



Republic of the Philippines  
**Department of Education**

07 APR 2015

DepEd MEMORANDUM  
No. **33**, s. 2015

**SEARCH FOR OUTSTANDING BARKADA KONTRA DROGA (BKD)  
PROGRAM IMPLEMENTERS IN SECONDARY SCHOOLS  
FOR SCHOOL YEAR (SY) 2014-2015**

To : Bureau Directors  
Directors of Services, Centers and Heads of Units  
Regional Directors  
Schools Division Superintendents  
Heads, Public and Private Elementary and Secondary Schools  
All Others Concerned

1. The Office of the President through the Dangerous Drugs Board (DDB), in collaboration with the Department of Education (DepEd) through the Health and Nutrition Center (HNC), will conduct the **Search for Outstanding Barkada Kontra Droga (BKD) Program Implementers in Secondary Schools for School Year (SY) 2014-2015**.
2. The Search aims to:
  - a. strengthen the National Drug Education Program (NDEP) through the *BKD* movement established in schools;
  - b. develop skills and understanding among pupils/students, faculty and school administrators in initiating active responses for a drug-free school;
  - c. increase community awareness and participation and maintain a fully drug-free environment in the school, home, workplace and community;
  - d. support and sustain services like counselling, referral, and job placement, among other services, which adopt the *Barkada* concept among educators, professionals, families, work forces, peer groups and other sectors; and
  - e. identify best practices of the different *BKD* Chapters, which will serve as models for other schools to implement.
3. All secondary schools with an established *BKD* Chapter are encouraged to join the Search.
4. The implementing guidelines for the Search is enclosed.
5. For more information, all concerned may contact **Ms. Teresita C. Pineda**, Chief, Preventive Education, Training and Information Division (PETID), Dangerous Drugs Board (DDB) at telephone no.: (02) 929-6638 or **Ms. Girlie G. Azurin**, Health and Nutrition Center (HNC), Department of Education Central Office (DepEd CO), DepEd Complex, Meralco Avenue, Pasig City at telephone no.: (02) 632-9935.
6. Immediate dissemination of this Memorandum is desired.

  
**BR. ARMIN A. LUISTRO FSC**  
Secretary

Encl.:

As stated

Reference:

DepEd Memorandum: No.: 162, s. 2013

To be indicated in the Perpetual Index  
under the following subjects:

DRUG EDUCATION  
EMPLOYEES  
HEALTH AND NUTRITION  
PROGRAMS  
SCHOOLS  
SEARCH  
STUDENTS  
TEACHERS

R: Alma DM search for the outstanding barkada kontra droga  
0111 February 18/26, 2015/27, 2015

**SEARCH FOR OUTSTANDING "BARKADA KONTRA  
DROGA" (BKD) PROGRAM IMPLEMENTERS IN SECONDARY SCHOOLS FOR SCHOOL  
YEAR 2014-2015**

**I. RATIONALE:**

- The Office of the President through the Dangerous Drugs Board issued Board Regulation No. 5, Series of 2007, entitled "Institutionalizing the Barkada Kontra Droga Program." This is in compliance with Section 77, Article IX of RA 9165, otherwise known as the Comprehensive Dangerous Drugs Act of 2002.
- A series of seminars including the launch was conducted as a preventive education and information program and has evolved into a nationwide "Barkadahan" concept—a collective action among students and youth in the community to strengthen camaraderie, collaboration, cooperation, solidarity and linkages in their commitment to a drug-free lifestyle.
- Alternative activities have been done after the launch of the program in the schools and in the community like poster/slogan contest, essay writing, among others.

**II. OBJECTIVES:**

**A. General:**

- Encourage secondary schools to become more actively involved in empowering the youth in leading a healthy lifestyle that is drug-free and productive.

**B. Specific:**

- Strengthen National Drug Education Program (NDEP) through the Barkada Kontra Droga (BKD) movement established in schools.
- Enhance skills and understanding among students, faculty and school administrators in initiating responses, increasing community awareness and participation in activities geared towards a drug-free school environment.
- Maintain a fully drug-free environment in the school, home, workplace and community.
- Support and sustain the services like counseling, referral and job placement in the "Barkada" adopted concepts among educators, professionals, families, workforces, peer groups and other sectors.
- Identify best practices of the different BKD Chapters which shall serve as model for other chapters to implement.

### III. IMPLEMENTING RULES:

- Who can participate  
The Search for the Best BKD Chapter is open nationwide to all secondary schools with an established and functional BKD Chapter.

- Period of Coverage  
The Search will cover BKD activities conducted from June 2014 to June 2015

There will be three (3) levels of searches:

1. Division Level – The search will be conducted in April 2015 by the Division Evaluating Team. The winner at the respective Division level shall be submitted to the Regional Evaluating Team on or before April 30, 2015.
2. Regional Level – The search at the regional level will be done in June 2015 and the judged best entry in each region shall be submitted to the National Evaluation Team on or before July 31, 2015.
3. National Level – National Evaluation will be from August to October 2015 and will choose the three (3) Best BKD entries. The entries shall be ranked.

- Criteria

1. Functionality of the Program on Drug Abuse Prevention **10%**
  - a. Activities/Timetable (10%)
2. Coverage and Scope of Implementation **20%**
  - a. School-wide Implementation (10%)
  - b. Community involvement and partnership (10%)
3. Nature and Extent of Drug Abuse Prevention Activities/Projects **40%**

Initiated/Implemented/Organized (Indicate number and support with documents)

  - a. INFORMATION (10%)  
(Use of Mass Media--Print, TV/ broadcast, films, slide presentation, exhibits, etc.)
  - b. EDUCATION (10%)  
(Integration of drug abuse prevention concepts & BKD components in classroom instruction, organizing seminar-workshops on drug abuse prevention, launching of BKD, capability building, etc.)
  - c. INTERVENTION (10%)  
(Provision of guidance and counseling services, peer counseling, referral services, etc.)
  - d. ALTERNATIVES (10%)  
(Sports/Athletics, Cultural, Income-Generating Projects, Arts and Crafts, Religious, Civic & other recreational activities)

4. Extent of involvement of the ff. in terms of providing leadership and support in program implementation	<b>20%</b>
a. Students (5%)	
b. Teachers (5%)	
c. School Administrators (4%)	
d. Socio-civic/religious organizations (2%)	
e. Government officials/agencies (2%)	
f. Non-Government officials/agencies (2%)	
5. Attainment of Objectives	<b>5%</b>
6. Monitoring and Evaluation Scheme	<b>5%</b>
	<hr/> <b>100%</b>

- **Judges/Evaluation Team**

The Board of Judges shall be composed of noted individuals from the government and non-government sectors involved in drug abuse prevention and control at the regional and national levels. The decision of the Board of Judges shall be final and unappealable/irrevocable.

- **Awards and Prizes**

There will be five (5) National Winners, to wit:

✓ 1 <sup>st</sup> Prize	-	P 40,000.00	+ Trophy
✓ 2 <sup>nd</sup> Prize	-	30,000.00	+ Trophy
✓ 3 <sup>rd</sup> Prize	-	20,000.00	+ Trophy
✓ 2 consolation prizes	-	10,000.00 each	+ Trophy

Awarding Ceremony will be on the 3<sup>rd</sup> week of November, 2015 during the celebration of the Drug Abuse Prevention and Control Week.

- **Submission of Entries**

All entries for the National Search should be submitted directly to the DepEd Central Office. Deadline of submission will be on or before July 30, 2015.

- **Requirements**

Participating schools are required to fill out an entry form for the Search. (See attached)

Supporting documents should be properly endorsed by the School Authorities and should include evidence of the school's BKD activities and programs:

- Memoranda, circulars, special orders
- Photos/videos of BKD activities and programs of the school
- Publications of drug-related activities and other pertinent documents

- Nothing follows -