

Memorandum Circular No. 37  
Series of 2020

**IMPLEMENTING GUIDELINES ON THE CONDUCT OF  
SEARCH FOR HUWARANG PANTAWID PAMILYA AND  
SEARCH FOR PANTAWID PAMILYA EXEMPLARY CHILDREN**

**I. RATIONALE**

In 2019, the Pantawid Pamilyang Pilipino Program (4Ps) was enacted into a law that made the program a "national poverty reduction strategy and a human capital investment program that provides conditional cash transfer to poor households for a maximum period of seven years<sup>1</sup>". The cash grants are meant to help improve the education and health conditions of these households. Under the law, 4Ps becomes a regular program of the Department of Social Welfare and Development (DSWD).

With the Republic Act 11310 otherwise known as 4Ps Act, there is a need to intensify the way program messages are communicated to ensure that goals and objectives are met and the way processes and guidelines are followed. 4Ps, through the Social Marketing Division (SMD), implements social marketing and advocacy initiatives to support the program operations and ensure that the desired behavior changes of stakeholders are observed.

The annual Search for Huwarang Pantawid Pamilya and Search for Pantawid Pamilya Exemplary Children started in 2012. Both activities identify program beneficiaries who can be allies and ambassadors in communicating program messages and recognize their commendable traits and hard work that other 4Ps families and children could emulate.

The Search for Huwarang Pantawid Pamilya has been helpful in inspiring 4Ps families to comply with program conditions and showcase the remarkable stories of model families who, despite the challenges brought about by poverty, are able to maintain strong family ties, demonstrate positive Filipino values, and create a positive impact in their respective communities. The Search for Pantawid Pamilya Exemplary Children, meanwhile, has emphasized that 4Ps children-beneficiaries are the main stakeholders of the program and that they play an important role in fulfilling its education and health outcomes. The search recognizes children-beneficiaries who set excellent examples at home, in school, and in their community.

The two activities have become good venues to advocate the program, showcase 4Ps' stories of change, and provide *huwaran* families and exemplary children-beneficiaries to an opportunity to share their advocacies. The conduct of these activities has been recognized effective/useful communication strategy or mechanism for program advocacy.

In March 2020, the Philippines was placed under a State of Public Health Emergency, as stated in Proclamation No. 922, due to the spread of COVID-19 in the country. This led to the implementation of precautionary and safety measures such as class cancellations, community quarantines, closing of certain businesses, and even lockdowns in some areas. The Department of Health (DOH) has released an advisory recommending cancellations of big events or mass gatherings and adherence to the health protocols. Hence, conduct of such 2020 activities were not feasible. It is in this light that the conduct of the abovementioned activities this year was suspended.

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<sup>1</sup> "An Act Institutionalizing the Pantawid Pamilyang Pilipino Program." Official Gazette (Philippines), 2019,

These Searches may be affected and/or suspended during events of "Force Majeure" i.e. political emergency, natural emergency or "Act of God", a global or nationwide state of public health emergency as experienced by the country today due to the COVID-19 pandemic. As such, DSWD has a policy cover to effect the issuance of "Force Majeure", and alternative advocacy activities may be carried out under strict observance of the prescribed health protocols and other regulatory ordinances.

## **II. LEGAL BASES**

### **A. Sustainable Development Agenda**

Results of the assessment of the Millennium Development Goals (MDGs) led into the development of the Sustainable Development Goals (SDGs), which aim to continue the successes of the MDGs and improve on areas where MDG fell short. SDGs commit all countries to "leave no one behind" when it comes to development and globalization.

### **B. Republic Act 11310**

Otherwise known as An Act Institutionalizing the Pantawid Pamilyang Pilipino Program (4Ps), RA 11310 section 4 defines 4Ps as "the national poverty reduction strategy and a human capital investment program that provides conditional cash transfer to poor households for a maximum period of seven (7) years, to improve the health, nutrition, and education aspect of their lives."

### **C. 1987 Philippine Constitution**

Article 2 Section 12 says that the State recognizes the sanctity of family life, and protects and strengthens the family as a basic autonomous social institution.

### **D. Presidential Proclamation No. 60**

Issued on September 28, 1992, the proclamation aims "to increase awareness on various family issues; enhance effectiveness of national and local efforts to carry out specific programs concerning families by generating new programs concerning families by generating new activities and strengthening existing ones; and promote collaboration among national and local non-governmental organizations in support of multi-sectoral activities."

### **E. Filipino Family Sector Priorities 2019-2022**

The Sector Priorities supports the recognition of the role of the family in development under Article 16 (3) of the Universal Declaration on Human Rights and Article 23 (1) of the International Covenant on Civil and Political Rights: "The family is the natural and fundamental group unit of society and is entitled to protection by society and the State."

### **F. United Nations Convention on the Rights of the Child**

The Philippines accepted and ratified the Convention to undertake "...all appropriate measures to ensure that the child is protected against all forms of discrimination or punishment on the basis of the status, activities, expressed opinions, or beliefs of the child's parents, legal guardians, or family members".

## **G. Presidential Decree 603: The Child and Youth Welfare Code**

Article 1 declares, "The Child is one of the most important assets of the nation. Every effort should be exerted to promote his welfare and enhance his opportunities for a useful and happy life."

## **III. OBJECTIVE**

This document is being issued to provide 4Ps National and Regional Program Management Offices with standardized set of guidelines in conducting (1) Search for Huwarang Pantawid Pamilya and (2) Search for Pantawid Pamilya Exemplary Children.

## **IV. IMPLEMENTING GUIDELINES**

### **Search for Huwarang Pantawid Pamilya**

#### **A. Objectives**

1. To seek and recognize outstanding/ model family-beneficiaries who maintain strong family ties and demonstrate positive Filipino values;
2. To identify and recognize exemplary practices and/or achievements of families that create positive impact and promote family unity that contributes to the empowerment of the community in which they are part of; and
3. To communicate the advocacy efforts of the program, including promoting the value of health and education in poverty alleviation and fighting against gender-based discrimination and gender-based violence in the families and communities, through the help of the winning families.

#### **B. Eligibility**

The search is open to all outstanding Pantawid Pamilya family-beneficiaries nationwide, across the 17 regions. A nominee should be:

1. A Filipino family who is a beneficiary of the program for at least two years;  
*\*Family is composed of mother, father, and child/children OR solo parent and child/children, and other non-traditional families<sup>2</sup>*  
*\*IP families with practice of polygamy can be nominated*
2. A family who has good standing in the community with no derogatory records and has not been convicted of any administrative, criminal, civil case or cases involving moral turpitude in the last five years;
3. A family whose income is not derived from gambling, prostitution, child labor, extortion and other similar illegal resources;
4. A family with 100% compliance in all conditionalities for the last two (2) years;
5. A family with level 3 well-being per latest Social Welfare and Development Indicator (SWDI) assessment

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<sup>2</sup> Non-traditional family refers to any mother-father-child/children structure that is considered outside the normal or traditionally family structure. Such family may also be labelled as "restructured family" or "blended family", as applicable

## C. Procedures

The search is divided into four levels: city /municipal, provincial, and regional. Each level has a corresponding selection team and set of tasks. The regional winners will be automatically awarded as the national winners of the Search.

### 1. City/Municipal Level

1.1 A City/Municipal Selection Team composed of City/Municipal Links/Community Facilitators and Social Welfare Assistants (SWAs) shall be created.

1.2 The City/Municipal Selection Team shall obtain nominations and endorsements from parent leaders, barangay captains or the local government units (LGU). Each city/municipality may nominate more than one family as their official nominee.

**Note:** DSWD personnel are not allowed to nominate families. No relative of DSWD personnel and members of the selection committee up to third degree of consanguinity or affinity shall be allowed to participate.

1.3 Upon receiving endorsements of Huwarang Pantawid Pamilya nominees, the City/Municipal Selection Team shall request each nominated family to answer the Gender Sensitivity and Assessment Checklist (GSAC).

**Note:** Prior to the conduct of the search, the Regional Gender and Development Officer (RGADO) shall orient the C/MLs/CF and/or SWA the importance of GSAC and how to use it.

1.4 The C/MLs/CF and/or SWA shall collect the GSAC from the nominees and accomplish the GSAC City/Municipal Analysis, which shall contain the observation of the families answering the checklist, interpretation, assessment, and recommendation.

1.5 The City/Municipal Selection Team shall choose one final nominee to represent the city/municipality and submit the Huwaran Nomination Kit to the Provincial Operations Office through the Provincial Selection Team at a designated time.

The Huwaran Nomination Kit shall include the following:

- a. Household profile
- b. Achievement matrix of the children (list of awards and certificates)
- c. Achievement matrix of the parents (list of awards and certificates)
- d. A write-up about the family
- e. GSAC accomplished by the nominated family
- f. One nomination letter from parent leaders, barangay captain or the LGU
- g. Endorsement letter from City/Municipal Link which shall include the family's level of well-being per SWDI assessment.  
*It must be indicated in the letter the family's previous level of well-being (prior to reaching level 3) to give premium to the behavioral change with the assistance of the 4Ps.*
- h. Endorsement letters from barangay captain and city/municipal mayor supporting the nomination

- i. Photocopied/scanned supporting documents on the accomplishments of the nominated family such as:
  - Birth certificate(s) of child/children and marriage certificate (if parents are married)
  - Certificates of training and seminars attended by the parents/children/family
  - Certificates or awards won by the family from relevant community groups/organizations the family/family member is part of
  - Certificates or awards won by the parents and child/children
  - Certificate of the household's compliance for the last two years from CVS focal and City/Municipal Links
  - Photos of the family, their participation in community activities, children in school and extracurricular activities, etc.
  - Video documentation of the family for social media postings/campaign
  - Other documents that may be used as additional references to substantiate the nomination of the family

**Note:** Any inaccurate data found from the submitted documents/requirements shall disqualify/exclude the nominee from the Search. Do not submit original certificates, documents, and actual awards/medals of the families. 4Ps ensures that all personal data collected from the families by the DSWD staffs are protected in accordance with the Republic Act 10173 otherwise known as the Data Privacy Act of 2012 (Data Privacy Act).

## 2. Provincial Level

- 2.1 The Provincial Selection Team shall be composed of the Provincial Link, SWO-III, and one external judge.
- 2.2 The Provincial Selection Team shall collect all Huwaran Nomination Kits and the GSAC Provincial Analyses and ensure that they are complete.
- 2.3 The Provincial Selection Team shall invite one external judge who is involved in family and community-based advocacy work and in no way related to any of the nominees. He/She must participate in choosing the winner of the provincial level of the Search.
- 2.4 The Provincial Selection Team shall conduct a desk validation to check the contents of the submitted Huwaran Nomination Kit and a field validation to determine the truthfulness of the documents and photos submitted and acquire other information about the families that were not captured by the Huwaran Nomination Kit. The field validation must be a scheduled visit with proper coordination with LGUs, nominated families, and other interviewees.

**Note:** During the field validation, each member of the team shall fill out the GSAC Provincial Analysis to provide narrative evaluation of each of the family nominated. (One family, one GSAC Provincial Analysis). The families **do not** have to answer another GSAC.

- 2.5 Based on the results of the validations conducted, the Provincial Selection Team shall choose one provincial winner and submit the family's Huwaran

Nomination Kit and GSAC Provincial Analyses to the Regional Program Management Office for the regional level of the Search.

### 3. Regional Level

- 3.1 A Regional Selection Team must be established. It shall be composed of the Information Officer, Regional GAD Officer, and judges.
- 3.2 The Regional Selection Team shall collect the Huwaran Nomination Kits and GSAC Provincial Analyses from all the provinces that joined the regional level of the Search. It must be ensured that the submissions are complete.
- 3.3 The Regional Selection Team shall invite judges from DSWD, DepEd, DOH, CSOs, or Program partners. One of the judges must be a GAD specialist/representative.
- 3.4 The Regional Selection Team shall conduct a desk validation of all the nominations received and choose the top families.
- 3.5 After choosing the top winners, they must be subject to a scheduled field validation. A home visitation and interviews with the families, their neighbors/co-beneficiaries, LGU officials, and program partners who can provide testimonies about the families must be conducted by the team.

**Note:** During the field validation, each member of the Regional Selection Team shall fill out the GSAC Regional Analysis to provide narrative evaluation of each of the family nominated. (One family, one GSAC Regional Analysis). The families **do not** have to answer another GSAC.

- 3.6 After the validations, the Regional Selection Team shall select its regional winner who will automatically be recognized as the winner in the national level during the Pantawid National Family Day. The RPMO may also provide their own set of incentives for their provincial and regional winners granted that funds shall be correspondingly sourced out.
- 3.7 The regional Pantawid Pamilya information officer shall package the Huwaran Nomination Kit with the GSACs as reference for the National Family Day activity.

**Note:** E-copy of the Huwaran Nomination Kit shall be submitted to the NPMO within the set timeline. Hard copies are not required

- 3.8 The Regional Selection Team shall award three (3) winners consisting of a second runner up, first runner up, and the regional champion.

### 4. National Level

- 4.1 Since there will be no competition in the national level, the regional winners will automatically be named as the national winners.

4.2 All of the 17 regional winners shall be invited for the awarding ceremonies to be scheduled within the month of September in Metro Manila.

4.2 The NPMO will provide another set of guidelines for the conduct of the National Family Day Activity.

**D. Criteria for the Desk Validation**

Criteria	Weight
<p><b>A family that maintains strong ties and harmonious relationship and upholds Filipino values despite the challenges brought about by poverty</b></p> <ul style="list-style-type: none"> <li>• The family demonstrates love, respect, unity and togetherness through meaningful activities and services in and out of the house</li> <li>• The family practices shared household responsibilities regardless of gender roles and sex (men/boys, women/girls are similarly comfortable doing household chores)</li> <li>• The parents practice and promote positive* discipline with their children               <ul style="list-style-type: none"> <li>• <i>Positive discipline is non-violent, solution-focused, respectful, and based on child development principles (Save the Children)</i></li> </ul> </li> <li>• The family practices shared problem-solving and able to arrive at consensual decision making</li> <li>• The family members help one another in addressing emotional and spiritual needs</li> <li>• The family puts into practice their learning from Family Development Sessions</li> </ul>	<b>25%</b>
<p><b>A family who strives to improve living condition amid difficult situation</b></p> <ul style="list-style-type: none"> <li>• The family responsibly uses income and cash grants/money</li> <li>• The family is hardworking</li> <li>• The family is “madiskarte”/resourceful when it comes to budgeting and spending money</li> <li>• The family members openly and fairly discusses financial budget and spending</li> <li>• Adult members of the family fairly contribute and augment the economic conditions of the family</li> </ul>	<b>20%</b>
<p><b>A family that is actively involved in community activities</b></p> <ul style="list-style-type: none"> <li>• The family participates/leads in community activities</li> <li>• The family is aware of the issues and problems of the community and shares their opinions and perspectives on how to address them</li> <li>• The family manifests leadership qualities as shown in their involvement in community decision-making, claims ownership of community projects and initiatives, and in community</li> </ul>	<b>20%</b>

organizations <ul style="list-style-type: none"> <li>• The family shares their learning from Family Development Sessions to other community members</li> </ul>	
<b>A family who positively talks about family relations worthy of emulation</b> <ul style="list-style-type: none"> <li>• Neighbors and co-beneficiaries are inspired/motivated by the family's harmonious relationship</li> <li>• Neighbors and co-beneficiaries seek the family's help or advice on family matters, resolving conflict, and other issues</li> <li>• The family responds whenever help is sought out</li> </ul>	<b>20%</b>
<b>A family that practices and promotes healthy living and takes care of the environment</b> <ul style="list-style-type: none"> <li>• The family maintains a backyard/house garden and/or actively participates in communal gardening</li> <li>• The family has cleanliness/sanitation practices, like waste management and recycling</li> <li>• The family promotes good health habits, like serving nutritious meals, avoiding substance dependency/vices</li> <li>• The family avails of the services of the health center/facility in the community</li> </ul>	<b>15%</b>
<b>Total</b>	<b>100%</b>

#### E. Criteria for the Field Validation

Criteria	Weight
<b>Observable Traits</b> <ul style="list-style-type: none"> <li>• The family is cordial and their actions, gestures, and manner of speaking during interview are amiable</li> <li>• The family's positive disposition can easily be sensed</li> <li>• The neighbors and co-beneficiaries find the family friendly and approachable</li> </ul>	<b>20%</b>
<b>Character</b> <ul style="list-style-type: none"> <li>• The family and their neighbors/co-beneficiaries can attest to the family's set of behavior and traits that make them <i>huwaran</i></li> <li>• The family bases their actions to their beliefs, attitudes, and values/morals (Walking the talk)</li> <li>• The children reflect the good and positive characters of their parents</li> <li>• The <i>huwaran</i> family is able to develop/improve their characters through their <i>pagsasamahan</i> and resolving problems/conflicts (character development)</li> </ul>	<b>25%</b>
<b>Communication</b> <ul style="list-style-type: none"> <li>• The family clearly express their thoughts and convey the right messages they want to impart</li> <li>• The family's actions and gestures correspond to their statements/interview answers</li> </ul>	<b>25%</b>



<ul style="list-style-type: none"> <li>• The family clearly defines what a Huwarang Pamilya is in so far as their nomination is concerned</li> <li>• The family listens actively and can provide insightful feedbacks</li> </ul>	
<b>Leadership/Participation in Community Activities</b> <ul style="list-style-type: none"> <li>• Neighbors and co-beneficiaries confirm the leadership qualities of the family</li> <li>• The family is humble, a team player, and has passion for service</li> <li>• The family connects to their neighbors and other community members during community activities (relationship building)</li> <li>• The family is an active actor in community organization</li> <li>• The family is a champion/advocate in promoting the Program</li> </ul>	<b>30%</b>
<b>Total</b>	<b>100%</b>

#### F. Team Composition and Roles

<b>CITY/MUNICIPAL SELECTION TEAM (City/Municipal Level)</b>	
<b>Team Composition</b>	<b>Roles</b>
<b>C/ML, CF, SWA/CFA</b>	<ul style="list-style-type: none"> <li>• Disseminates information on the Search</li> <li>• Encourages nominations from parent leaders and local partners</li> <li>• Teaches families how to use GSAC</li> <li>• Collects Huwaran Nomination Kits and GSACs of families nominated</li> <li>• Convenes and decides on their winning city/municipal contender</li> <li>• Endorses C/MOO's winner together with the family's Huwaran Nomination Kit and GSAC City/Municipal Analysis to the Provincial Selection Team</li> </ul>
<b>PROVINCIAL SELECTION TEAM (Provincial Level)</b>	
<b>Provincial Link, SWO-III, 1 External Judge</b>	<ul style="list-style-type: none"> <li>• Headed by the Provincial Link</li> <li>• Collects and screens all the submitted Municipal/City entries</li> <li>• Invites and orients qualified judge</li> <li>• Leads the conduct of desk and field validations</li> <li>• Convenes and decides on their winning provincial contender</li> <li>• Endorses POO's winner together with the family's Huwaran Nomination Kit and GSAC City/Municipal and Provincial Analyses to the Regional Selection Team</li> </ul>
<b>REGIONAL SELECTION TEAM (Regional Level)</b>	
<b>Pantawid Pamilya Information Officer, Regional GAD Officer, and</b>	<ul style="list-style-type: none"> <li>• Headed by the Pantawid Pamilya IO</li> <li>• Orients all the Selection Teams about the Search</li> <li>• Disseminates information about the Search and its implementation procedures</li> </ul>

<p><b>judges</b></p> <p><i>Note: The team may tap other program staff who can help in conducting the search</i></p>	<ul style="list-style-type: none"> <li>• Invites and orients qualified judges</li> <li>• Collects and screens all the submitted Provincial entries</li> <li>• Leads the conduct of desk and field validation</li> <li>• Convenes and decides on their winning Regional contender</li> <li>• Endorses Provincial winner together with the family's Huwaran Nomination Kit and GSAC City/Municipal, Provincial, and Regional Analyses to the National Selection Team</li> <li>• Conducts the regional awarding of the Search</li> </ul>
<p><b>NATIONAL SELECTION TEAM (National Level)</b></p>	
<p><b>NPMO-SMD, GADD staff, and judges</b></p> <p><i>Note: The team may tap other program staff who can help in conducting the search</i></p>	<ul style="list-style-type: none"> <li>• Headed by SMD</li> <li>• Communicates and coordinates with regional IOs about the Search schedule, guidelines, etc.</li> <li>• Collects and screens all the submitted Regional entries</li> <li>• Invites all regional winners and stages the national awarding of the Search and conduct a National Family Day</li> <li>• Facilitate promotion of success stories of the winning families in different communication platforms</li> </ul>

**Note: The Regional Pantawid Pamilya IOs and Regional GAD Officers shall provide technical assistance to all non-national levels of the search as need arises. Judges who will be invited to be part of the Search must have a background on GAD and/or a GAD advocate.**

#### **G. Roles of the Winners**

1. Serve as family-ambassadors of Pantawid Pamilyang Pilipino Program
2. Champion program's advocacies, like investing in health and education of children, and promote gender and development
3. Act as resource persons in Family Development Sessions and any related activity where they could share their knowledge and learning experiences
4. Support the program's media initiatives through accommodating media interviews and allowing the use of their photos and videos

#### **H. List of Awards and Incentives**

The top three families from the provincial and regional levels of the search will be awarded with cash and plaques, which will be sourced from the regional advocacy fund:

##### Provincial Level Awarding

Huwaran Pantawid Pamilya: P5,000.00

Consolation prize (optional): P2,000.00

##### Regional Level Awarding

Huwaran Pantawid Pamilya: P15,000.00

1st Runner-up: P10,000.00

2nd Runner-up: P8,000.00

Consolation prize (optional): P3,000.00

The 17 regional winners of the search will be recognized at the national level during the Pantawid Pamilya National Family Day led by the Social Marketing Division and will be awarded with cash incentives worth P10,000.00 each family and plaques. These will be sourced from the national advocacy fund.

## I. Timeline

<b>Date</b>	<b>Activity</b>	<b>Responsible Unit/ Office</b>
March – April	Conduct of the Provincial Search for Huwarang Pantawid Pamilya	POO, RPMO
May – July	Preparation and Conduct of the Regional Search for Huwarang Pantawid Pamilya (Desk Deliberation, Field Validation, Awarding)	RPMO and NPMO
August	Deadline of submission of packaged documents of the regional winners	RPMO and NPMO
September	Family Day Activity Recognition of regional winners (Metro Manila)	NPMO
November	Submission of activity completion report	NPMO
1 <sup>st</sup> Semester of the following year	Post-event Assessment	RPMO and NPMPO

### Search for Pantawid Pamilya Exemplary Children

#### A. Objectives

Generally, the activity aims to recognize exemplary Pantawid Pamilya children who serve as excellent examples in their households, schools, and communities. It also aims to encourage children to be active citizens performing beyond just complying with the conditions of the program.

Specifically, the Search for Exemplary Pantawid Pamilya Children aims to:

1. Encourage exemplary compliance of children to the conditionalities and co-responsibilities set by the program through recognition of those who excel in doing so
2. Develop exemplary Pantawid Pamilya children beneficiaries as advocates of the program and its thrusts in health and education

## **B. Eligibility**

1. The competition is open to all Pantawid Pamilya children beneficiaries aged 10 to 14 by October 31 of the competition year

The child must be:

- Involved with the program for at least one (1) year
  - Enrolled in school
  - Compliant to the school attendance requirement of the program – must have at least 90% school attendance from the preceding school year
  - With good scholastic standing – no grades below the passing mark, non-repeater
  - Fully-immunized
  - Dewormed twice in the year prior the competition
2. The child must possess the following qualities/characteristics:
    - Academic excellence in learning areas in the curriculum
    - Active in co-curricular activities
    - Active in extra-curricular/ community activities
    - Talented, i.e. has awards/recognition in competitions in singing, dancing, sports, essay writing, poster making, arts, and the likes
    - With good moral character and have no indicator of behavior problems
    - Aware of good nutrition and eats nutritious food
    - Conversant on the conditionalities of the program
    - Able to advocate the thrusts of Pantawid Pamilya
  3. The child can be recommended by community leaders, a teacher, or even by parent groups or church groups

## **C. Procedures**

### **1. Provincial Search**

- 1.1 Every Pantawid Pamilya province shall have one (1) nominee. For the National Capital Region (NCR), every administrative division (district) shall have one (1) nominee.
- 1.2 Municipal Links may identify one (1) child in every municipality that will qualify on the given criteria. The Pantawid Pamilya Provincial Operations Offices (POOs) will collect the municipal nominees and will identify their provincial nominee, either through evaluation or a provincial search. Every province will have one (1) nominee for the regional search.
- 1.3 For the HUCs, the City Social Welfare and Development Offices (CSWDOs) will be the one to identify their nominee through the Pantawid Pamilya City Links. Every HUC will have one (1) city nominee that will qualify on the provincial searches<sup>3</sup>.
- 1.4 Each province must award one (1) Provincial Exemplary Child (Grand Winner). The awardee will receive a trophy and cash prize.

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<sup>3</sup> **Special cases:** After the request of implementing Information Officers from regions V, IX, and XI, there will be finalists from Naga, Zamboanga-Isabela, and Davao City due to the volume of potential Pantawid Pamilya Exemplary Child in the HUCs mentioned.

- 1.5 The Provincial Winners will be endorsed to the Field Offices for the Regional Search, to be facilitated by the Pantawid Pamilya Information Officers.
- 1.6 Provincial winners will represent their respective provinces in the National Children's Congress.

## 2. Regional Search

- 2.1 All contestants must submit a duly filled out entry form and the accomplishment matrix indicating academic<sup>4</sup>, co-curricular<sup>5</sup>, and extra-curricular<sup>6</sup> achievements that will support would help the Selection Committee determine his/her suitability for the Exemplary Children Award.
- 2.2 The original copies of certificates, medals, and others are not encouraged to be packaged and sent to the RPMO.
- 2.3 Supporting documents such as photocopies of certificates and certification from teachers, mentors, LGU, and organizations must be attached with the accomplishment matrix.

Documents include photocopies/photographs of:

- Write-up about the child or his/her family, prepared by the regional Pantawid Pamilya information officer
- Birth certificate
- Certificates of trainings and seminars attended
- Certification from groups/organizations the child is part of
- Certificates or awards won by the child
- Certification from school(s) of the child
- Endorsements from LGU, barangay captain, and City/Municipal Links
- Certificate of compliance from CVS focal and City/Municipal Links
- Photos of the child and his/her involvement in academic, co-curricular, and extra-curricular activities

4Ps ensures that all personal data collected from the families by the DSWD staffs are protected in accordance with the Republic Act 10173 otherwise known as the Data Privacy Act of 2012 (Data Privacy Act).

- 2.4 The contenders will be required to submit three essays answering the following:

***“Anu-ano na ang mga pagbabagong nangyari sa buhay mo simula nang maging benepisyaryo ng Pantawid Pamilya?”***

***“Sa lahat ng nakamit mo at natutunan mo sa eskwelahan at sa komunidad, ano ang pinaka pinahalagahan mo at bakit?”***

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<sup>4</sup> **Academic achievements** refer to the achievements of the child in the learning areas in the curriculum year. This includes academic honors and excellence in a subject matter

<sup>5</sup> **Co-curricular achievements** cover the achievement of the candidates at all levels (school, division, regional, national, and international) in five (5) areas namely: (a) contests and competitions, (b) student leadership, (c) campus journalism, (d) officership and membership, and (e) participation or attendance.

<sup>6</sup> **Extra-curricular achievements** are achievements on activities that are not recognized and not within the school, such as involvement in organizations outside of the school.

***“Bilang batang Pantawid Pamilya, ano ang kaya mong gawin upang tumawid sa kaunlaran?”***

- 2.5 Each regional office must award three (3) winners consisting of a second runner-up, first runner-up, and the Regional Exemplary Child (Grand Winner). Each awardee will receive a trophy and cash prize.
- 2.6 The Regional Exemplary Child (Grand Winner) will be recognized in the national awarding as one of the Pantawid Pamilya National Exemplary Children.

**3. National confirmation/recognition**

The Pantawid Pamilya Information Officers should submit the Accomplishment Matrix, duly accomplished Pantawid Pamilya National Exemplary Child Data Sheet, Documentation of the Regional Search, and a feature story about their regional representative in the national delegation of Pantawid Pamilya’s exemplary children. Failure to submit these documents will not confirm/recognize the region’s representative to the national delegation.

All provincial winners will also be present in the national confirmation/recognition as part of the NCC delegation.

**4. Criteria**

A standard set of criteria and percentile weight for judging will be used in the municipal, provincial, and regional levels of the Search. The criteria below will be the bases on how the regional winners will be packaged for the national level confirmation.

<b>Criteria</b>	<b>Weight</b>
<p><b>Behavior and Practice</b></p> <ul style="list-style-type: none"> <li>• This can be measured through interviews and testimonials from their families, neighbors, friends, teachers, classmates, etc.</li> </ul>	<b>20%</b>
<p><b>Awareness, Advocacy, and Talent</b></p> <ul style="list-style-type: none"> <li>• This can be measured through the talent portion, speeches, and one-on-one interview/s. Talents include (but are not limited to) singing, dancing, drawing, oration, extemporaneous speaking, and others.</li> <li>• Given his/her social awareness and knowledge on Pantawid Pamilya, what can he/she do/what did he/she do as an “exemplary child” to lead and/or contribute in the development of his/her own family and community given his/her rights, roles, and responsibilities. Given this level of awareness, how can he/she use his/her talents to be an outlet of positive message and advocacies?</li> </ul>	<b>25%</b>
<p><b>Intelligence and Wit</b></p> <ul style="list-style-type: none"> <li>• This can be measured by looking at the scholastic records of the child, testimonials of his/ her teachers, as well the way he/ she responds to interviews.</li> <li>• The child’s cognitive ability: presentation of his/her self as a member of the family and community, a student, and a citizen</li> </ul>	<b>25%</b>

of the country. From his/her self-presentation, how does he/she perceive the responsibilities of an “exemplary child” at home, school, and the community.	
<b>Community and School Participation</b> <ul style="list-style-type: none"> <li>This can be measured by looking at the child’s participation and involvement in co-curricular and extra-curricular activities.</li> </ul>	<b>20%</b>
<b>Aptitude and Appearance</b> <ul style="list-style-type: none"> <li>This can be measured by how the child presents himself/herself on interviews as well as how they communicate the program and the thrusts of the program.</li> <li>This gauges the innate characteristic of the child to hold the Pantawid Pamilya Exemplary Child title, and how suitable he/she is in representing the program. At first glance and the moment he/she speaks, how do the judges see the child as an “exemplary child”?</li> </ul>	<b>10%</b>
<b>Total</b>	<b>100%</b>

The NPMO will have high expectations as to the conduct of the Regional Search specifically in screening deserving regional participants based on these criteria through a minimum of three (3) credible board of judges specializing on education, child development, arts, and other related fields.

The profiles and credentials of the exemplary children will be further validated in the national level as the children will be pooled as ambassadors/ spokespersons/ advocates of the program.

**D. Role of the National Program Management Office (NPMO) and the Regional Program Management Office (RPMO):**

1. The mechanics and template for the entry forms and accomplishment matrix shall be provided by the NPMO. The RPMO shall produce mechanics posters, promotional materials, and entry forms for the Search for Exemplary Children of *Pantawid Pamilya*.
2. RPMO shall take charge of the distribution of entry forms in their region. Entry forms must be submitted to the RPMO upon completion.
3. RPMO shall administer the search in the regional level. The same office shall also be in-charge of the venue and in facilitating the activity in the aforementioned levels of competition. NPMO shall administer the recognition of the national delegation.
4. RPMO is not prohibited from sourcing-out other prizes provided that the donors / companies are not from banned companies (wines, liquors, beers, cigarettes, promoting milk formula: breast milk substitutes and follow-on formulas).
5. NPMO shall mobilize the national delegation of exemplary children during the National Children’s Congress. The same office shall also be in-charge in facilitating workshops to effectively produce an action plan focused on child’s rights-based advocacy activities.

**E. Role of the Winners of the Search**

1. Be the *Pantawid Pamilya* local/ provincial/ regional/ national ambassador

especially on children's rights specifically to health and education.

2. Attend Press Conferences and Radio/TV (local) program/guesting for the *Pantawid Pamilya* that will be coordinated by the NPMO or RPMO.
3. Serve as an actor/actress or model for the audio-visual presentations, radio plugs, and photo shoots.
4. Deliver messages/speeches for activities pertaining or relevant to children's right health and education.
5. Must be at all times exhibit proper manners and conduct as an Exemplary Child and worthy of the title. This title may be stripped or withdrawn anytime during the period if any negative reports on the child are received by the NPMO and RPMO, subject to due process and validation.

#### F. Summary of Awards and Incentives

The top three exemplary from the provincial and regional levels of the search will be awarded with cash and plaques, which will be sourced from the regional advocacy fund:

Provincial Level Awarding

Provincial Exemplary Child: P5,000

Consolation prize (optional): P2,000

Regional Level Awarding

Regional Exemplary Child: P10,000.00

1st Runner-up: P8,000.00

2nd Runner-up: P5,000.00

Consolation prizes (optional): P2,000

Special awards may be given but must be based on the set criteria (Item 4).

The National Exemplary Children from all the regions will be recognized on the *Pantawid Pamilya Araw ng Kabataan* led by the Social Marketing Division and will be awarded with plaques. A cash incentive worth P1,000 will be given to all provincial winners present as NCC delegates which will be sourced from the national advocacy fund.

#### G. Timeline

Date	Activity	Responsible Unit/ Office
1 <sup>st</sup> semester	Municipal, Provincial, and Regional Search	RPMO
October to November	Regional Congress (optional), Consolidation of National Validation requirements, and Awarding	RPMO
November	National Validation/Awarding and National Children's Congress	NPMO
December	Submission of activity completion report	NPMO and RPMO



**V. MONITORING AND REPORTING**

The Social Marketing Division shall monitor the regional offices' progress in the conduct of each search. Each RPMO should provide the NPMO an activity completion report documenting the process, highlights, challenges, and other relevant observations and experiences in conducting the two searches. Reports must be submitted to NPMO December of competition year for consolidation.

**VI. SEPARABILITY CLAUSE**

The invalidation or subsequent revisions of any section or clauses of this set of guidelines shall not affect the validity of the remainder.

**VII. REPEALING CLAUSE**

This set of guidelines supersedes all issuances inconsistent herewith. All matters not covered by this procedure that require clarification shall be brought to the attention of the National Program Management Office for immediate resolution.

**VIII. EFFECTIVITY**

This set of implementing guidelines shall take effect immediately and shall be circulated to all Pantawid Pamilya Regional Program Management Offices.

Issued this \_\_\_\_\_ day of \_\_\_\_\_ 2020 in Quezon City Philippines.



**ROLANDO JOSELITO D. BAUTISTA**

Secretary  
Date: JEC 17 2020

Certified True Copy:



**211 DEC 2020**  
CHLOVA CLARRISSE ALBORNOZ-BARRACA  
Administrative Officer III  
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