts;

## **V. Composition**

The following shall be the members of the TWG-SM to be represented by no less than a division chief as the primary focal person and a technical staff (not lower than Officer III level) as the alternate:

Chairperson: Social Marketing Service (SMS)  
Co-Chairs: Policy Development and Planning Bureau (PDPB)

### **Members:**

- Program Management Bureau (PMB)
- Social Technology Bureau (STB)
- Standards Bureau (SB)
- Social Welfare Institutional Development Bureau (SWIDB)
- Management Information Systems Service (MISS)
- Financial Management Service (FMS)
- Human Resource Management and Development Service (HRMDS)
- Administrative Service
- National Project Management Office, KALAHI-CIDSS
- Pantawid Pamilyang Pilipino Program (4Ps) Project Management Office
- National Household Targeting System for Poverty Reduction Project Management Office
- DSWD National Capital Region

## **VI. Institutional Arrangement**

### **A. Social Marketing Service**

1. The SMS Director shall chair the TWG-SMS.
2. The Coach Monitor of SMS shall remain as coach monitor and adviser of the TWG.
3. Approve, review and recommend changes to the contents of Department's webpage and ensure compliance of OBSUs to the web content guidelines.
4. Ensure submission of data/updates/reports required from the OBSUs.

5. The Communication Development and Research Division (CDRD) of the Social Marketing Services shall serve as the Secretariat of the TWG-SM. It shall ensure the documentation and dissemination of proceedings of meetings to TWG-SM members at least a week before the conduct of the next meeting.
6. The TWG-SM shall meet bi-monthly, however, special meetings may be called as deemed necessary.
7. The Secretariat shall prepare and submit accomplishment report to the Secretary of all activities of the TWG.

B. Management Information Systems Service (MISS)

1. Ensure 24/7 readiness and availability of the Department's information technology system to allow continuous communication exchange.
2. Install the system for uploading to and updating of materials in the DSWD website.
3. Implement changes on the webpage immediately upon receipt of request from SMS - within eight (8) hours for changes not requiring creation of database.

C. Member Offices, Bureaus, Services and Units

1. The Heads of the OBSUs shall ensure attendance of the primary representatives to the TWG-SM meetings and other official activities of the group.
2. The Heads of OBSUs shall provide full and appropriate support (logistical and technical) to social marketing activities that concerns the particular OBSU. They shall also ensure follow through on commitments and assignments of their primary representatives and alternates.
3. The OBSUs shall course all their social marketing needs through their TWG-SM representatives, especially in coordinating with the SMS, in order to harmonize social marketing endeavors.
4. The OBSU representatives shall submit their respective reports, inputs, data and other requirements that may be needed in the implementation of social marketing efforts to Social Marketing Service as follows:
  - 4.1. Data/Updates for the Website – Weekly (Monday)
  - 4.2. Data/Updates/Reports for Press Releases and Fact Sheets of Special Projects and Flagship Programs – Weekly (Tuesday)
  - 4.3. Data/Updates/Reports on Disaster – Daily or as often as needed

4.4. Data/Updates/Reports on Regular Programs – Twice a Month (First and Third Wednesday) or as often as needed

5. Monitor/Visit the DSWD website daily.

D. DSWD Field Offices

1. Form their own Regional Technical Working Group on Social Marketing to enhance coordination on the development/implementation of social marketing and advocacy programs.
2. Provide the TWG-SM at the Central Office with information and updates to support the social marketing program of the Department.
3. Manage the regional websites.

**VII. Budgetary Requirements**

The Social Marketing Service shall provide the funds for the monthly meeting of the TWG-SM. Budget for other social marketing activities to be implemented by the Group shall be sourced from the concerned Offices, Bureaus and Services.

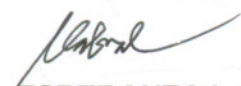
**VIII. Monitoring and Evaluation**

A monitoring and evaluation system shall be developed consistent with the objectives and functions of the TWG-SM of harmonizing the social marketing activities of the Department and that each member perform his or her roles and functions.

**IX. Effectivity**

This Memorandum Circular shall take effect immediately. Previous issuances inconsistent herewith are deemed revoked or amended accordingly.

Signed in Quezon City this 20<sup>th</sup> day of February 2009.

  
**DR. ESPERANZA I. CABRAL**  
Secretary

