



Republic of the Philippines
Department of Social Welfare and Development

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MEMORANDUM CIRCULAR

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SUBJECT: CY 2013 DSWD THRUSTS AND PRIORITIES

I. RATIONALE

As the lead agency mandated to provide social protection and to advocate the rights of the poor, vulnerable and-disadvantaged, the Department of Social Welfare and Development (DSWD) continues to address the multi-faceted dimensions of poverty and to promote sustainable social development by harnessing convergence in the implementation of its poverty reduction strategies such as the Pantawid Pamilyang Pilipino Program (Pantawid Pamilya), Kapit-Bisig Laban sa Kahirapan: Comprehensive and Integrated Delivery of Social Services (KALAHI-CIDSS) and Sustainable Livelihood Program, among others.

Anchored on the Millennium Development Goals, the President's Social Contract, the Philippine Development Plan 2011-2016, the Organizational Performance Indicators Framework (OPIF), the DSWD Reform Agenda and the DSWD Strategy Map and Balanced Scorecard, the DSWD CY 2013 Thrusts and Priorities develops on the implementation of programs and projects, convergence and complementation of core programs and good governance. The DSWD upholds its rigor and vigor in its service delivery towards the achievement of its vision of being the world's standard for the delivery of coordinated social services and social protection.

II. OBJECTIVES

The CY 2013 Thrusts and Priorities aim to provide guidance and direction 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

The following thrusts and priorities for 2013 shall cover all DSWD Central and Field Offices.

IV. THRUSTS AND PRIORITIES

A. STRATEGIC OVERSIGHT

1. Performance Governance System – Balanced Scorecard

1.1. Ensure effective Performance Governance System (PGS) strategy execution through Strategy and Operations Review towards the attainment of the Institutionalization Stage

2. Integrity Development and Internal Audit

2.1. Implementation of the DSWD Integrity Development and Management Plan (IDMP)

2.2. Strengthen the Internal Control System through the implementation of the Risk Assessment Process

3. Social Marketing

- 3.1. Ensure all communication, publicity and advocacy activities are anchored on the DSWD Core Messages to strengthen the Department's social marketing
- 3.2. Formulation of a strategic social marketing plan for implementation at the national and regional level
- 3.3. Implementation of the social marketing protocol that defines and rationalizes the roles and relationships of the Social Marketing Service with the management and with the other offices and bureaus

B. POLICY AND PLANS DEVELOPMENT

1. Social Protection

- 1.1. Implementation of 5-Year Social Protection (SP) Plan and utilization of the SP Handbook as guides in planning and implementing SP programs and projects
- 1.2. Promotion and adoption of the National Convergence/Integrative Framework for harmonizing the programs and projects of the various SP implementing National Government Agencies (NGAs)
- 1.3. Development of Vulnerability and Adaptation Manual (VAM) on Social Protection for DSWD Offices and Bureaus and Local Government Units (LGUs)
- 1.4. Formulation of the Social Welfare and Development (SWD) Masterplan Framework

2. Targeting System

- 2.1. Maximum utilization of the National Household Targeting System for Poverty Reduction (NHTS-PR) data by NGAs to target the poor for SP programs

3. Monitoring and Evaluation

- 3.1. Synchronization of the existing Monitoring and Evaluation (M&E) Systems into a Department-wide M&E System

4. Policy Development

- 4.1. Monitoring and assessment of the implementation of priority policies and legislative measures to support the SP sector along social welfare and development and social safety nets

5. Legislative Liaison

- 5.1. Advocate and promote the priority legislative agenda of the Department

6. Research and Development

- 6.1. Development of a Research and Development Manual as a reference for research proponents and implementers towards the production of quality research outputs/studies along SP
- 6.2. Assessment of the implementation of the 5-Year Research Agenda (2010-2014)

7. Bottom-Up Budgeting and CSO Participation in the Budgeting Process

- 7.1. Institutionalization of the Bottom-Up Budgeting approach in the preparation of the Department's budget as a mechanism to ensure accountability, transparency and participation
- 7.2. Institutionalization of the participation of Civil Society Organizations (CSOs) in the Department's planning and budgeting process

8. *International and Regional Commitments*

- 8.1. Lead in the development and formulation of activities and policies designed to address emerging regional SWD issues while institutionalizing the Social Protection Agenda in the Region in preparation for the establishment of an ASEAN Center for Social Protection
- 8.2. Shepherd the commitments of concerned agencies to the ASEAN Socio-Cultural Community (ASCC) and ASEAN Commission for the Promotion and Protection of the Rights of Women and Children (ACWC)
- 8.3. Monitor compliance to regional and international commitments (i.e. UN, APEC and ASEAN) along social protection

9. *Information and Communication technology Management System*

- 9.1. Full implementation of the DSWD Enterprise Information Technology (IT) and the Unified Information and Communication Systems (UNICS)
- 9.2. Fully integrated and interoperable information systems for frontline services and back-office support services

10. *Gender and Development*

- 10.1. Institutionalization of the Department's Gender and Development (GAD) Mainstreaming Framework
- 10.2. Ensure gender responsive systems, structures, policies and programs through the GAD Focal Point System

11. *Community-Driven Development*

- 11.1. Promotion of the National Community Driven Development Program (NCCDP) for adoption of other NGAs and LGUs

12. *Social Technologies*

- 12.1. Promotion of the adoption of tested social technology programs by Non-Government Organizations (NGOs) and LGUs
- 12.2. Advocate for the adoption of the Comprehensive Program for Street Children and Street Families by the LGUs

C. OPERATIONS AND PROGRAMS IMPLEMENTATION

1. *Pantawid Pamilya*

- 1.1. Expansion and strengthening of the Pantawid Pamilyang Pilipino Program to cover 3.8 million beneficiaries from all municipalities nationwide (except the 6 municipalities of the Province of Batanes), and the adoption of the enhanced Operations Manual of the Pantawid Pamilya Program based on the Policy Review Results
- 1.2. Increased collaboration with the Department of Health (DOH) and the Department of Education (DepEd) in providing the supply side requirements and in monitoring the health and education facilities in existing and expansion areas
- 1.3. Engagement with Civil Society Organizations, academe and research institutions nationwide in the conduct of program impact evaluation and the provision of livelihood and employment opportunities to beneficiaries
- 1.4. Strengthen social case management of poor households thru the administration of the Social Welfare Indicators (SWI)

2. *Sustainable Livelihood*

- 2.1. Intensified implementation of the two-tracked Sustainable Livelihood Program, (1) Micro-Enterprise Development Track and (2) Guaranteed Employment Track

3. **Convergence and Complementation of DSWD Major Social Protection Programs**
 - 3.1. Promotion of the Convergence of the Department's core programs – Pantawid Pamilya, KALAHI-CIDSS and Sustainable Livelihood
 - 3.2. Expansion of the Convergence Areas of core SP Programs to Set 5 and 6 Pantawid Pamilya Areas
4. **Disaster Risk Reduction and Management**
 - 4.1. Department-wide operationalization of the Disaster Risk Reduction and Management Information System (DRRAMIS)
5. **Social Pension**
 - 5.1. Expansion of the Social Pension Program for Indigent Senior Citizens to cover additional 40,000 beneficiaries

D. INSTITUTIONAL DEVELOPMENT

1. **Knowledge Management and Development**
 - 1.1. Management of the Knowledge Exchange Center including the physical library and the installed systems such as the Knowledge Management (KM) Portal and Integrated Library System
2. **Standards Development and Enforcement**
 - 2.1. Adoption of Guidelines on Management/Eradication of Vulnerability and Risks to Corruption for Stricter Policy on Foreign Donation and Public Solicitation
 - 2.2. Evaluation of the Accreditation System for Social Welfare and Development Programs and Services
3. **Resource Generation and Management**
 - 3.1. Monitoring of compliance to the Guidelines on Resource Generation
4. **Public-Private Sector Partnership**
 - 4.1. Pursuance of a systematic and centralized database for monitoring of established partnerships and engagement activities
5. **Human Resource Development**
 - 5.1. Mapping of competencies especially that of DSWD Social Workers based on the 10 Core Competencies required by the Social Work profession and practice and the rest of the DSWD support staff based on standard competencies

E. GENERAL ADMINISTRATION AND SUPPORT SERVICES

1. **Financial Reform**
 - 1.1. Regular monitoring the Department's fund utilization through the Operations and Financial Monitoring Team
 - 1.2. Ensure a sound financial management system spending Government resources with fiscal discipline, operational efficiency and allocative efficiency
 - 1.3. Maintain reliable cash forecasting and programming

2. Administrative Service

- 2.1. Development of the DSWD Customized Procurement Manual towards the improvement of the Procurement System
- 2.2. Synchronization of donations through the Donation Facilitation Team to ensure that every donation is accounted for

3. Legal Service

- 3.1. Provision of legal advice and assistance and handling of cases with utmost integrity

For strict compliance.

Issued in Quezon City, this 18th day of June 2012.


CORAZON JULIANO-SOLIMAN
Secretary

Certified Copy:


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Officer In-Charge
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