



Republic of the Philippines  
**Department of Education**

15 NOV 2013

DepEd MEMORANDUM  
No. **209**, s. 2013

**2013 DRUG ABUSE PREVENTION AND CONTROL WEEK**

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. Pursuant to Presidential Proclamation No. 124 issued on November 26, 2001, entitled *Declaring the 3<sup>rd</sup> Week of November of Every Year as Drug Abuse Prevention and Control (DAPC) Week*, this year's celebration will be observed on November 17-23, 2013 with the theme *Make Health Your New High in Life, not Drugs*.
2. The Celebration aims to make people aware of the dangers posed by drug abuse, and to further strengthen their resolve to do their share in the fight against this menace.
3. All public and private elementary and secondary schools are enjoined to organize educational and social activities to celebrate the occasion. The suggested activities are the following:

**Preliminary Activities**

- a. Putting up bulletin board displays depicting the theme in strategic places in the schools and in the community;
- b. Radio broadcast announcing the Drug Abuse Prevention and Control (DAPC) Week Celebration;
- c. Coordination with local government units (LGUs), such as municipal and barangay officials, parents-teachers, and community associations (PTCAs), and non-government organizations (NGOs) related to the week's activities.

**Activities during the Week**

- a. Ecumenical religious services to mark the beginning of the week;
- b. School-community parade;
- c. Literacy-musical program;
- d. Intensive educational campaign against drug abuse through symposia, seminars, film showing, community assemblies, school PTA meetings/conferences and print and broadcast media;
- e. Contests, such as slogan and essay writing poster-making, painting/drawing/sketching, composition of jingles, rhymes, song;
- f. Integration of the drug abuse prevention messages/concepts in appropriate subject areas at the elementary and secondary levels and in the school paper/organ;

- g. Holding of exhibits and shows to be participated by all sectors in the community;
  - h. Awarding of certificates of recognition to outstanding organizations which have made significant contribution toward the prevention of drug and substance abuse in the schools and in the community; and
  - i. Mobilization of all school organizations and scouts in drug abuse prevention activities.
4. Regional/division National Drug Education Program (NDEP) Coordinators are enjoined to reach out/coordinate activities with the different government and non-government agencies.
5. A brief narrative and pictorial report on the observance of Drug Abuse Prevention Week shall be submitted to the Health and Nutrition Center (HNC), 4<sup>th</sup> Floor, Dorm E, DepEd Complex, Meralco Avenue, Pasig City not later than **December 13, 2013**.
6. Immediate dissemination of this Memorandum is desired.

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

Reference:

DepEd Memorandum: (No. 206, s. 2012)

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

CELEBRATIONS & FESTIVALS  
HEALTH EDUCATION  
SCHOOLS  
STUDENTS

Sally: DM- drug abuse prevention and control week  
1008-October 30, 2013/11-5-13