

Republika ng Pilipinas
(Republic of the Philippines)
KAGAWARAN NG EDUKASYON, KULTURA AT ESPORTE
(DEPARTMENT OF EDUCATION, CULTURE AND SPORTS)
UL Complex, Pasig, Metro Manila

June 22, 1993

DECS O R D E R
No. 48, s. 1993

ADVOCATING A RURAL RECOVERY PROGRAM AND ENJOINING ACTIVE
PARTICIPATION OF ALL CONCERNED

To: Undersecretaries
Assistant Secretaries
Directors of Services-Centers and Heads of Units
Bureau Directors, Regional Directors, and Schools
Superintendents
Heads of Chartered State Colleges and Universities
Heads of Private Schools, Colleges and Universities
Heads of Community Colleges and Universities
and Vocational Schools

1. For the information of all concerned, inclosed are copies of Proclamation No. 62 and the Guidelines implementing the Rural Recovery Program (RRP) of the President of the Republic of the Philippines.
2. The officials concerned are requested to coordinate the implementation of this program with the office of:

Undersecretary Erlinda C. Refiance
DECS "Kabisig" Action Officer
DECS Kabisig Information Center
UL Complex, Pasig, Metro Manila
3. It is desired that this Order be immediately and widely disseminated for the guidance of all concerned.


ARMAND V. FABELLA
Secretary

Incls.: As stated

References: DECS Order: No. 67, s. 1990
DECS Memorandum: No. 276, s. 1989

Allotment: 1-2-3-d--(M.O. 1-87)

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

AUTHORITY ✓
BUREAUS & OFFICES ✓

COMMITTEES ✓
LEGISLATION ✓

GUIDELINES IMPLEMENTING THE MORAL
RECOVERY PROGRAM (MRP) AS LAID DOWN
UNDER PROCLAMATION NO. 62
KABAYANI SA KANUUN AT KAGINNAWANAN

I. VISION STATEMENT

A Filipino nation where there is UNITY, JUSTICE, FREEDOM, LOVE, and PEACE, where its people have EQUAL OPPORTUNITIES to grow to their full potential and are EMPOWERED to collectively exercise effective control over every aspect of their lives.

To have a Government that is :

1. **visionary, reflective, and self-correcting**
2. **transparent and graft free**
3. **professional, competent and disciplined**
4. **decisive and committed**
5. **responsive, efficient and effective**
6. **trustworthy and credible**

II. MISSION STATEMENT

A. We shall build a nation by inspiring the Filipino people to action based on a shared vision and common values directed towards sustainable development, appropriate economic growth, national sovereignty and global orientation manifested by:

1. **Reverence for all forms of life with GOD as the center**
2. **Total Human Development**
3. **Priority given to the cultivation of the spiritual values and cultural life of the nation**
4. **Democratization of access to power, resources wealth and information**

B. We shall have a government that works with and for the people, with a preferential option for the poor, and aims for:

1. the diffusion of its social, economic and political power or subsidiarity;
2. the freedom of groups to participate in nation building or pluralism;
3. respect for human rights; and
4. affirmation for what is genuinely Filipino.

III. FILIPINO CORE VALUES

The following are the shared values or norms of behaviour that serve as the unifying force as well as fundamental basis of the Moral Recovery Program (MRP):

- A. *Pagpapahalaga sa sariling kapangyarihan* or *ilalim ng pamahalaan ng Panginoon* or self-reflection and internalization of values with GOD as the center.
- B. *Pagmamahal sa bansa* or love of country and pride in being Filipino.
- C. *Pagmamahal, pagkataling at pakikipag-isa sa kapwa* or love, solidarity and teamwork.
- D. *Katapatan at panatagutan* or integrity, accountability and stewardship.
- E. *Sariling sikap* or self-reliance
- F. *Disiplina, kalinisan at kaayus* or discipline, cleanliness and orderliness.
- G. *Libanag ng katotohanan* or *hindi ng katunayan* or honesty, integrity and positive-thinking.

IV. GOALS (End of 1988)

To have the Filipino values identified in the Moral Recovery Program understood, accepted and practised by most Filipinos.

V. GUIDING PRINCIPLES

WHAT IS THE MORAL RECOVERY PROGRAM?

It is a movement which aims to mobilize Filipinos for nation-building through the practical exercise of human values in their daily lives as citizens and to awaken them to the power of these values in achieving their individual and national goals. It seeks the empowerment of all people, the poor, the middle class and the rich through the sustained application of human values and a code of collective existence.

...The right place to begin is here (that is, everywhere), the right time is now, the right people are those we already know, and the tasks have always been obvious, even straightforward.

HEAD HEART AND HAND

by: J. Kelly and S. Sewell.

- A. The focus of MRP is not moral values alone but also social, political, cultural, spiritual and other positive values as well.
- B. Strategies must be multi-layered involving leaders and "mass" and multisectoral such as: government, NGOs, and POs, cooperatives, civic organizations, educational institutions, religious groups, media, business, and others sectors.
- C. Strategies should be holistic, emphasizing individual or personal change that leads to systemic or structural change. Personal change must consider the cognitive, affective and behavioural levels.
- D. Change should involve a critical mass of people. Strategies should be consistent with the principles of people empowerment and citizen participation.
- E. Goals should be apportioned into "bite-size" pieces for implementation.
- F. Strategies must relate with the daily life of people and should result in concrete action. Actions should emphasize substance over form. Positive values must be manifested in the lifestyle of individuals, families and communities.

- G. Strategies must be implemented by viable personnel and political will and should involve discipline and sacrifice. There is need for role models at all levels and sectors. These role models must not be personality centered but rather contextualized in a group.
- H. The movement must be democratic and non-elitist. It must de-emphasize personal ego and selfish individualism.
- I. NRP Action Programs should be group, community, agency specific, voluntary and participatory.
- J. Consensus-building is in the form of NRP Institution-building and organizational development work. Once formed, these institutions and organizations should be self-sustaining.
- K. NRP should practice what it preaches.

VI. OBJECTIVES: 1982 - 1988

- A. To reach and inform at least 60% of the Philippine population.
- B. Implement the Program at the national and sectoral level with cover the following: government employees, unions, urban poor, peasants, fishermen, labor, business and professionals, arts, culture, academe/education, military, cultural communities, youth, disabled, elderly and veterans.
- C. To discover through collective consensus new heroes (HABAYANI) who have contributed to building their community or group and are driven more by social concern rather than by personal ambition. Their experiences will be collected and highlighted in the *DARDAHA NG HAYAN*.
- D. To evolve a National Vision collectively formulated, shared, experienced and accepted by all sectors of society.

VII. ORGANIZATIONAL STRUCTURE

- A. Based on the Proclamation, the *HABING PEOPLE'S MOVEMENT* is tasked to serve as the implementing arm of the Executive Branch's Moral Recovery Program (See Organizational Chart - A)

1) The President of the Philippines

1) The President of the Philippines

- a) Serves as the leader as well as the model of the Moral Recovery Program and will be projected as such in all communications plan.
- b) Serves as the key example of the virtues herein listed as the core values of the Filipinos as a people and nation.

2) Council of Advisors

A total of 12 advisors will be chosen by the President to serve as advisory body on the MRP and will serve on such for a period of two years.

3) National People's Movement

Directs the implementation of the Moral Recovery Program which will be done by all regions, sectors, and offices in the aspect of:

- a) Training and Education
- b) Policy and Advocacy
- c) Research, Evaluation and Documentation
- d) Information, Communication and Publication
- e) Project Coordination and Monitoring

4) Moral Recovery Task Force

- a) Formulates and recommends policies and implementing guidelines for the MRP
- b) Sets up the standards and monitoring parameters for the MRP.
- c) Evaluates the overall long term/short term plans/programs of MRP.

5) Program Director

- a) Chief Executive Officer of the NRP
- b) Organizes and coordinates the different programs, activities of various agencies, GO & NGO, on the Moral Recovery Program.
- c) Prepares the overall plan (long and short term) of the NRP for submission to the NRC and to the President.
- d) Responsible for the proper implementation of the NRP as set by Presidential Proclamation No. 82.
- e) Monitor and prepares regular (monthly, yearly) report on NRP.
- f) Implements the guidelines of the NRP for use by and in coordination with all regions.
- g) Supervises and manages the various activities of the following NRP units:

5.1 Training and Education

- 5.1.1 Develop and formulate overall training programs for the NRP.
- 5.1.2 Coordinate with the Department of Education on how to incorporate NRP endeavors into the DECS curriculum.
- 5.1.3 Supervise the development of an appropriate trainers training manual for NRP.
- 5.1.4 Initiate and supervise the development and incorporation of training modules on NRP into the various training programs of each government agency.

5.1.5 Conduct a review of the existing programs / values / activities / contribution of training institutions in the Department of Education as well as other government institutions.

5.1.6 Coordinate the conduct of surveys to assess NRP at local, regional, national and international levels.

5.2 Research, Evaluation and Documentation

5.2.1 Monitor and follow through the development of research projects for NRP.

5.2.2 Lead the NRP monitoring activities aimed to evaluate and determine the effectiveness of the NRP.

5.2.3 Supervise the conduct of a baseline research to determine the current state of practice of values in education.

5.2.4 Undertake a data collection process regularly that would allow to evaluate NRP activities and review progress per area, per region and per sector.

5.2.5 Prepare a monthly newsletter in consultation with communication and publication unit.

5.2.6 Determine key indicators to effectively evaluate the success of NRP process based on research results and in consultation with the NRP Key Informants/Partners.

5.3 Policy Advocacy

5.3.1 Sign up list of Council of Advisors and their corresponding task list.

- 5.3.2 Provide guidelines/criteria for the selection of New Heroes or Exemplars (KABAYANI) and the Filipino tribal stories that would serve as blueprint for replication by the Filipino people.
- 5.3.3 Set up a talent search committee that will continually be on the look out for Exemplars for possible membership to the Advisory Council.
- 5.3.4 Coordinate with communication/information unit to disseminate these significant tribal stories and feature Exemplars in the mass media.
- 5.3.5 Monitor the activities of Exemplars and Council of Advisers to make sure that they are true to the tenets of NRP.
- 5.3.6 Be on the look out for unique yet effective programs that help promote the NRP and present the same to the Steering Committee of Kabisig People's Movement.

5.4 Information, Communication and Publication

- 5.4.1 Prepare the overall communications plan for the NRP both short term and long term.
- 5.4.2 See through the implementation of the communications plan in coordination with agencies / companies concerned.

- 5.4.3 Review and coordinate the NRP materials prior to production and release and to make sure these are approved by the NRP Task Force and the Council of Advisors.
- 5.4.4 Ensure that training materials, like NRP books, are made available for mass distribution.
- 5.4.5 Explore ways and means, in coordination with NRP Program Director, to get funding/support for the communication program.
- 5.4.6 Coordinate with the Office of the Press Secretary with regards to massive and synchronized multi-media campaign on NRP as well as government efforts to promote the program.

5.5 Project Coordination and Monitoring

- 5.5.1 Undertake meetings / dialogues/ consultations with identified sectors of society to promote NRP.
- 5.5.2 Tap all active Kabalita units or groups to help concretize / live NRP.
- 5.5.3 Coordinate with local NRP Committees of the Local Government units at the city, provincial and municipal levels which shall be responsible in directing NRP activities at the local levels. Make a listing of Program activities.
- 5.5.4 Monitor the implementation of NRP activities of each sector/region done by government and non-government organizations.
- 5.5.5 Facilitate interviews among government and private agencies and in communities where NRP is being implemented / lived / concretized.

- 5.5.6 Facilitate/strengthen formation of indigenous institutions that will monitor and/or effectively promote MRP to the greater public.
- 5.5.7 Establish working relations with GO and NGO networks regarding MRP implementation / enhancement.

VIII. IMPLEMENTING STRATEGIES

A. Training and Education

1. Form/Create a Speakers Bureau on Moral Recovery Program which will help cascade the tenets of the MRP.
2. Formulate and conduct a comprehensive MRP Training Program for various regions/sectors.
3. Develop training module/curriculum on the following:
 - a) Basic Orientation on Moral Recovery Program
 - b) Values Formation
 - c) Creative Tension
4. Conduct a national reflection weekend for officials and employees in all levels of all branches of the government. Let government personnel to reflect on Filipino traits, then contemplate on goals for strengthening the positive traits and changing the negative traits. Form a commission or similar unit to help the regional and provincial government officials and employees in their reflection.
5. Conduct conferences and symposia on MRP involving various sectors to generate exchange of information / activities.
6. Conduct workshops on the theme "Creating a Filipino Vision for the Emerging Moral Order" for the various regions / sectors.

7. In coordination with DEOS, determine and draw up a value-focused curriculum for incorporation into existing subjects on Character Formation, History, Literature, Language, Physical Education and the like.
8. Link up with current efforts of GOs and NGOs and the Civil Service Commission on NRP. The Movement must complement existing efforts of GOs and NGOs on training and education aspect.

B. Research, Evaluation and Documentation

1. Conduct a state of the art or baseline study of present efforts at implementation of values.
2. Develop indicators for evaluation of the impact of NRP and carrying out impact evaluation studies on the second and fifth year.
3. Set up data bank relevant to the NRP implementation.
4. Document all activities/programs undertaken for the NRP by various sectors or request for documentation from participating sectors.
5. Develop/promote research on the substance of NRP.

C. Policy and Advocacy

1. Involve the President in the following activities:
 - a) to officially kick-off NRP via induction of Council of Advisors.
 - b) to meet with Mayors to effect continuing efforts for garbage collection, cleanliness, tree planting and other laudable activities.
 - c) to meet with law enforcers so that the virtue of honesty and dedication in service is continually emphasized/reiterated.

- d) to meet with media groups to drum up support for MRP i.e. to highlight positive rather than the negative values manifestations; particularly meet with scriptwriters, columnists to evoke the idea.
- e) to meet with top corporations so that they will focus more on positive values in their advertising campaigns.
- f) to meet with critical departments or agencies like the DPWH, BIR, Customs, and LTO to draw the lines or define the standards and values that will guide their operations.
- g) to meet with the representatives of sectors to discuss particular concerns that will promote MRP.

2. Design, Formulate and Operationalize a Specific Moral Recovery Program emanating from the Office of the President that will address the following:

- a) Establish the President's firm leadership in the National Moral Recovery Crusade.
- b) Provide the President with a viable mechanism of updates and feedbacks on the progress of the MRP.
- c) Provide time and appropriate Presidential policy statements/actions relative to the MRP; and
- d) Other activities that will reinforce MRP in terms of the President's commitment and continuing concern.

- 3. Identify significant activities/functions that presents the values which the President emphasizes like discipline, sincerity, consistency
- 4. Disseminate policy guidelines and principles of MRP to all concerned.
- 5. Set up the criteria/standards determining /defining NEW HEROES/EXEMPLARS (KABAYANI).

6. Review data/recommendations for new heroes to Program Director/Council of Advisers.
7. Be on the look out for new heroes in consideration with Program/Projects Implementation Group.
8. Monitor activities of exemplars vis-a-vis tenets of NRP so as to ensure that there is consistency in the program objectives/goals/vision.
8. Launch Program for the NRP campaign on "Search for New Heroes of the Nation."

D. Information, Communication and Publication

1. Define a National Ideology that will summon all resources of the Filipino into the task of uplifting national pride and productivity.
2. Write and teach our true history. Rewrite our historical books from our perspective.
3. Include in our education those aspects of the past that are still preserved by cultural communities. Protect and give importance to the culture and traditions of these communities.
4. Instill national pride by nurturing community pride first. Set up community museums/sites where materials reflective of local history are displayed; where old folks re-tell town or community history in public gatherings; where local cultural groups perform and be appreciated/strengthened.
5. Promote the genuine Filipinization of the educational system.
6. Actively campaign for the inclusion of value formation in the school curriculum; teach pride in being a Filipino and inculcate love for things that are Filipino.
7. Promote the use of local literature to instill national pride.

8. Promote and support the "Buy Filipino" movement by:

- a) Identifying and making known the centers of product excellence in the Philippines and dispersing economic activities based on local product expertise and indigenous materials, e.g. industries should be developed in the respective regions where the required skills and resources are already found.
- b) Having a big brother-small brother relationship between companies, where big companies could help smaller companies to improve the quality of the latter's product. The government could also act as big brother helping these small companies improve the quality of their products.
- c) Having an "order-*regala*" or "order-*pasalubong*" project which targets Filipinos abroad. This could be initiated by both government and businessmen.
- d) Promoting a "wearing *atin*" day when everybody will wear and use Filipino clothes and products only.

9. Coordinate with BFP, PANA, and other media agencies in projects like the following:

- a) Giving awards or other incentives to advertisements that promote national pride and patriotism. Conversely giving *kalabasa* awards, or denying incentives to advertisements that promote colonial mentality.
- b) Prohibiting the use of foreign models in advertisements.

10. Organize contests, i.e. oratorical, story, drama, essay, etc. about love for country and what Filipinos like about their countrymen. These stories, dramas, essays, and the like can then be made into teaching materials for our schools.

11. Use media such as comics and radio programs in various dialects that will be appealing to the grassroots crowd to reach more people. For instance, R. Constantino's "How to Decolonize the Filipino Mind" could be written in comics form in various dialects.

12. Undertake NRP campaign in all sectors to:

12.1 Government

12.1.1 Feature the leadership in the executive, legislative, and judicial branches of the government that are models of positive traits of the Filipino.

12.1.2 Set the media base for a long-range strategy for democratic/egalitarian transformation of Philippine politics.

12.1.3 Provide media exposure for government efforts that continue and increase independent economic strategy; diversify sources of assistance and not merely rely on foreign countries or institutions for aid.

12.1.4 Publish government efforts to decentralize power and give more voice and greater participation to people at the grassroots.

12.1.5 Promote government efforts to widen democratic space, establish political pluralism, and protect and support the forces working for change (e.g., change agents from cause-oriented groups, non-government organizations, and people's organizations) instead of repressing them.

12.1.6 Gather and feature government efforts that bring basic services to the depressed areas in a participatory manner. Laud practices that give the local people a more active role in administering and enhancing such services.

12.2 Non-government organizations

12.2.1 Feature cause-oriented groups or non-government organizations crusading for consciousness-raising and community problem-solving.

12.2.2 Mobilize social institutions towards a common purpose and shared priorities with the government and Philippine society as a whole.

12.2.3 Promote public fora and discussions wherein pressing national concerns like land reform, graft and corruption, unemployment, etc. can be discussed and acted upon; the government should encourage these fora and religious groups should be enticed to do the same.

12.2.4 Encourage the formation of small study groups in the schools, work places, or communities where the various ways by which change can be initiated in ones own spheres of influence can be discussed. These study groups would, hopefully, strengthen the members to become role models for the family, peers, and community.

12.3 Religious Organizations and Movements

12.3.1 Religious family movements can be featured as to how these groups reach out to the poor re: family life enhancement. The programs for the poor should be coordinated with the government and religious institutions.

12.3.2 Invite religious movements to participate in MRP activities where spiritual doctrines can be concretized through action to alleviate the poor.

13. Regularly feature top government officials to serve as models for other workers in the lower echelons of the bureaucracy.
14. Implement comprehensive, concrete, and operational measures to minimize graft and corruption, e.g., make compulsory for both GOs and NGOs the practice of public accounting of funds used for government projects. These measures must be given teeth by establishing an implementing unit, group or institution vested with police power.
15. Systematic access & service delivery information dissemination, e.g., inform the public as to how government agencies administer their services. A more informed public citizen will do away with fixers and petty grafters.
16. Formulate a system of reinforcing desirable behaviour within the government bureaucracy, e.g., honest policemen, industrious metro aides, ordinary rank and file employees can be given appropriate recognition, promotion, awards, or other incentives.

17. Hasten the setting up of a standard career executive program for government officials and all government employees. The program can be a training package called "Public Service." Standardize the conduct of value clarification seminars for government employees.
18. Solicit the participation of advertising agencies to focus more on positive values in their advertisement projects.
19. Recognize and reward advertisements that convey the value of excellence and those that depict positive Filipino values.
20. Further expand and publicize success or excellence stories, e.g. local entrepreneurs who made it using various media vehicles.
21. Request our media (movies, cartoon strips, TV shows) to show good role models of policemen, soldiers, metro aides, and other public servants instead of caricaturing or ridiculing them.
22. Use media (such as comics and radio programs in the various dialects) that will be appealing to the "mass" crowd to depict positive Filipino values. Give awards to radio and TV programs, and movies that convey these values.
23. Promote and support programs which will enhance MRP like Think Clean, Think Green, Environmental campaigns like Green and Clean.
24. Tap the Department of Education, Culture and Sports (DECS) and private learning institutions to inculcate the value and habit of self-reflection starting from childhood. Promote educational methods that emphasize reflection and analysis. Do away with the traditional rote learning method.
25. Encourage the setting up of MRP value circle in each department/agency/bureau which will facilitate exchange of success stories or practical applications of values.
26. Strict enforcement of laws against lewd/violent shows/movies in TV and Theaters.

8. Project Coordination and Monitoring


1. Prime and Mobilize the GO Side of the HRP.
 - a. Coordinate and plan out activities/programs of action in coordination with Nabisig - Steering Committee, Local Government Section, and Nabisig - GO Section (GOCCs).
 - b. Set the mechanism for GO-NRP interface by identifying area/sector, office / agency coordinators/action officers, and by establishing the points of linkages of various coordinators with specific projects/activities of the HRP.
 - c. Firm up the organizational aspects of the interface (of GO-NRP) and implement the delivery system of HRP inputs and feedback system.
 - d. Gather and consolidate agency/office based schedules of HRP implementation or action plans.

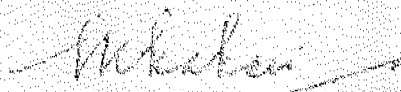
2. Prime and Mobilize the NGO Side of the HRP.
 - a. Coordinate and plan out activities/programs of action in coordination with Nabisig - Steering Committee, Nabisig - NGO Section, existing NGO networks, and individual NGOs.
 - b. Set the mechanism for the NGO-NRP interface by identifying area/sector, individual NGOs and network coordinators and by establishing the points of linkages of various coordinators with specific aspects of the HRP.
 - c. Firm up the organizational aspect of the interface of NGOs-NRP and implement the delivery system of HRP inputs and feedback system.
 - d. Gather and consolidate network/individual NGO-based schedule of HRP implementation or action plans.

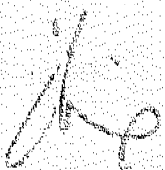
3. Perform the role/function of a bridge between GOs and NGOs to promote cooperation, unity, understanding, and coordinated action. In the same spirit, promote linkages (on gradual and continuing basis) of GO to GO; NGO to NGO such as the aims of the MRP become points of commonality of hitherto uncoordinated agencies, whether GO or NGO.
4. Promote joint conferences and workshops and other activities to foster the ideals of the MRP.
5. In times of critical confrontation, perform the role of peacemaker (based not on favoritism but on just grounds) thereby promoting understanding, ventilation of issues and such other activities.
6. Provide a direct line for all GO-NGO MRP participants with the Office of the President in line with requirements of the MRP.
7. Set-up MRP Resource Centers (stationary or mobile) to cater to the general needs of the MRP participants and the general public.

The foregoing implementing guidelines were unanimously adopted by the KADISIG People's Movement-National Steering Committee and the Moral Recovery Program Council of Advisers on March 03, 1983 at Manila, Philippines.

Attested by:


MARIETTA P. GOCO
 Program Director, MRP
 Deputy-Director General
 for NGOs, KPM


SEN. LETICIA RAMOS-SHAHANI
 Chairperson
 MRP Council of Advisers


GOV. EBEN Z. GUIAO
 Director General
 KADISIG Peoples Movement

PROPOSED ORGANIZATIONAL CHART NATIONAL RECOVERY PROGRAM

