

PRESS RELEASE

Consumer education to be taught in high school starting this school year

Consumer education will be taught in high school beginning this school year as the Department of Education and the Department of Industry agreed to teach students how to become intelligent and responsible consumers.

DepEd and DTI collaborated in developing 98 lesson exemplars and 10 modules on consumer education which will be integrated in secondary education and alternative learning system. It will be introduced for the first time in the high school system both in private and public schools nationwide.

The lesson exemplars and modules include lessons on fair trade laws such as the Consumer Act of the Philippines, the Price Act, and the Standards Law as well as consumers' rights and responsibilities.

The joint undertaking of the two departments is in compliance with the mandate of Republic Act (RA) 7394 or the Consumer Act of the Philippines.

DepEd Secretary Mona Dumlao-Valisno said that DepEd and DTI will faithfully implement the provisions of RA 7394.

"The best way to ensure that our consumers' rights and responsibilities are well-protected is through education," Valisno said.

The Lesson Exemplars will be piloted in 115 schools nationwide. After one year, DepEd will finalize the writing of the lessons and will subsequently institutionalize the first year exemplar by turning the program over to DepEd's Bureau of Secondary Education (BSE).

DTI Secretary Jesli Lapus said the lessons on consumerism are expected to raise their level of awareness on their societal role as consumers. "Through this partnership with DepEd, we want our students to make wise choices, get value for their money as well as influence their families in becoming informed and smart consumers," Lapus said.

The Consumer Education Exemplars will be pilot-tested in the following schools: Balingasa High School, Mataas na Paaralang Neptali A. Gonzales, Sta. Lucia High School (Pasig City), and Rizal High School.

The lessons on consumerism will be integrated in such subjects as English, Filipino, Science, Mathematics, Social Studies, Values Education, Music, Arts, Physical Education and Health (MAPEH), and Technology and Livelihood Education (TLE).

The Philippines has been traditionally celebrating October as Consumer Welfare Month in abidance with the Presidential Proclamation No. 1098. Last year, the Department of Health (DOH) led the planning for the celebration of this event.

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“But observance of this event is not enough to inculcate important consumer education concepts into the Filipinos psyche. And this may only be accomplished through the education system,” Valisno explained.

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