



Republic of the Philippines
Department of Social Welfare and Development

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MEMORANDUM CIRCULAR

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SUBJECT: CY 2012 DSWD THRUSTS AND PRIORITIES

I. RATIONALE

The Department of Social Welfare and Development (DSWD) continues to take on the challenge of lifting the 2.3 million poor families out of poverty while ensuring the effective and efficient use of resources, as it sets its Thrusts and Priorities for 2012.

The commitment to the Millennium Development Goals (MDG), the vision of becoming the world's standard for the delivery of coordinated social services and social protection for poverty reduction, the strategies set under the DSWD's Performance Governance System (PGS) and the Social Welfare and Development Reform Agenda through the convergence of the major anti-poverty programs of the Department namely, the Pantawid Pamilyang Pilipino Program (4Ps), Kapit Bisig Laban sa Kahirapan Comprehensive and Integrated Delivery of Social Services (KALAHI CIDSS) and Self-Employment Assistance Kaunlaran (SEA-K) are at the core of the Department's CY 2012 Thrusts and Priorities. This would ensure a more vigorous and conscientious delivery of social services while adhering to the highest standards of ethics and integrity in public service.

II. OBJECTIVES

The CY 2012 DSWD Thrusts and Priorities aims to provide guidance to all DSWD Central and Field Offices as well as local social welfare and development offices in the formulation of their respective plans, budgets and performance contracts, among others.

III. COVERAGE

This policy shall cover all DSWD Central and Field Offices.

IV. THRUSTS AND PRIORITIES

1. Convergence of Social Protection Programs

- 1.1. Complementation of Pantawid Pamilyang Pilipino Program (4Ps), the core in the convergence of social protection (SP) programs, with other SP programs to ensure linkage with job generation, livelihood/microfinance, community-driven development programs and asset reform programs for sustainability of beneficiaries' gains.

- 1.2. Expansion of the Convergence of DSWD Core Social Protection Programs to Sets 3 & 4 of the 4Ps areas.

2. Climate Change Adaptation in Social Protection Programs

- 2.1. Integration of climate change adaptation in social protection programs to reduce vulnerabilities and strengthen communities' resiliency and capacity to respond to disasters and livelihood requirements which adapt to prevailing climate and weather condition for sustainability.
- 2.2. Intensified Family and Community Risk Reduction and Preparedness Seminar with focus on convergence areas, especially in the Eastern seabase of the Philippines.

3. Enhanced Public-Private Sector Partnership

- 3.1. Pursuance of enhanced public-private sector partnership in these areas: (i) implementation of anti-poverty programs (*KAAGAPAY*); (ii) building of local capacities through technical assistance (*GABAY*) (iii) establishment of feedback and monitoring mechanisms (*TULAY*) and (iv) anti-corruption campaigns (*BANTAY*) to build ownership and consensus of social protection programs.
- 3.2. Strengthened participation of the Department's Movement of Areas for Sustainable Action (MASA) thru horizontal coordination and collaboration to support convergence efforts of the Department.

4. Improve Targeting of Social Protection Programs

- 4.1. Consolidation, maintenance and updating of the National Household Targeting System for Poverty Reduction (NHTSPR) database to ensure continuous use by all agencies and entities which implement social protection programs at the national and local level.

5. Heightened Standards and Regulations Initiatives

- 5.1. Accreditation of DSWD, NGO and LGU facilities as Centers of Excellence.
- 5.2. Saturation of all unlicensed day care centers to ensure quality care and protection for children 3-5 years old.
- 5.3. Implementation of the risk-based approach in monitoring the compliance and operations of social welfare and development agencies (SWDAs).
- 5.4. Development of an Online Accreditation System for Community Based Programs.
- 5.5. Undertaking of preliminary steps towards the ISO accreditation of the Department's regulatory process.

6. Performance Governance System

- 6.1. Formulation of tools and mechanisms to identify, track and report the strategic performance of the Department in line with the system.

7. Integrity Development Review

- 7.1. Adoption of the DSWD Risk Management Plan as a pro-active measure to address agency corruption risks.
- 7.2. Institutionalization of the Character Building Program in centers and community based settings.
- 7.3. Review and Strengthening the DSWD Inspectorate Team's Functions.

8. Leadership in Social Protection Initiatives

- 8.1. Implementation of the 5-Year Social Protection Plan (2012-2016) as one of the commitments of the Sub-Committee on Social Protection under NEDA Social Development Committee.
- 8.2. Development and implementation of the National Convergence Framework of Social Protection Programs and the Social Protection Handbook for Local Government Units.
- 8.3. Initial evaluation of the Sustaining Interventions in Poverty Alleviation and Governance (SIPAG) Project before working on its nationwide implementation.
- 8.4. Continued operations of the Technical Assistance (TA) Facility as a mechanism to screen, prioritize, coordinate and monitor all planned TA activities relating to the Department's Social Protection Reform Agenda.

9. Legislative Agenda

- 9.1. Advocating for the passage of the following: (i) An Act Establishing a Comprehensive System for Registration and Licensing of SWD Agencies and Accreditation of SWD Programs and Services; (ii) An Act to Strengthen and Propagate Foster Care for Abandoned and Neglected Children and For Other Children with Special Needs; (iii) Magna Carta for Day Care Workers and (iv) Anti-Mendicancy Bill.

10. Replication of Pilot / Special Projects by Local Government Units

- 10.1. Strengthening of social marketing and promotion of the following: (i) National Recovery and Reintegration Database (NRRD) for Trafficked Victims, (ii) Comprehensive Program for Street Children and Street Families, (iii) Supplemental Feeding for Children in Day Care Centers, (iv) Rice Subsidy for Marginalized Farmers

and Fisherfolks, (v) SCALA Project, (vi) Aruga at Kalinga sa Bata, (vii) Special Drug Education Center, (viii) Use of the Modified Social Stress Model in Managing Children in Need of Special Protection, (ix) Family Drug Abuse Prevention Program, (x) Sheltered Workshop for Persons with Disabilities and Older Persons and (xi) Group Home for Neglected, Abandoned, Abused, Unattached and Poor Older Persons and Persons with Disabilities.

11. Capability Building of Internal Staff

- 11.1. Conduct of capability building for the middle management and rank-and-file to ensure managerial competence and quality performance.
- 11.2. Enhancing of knowledge and skills on: (i) management of adoption cases and cases of center-based clients and (ii) disaster risk reduction and management based on best practices and new demands based on RA 10121 (Disaster Risk Reduction and Management Act).
- 11.3. Enhancing of knowledge and skills of Social Welfare and Development (SWAD) Team in coordination and convergence.

12. Financial Reform

- 12.1. Intensifying monitoring of the implementation of the 5-Year Medium-Term Expenditure Plan (MTEP).

13. Management Information System

- 13.1. Adoption of the DSWD Information Systems Strategic Plan (ISSP) for CY 2012 - 2016.
- 13.2. Establishment of a Communication Center with ICT capabilities and features to fast track responses of the Department to expressed public needs and concerns.
- 13.3. Full automation of frontline services particularly those under Standards & Regulations and Operations (Disaster Response Monitoring System, Inter-Country and Domestic Adoption, Crisis Intervention Services and Livelihood Projects).
- 13.4. Institutionalization of the e-Donation facility to facilitate public's response to requirements for disaster-affected population and other regular SWD programs.
- 13.5. Integration of the Disaster Response and Operation and Information into the Department's ISSP.

14. Monitoring and Evaluation (M&E)

- 14.1. Institutionalization and mainstreaming of the M&E System within the Department.

- 14.2. Implementation of the Results-Based Monitoring and Evaluation System for social protection programs and projects

15. Research

- 15.1. Continuous implementation and monitoring of the 5-Year Research Agenda 2010-2014.

16. Knowledge Management and Development

- 16.1. Full operationalization of the DSWD Knowledge Management Portal and dissemination of knowledge products.
- 16.2. Operationalization of the Knowledge Exchange Center
- 16.3. Continuous documentation of best practices in preparation for the establishment of the Learning Institute by 2016

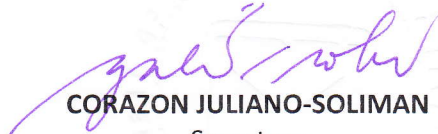
17. National Coordination

- 17.1. Strengthened coordination with National Youth Commission (NYC) in the planning, implementation and evaluation of programs and services for out-of-school youth and youth with special needs or at risk.
- 17.2. Strengthened collaboration with the National Anti-Poverty Commission (NAPC) in the planning of projects for sectoral clientele of DSWD

18. International and Regional Commitments

- 18.1. Continuous promotion of social protection initiatives in regional, multilateral and bilateral organizations within the United Nations, APEC and ASEAN among others.
- 18.2. Ensuring smooth coordination between the Council for the Welfare of Children (CWC) and the ASEAN Secretariat on matters related to the ASEAN Children's Forum
- 18.3. Ensuring the active participation of the Child Representative in the ASEAN Commission on the Promotion and Protection of the Rights of Women and Children

Issued in Quezon City, this 11th day of January 2011.


CORAZON JULIANO-SOLIMAN
Secretary