



SEP 16 2010

DepEd MEMORANDUM  
No. **394**, s. 2010

**2010 STAND UP, TAKE ACTION CAMPAIGN AND 2010 UNITED NATIONS  
SUMMIT ON MILLENNIUM DEVELOPMENT GOALS (MDGs)**

To: Undersecretaries  
Assistant Secretaries  
Bureau Directors  
Directors of Services, Centers and Heads of Units  
Regional Directors  
Schools Division/City Superintendents  
Heads, Public and Private Elementary Schools

1. In preparation for the **2010 United Nations (UN) Summit on Millennium Development Goals (MDGs)** in New York on September 20-22, 2010, the convention of all world leaders who signed the Millennium Declaration in 2000, the United Nations Millennium Campaign (UNMC) is organizing this year's **Stand Up, Take Action Campaign** to push for the accelerated achievement of the MDGs before the 2015 deadline.
2. This year's initiatives aim to encourage the President to come up with the MDGs Breakthrough Plan that takes into consideration the country's achievements and that addresses issues hampering its MDG progress.
3. Being the primary government agency tasked to achieve the MDG 2: Access to universal primary education, the Department of Education (DepEd) shall take an active part in the implementation of the activities lined up for the occasion at the central, regional, division and schools levels.
4. This year, the Department's major "Stand Up, Take Action" activity for all schools, both public and private shall be highlighted with a symbolic **"Make a Noise for the MDGs"** within their campus at exactly 12 noon on September 17, 2010.
  - a. All school officials, non-teaching staff, teachers and students shall organize a noise barrage activity to grab the public, political and media attention for the promotion of MDG 2 in the following forms:
    - simultaneous ringing of school bells and alarms;
    - playing of the school drum and bugle corps or school band;
    - community singing of the MDG song, *Tayo Tayo Rin*;
    - reciting the "Stand Up Pledge" together by all local and school officials, teachers, students and parents in the quadrangle or football fields; or
    - organizing other program of activities related to the noise barrage activity. Please see Enclosure No. 1 for the Make a Noise for the MDGs Kit.



- b. Teachers are to allot one whole period to discuss the MDGs with particular emphasis on MDG 2 in order to promote awareness and understanding on the government's efforts to achieve access to primary education during their Social Studies classes such as *Heograpiya, Kasaysayan at Sibika (HEKASI)* in Elementary or *Araling Panlipunan (AP)* in Secondary on September 17, 2010. Please see Enclosure No. 2 for the MDGs Primer.
- c. Moreover, schools shall conduct other "Stand Up, Take Action" activities such as the following:
- Essay writing, drawing or poster-making contests among students using the above stated theme to enhance knowledge, understanding and appreciation of the MDGs;
  - Child Sponsorship under the Project ReACH to support the activities of partners and donor agencies that will raise funds for the education of indigent children; and
  - Mobilization of partners from the Adopt-A-School Program (ASP) to sustain their efforts in rehabilitating more public schools to accommodate more enrollees.


5. All events that will be undertaken shall be registered using the enclosed registration form and shall be submitted to the Secretariat of Stand Up 2010. Please see Enclosure No. 3 for the Stand Up Registration Form.

6. Regional Directors (RDs) and Schools Division/City Superintendents (SDSs) and School Heads (SHs) are requested to supervise and monitor the conduct of the abovementioned activities.

7. All DepEd and schools officials, and constituents are also enjoined to display the Commemoration Banner in their respective areas and to submit properly captioned photos/short video documentation of their Stand Up events to the Secretariat of Stand Up 2010, UN Coordination Office, 30F Yuchengco Tower 1, RCBC Plaza, Ayala Avenue, Makati City on or before September 24, 2010.

8. For more information, please contact the Secretariat of Stand Up 2010 at telephone nos.: (02) 901-0401 to 03; and (02) 901-0405 to 06 or e-mail at [standup.ph@undp.org](mailto:standup.ph@undp.org).

9. Immediate and wide dissemination of this Memorandum is desired.

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

Encls.: As stated

References: DepEd Memorandum Nos.: 390 and 427, s. 2009

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

CAMPAIGN  
CONFERENCES  
SCHOOLS



# **STAND UP TAKE ACTION**

# **END POVERTY NOW!**

## **Make history once more!**

### **Make a Noise for the MDGs**

**September 17, 18, and 19, 2010**

**(Friday, Saturday and Sunday)**

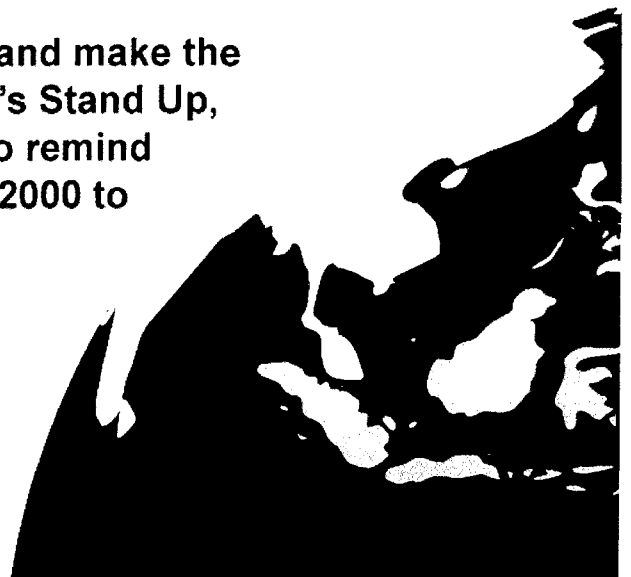
In 2008, 35.2 million Filipinos stood up against poverty, earning for the country a place in the Guinness World Records for having the largest number of participants in a single event.

In 2009, 36.1 million Filipinos repeated that feat with actions that pushed the Millennium Development Goals (MDG) as an election agenda in the May 10, 2010 elections.

This 2010, let's push the envelope further and make the MDGs a reality within the next 5 years. Let's Stand Up, Take Action, and make the loudest noise to remind world leaders of the commitment made in 2000 to end extreme poverty by 2015.



**ENDPOVERTY**  
**2015**  
millennium campaign



**[www.standupphilippines.ph](http://www.standupphilippines.ph)**

(Enclosure No. 1-A to DepEd Memorandum No. 394, s. 2010)

### **Universal Prayer for Poverty Eradication**

*Adopted from Joseph Wresinski, October 17, 1987, Notre Dame Cathedral, Paris*

For these millions of children twisted by  
the pain of hunger,  
no longer able to smile, yet still yearning  
to love.

For these millions of young people,  
who have no reason to believe or even  
to exist,  
and who vainly search for a future in  
this senseless world.

**Our Father we pray to you,  
Send hands to reap your harvest.**

For these millions of men, women and  
children,  
whose hearts are still pounding strong  
to the beat of struggle,  
whose minds rise in revolt against the  
unjust fate imposed upon them,  
whose courage demands the right to  
priceless dignity.

**Our Father we pray to you,  
Send hands to reap your harvest.**

For these millions of children, women  
and men  
who do not want to condemn,  
but to love, to pray, to work and to  
unite,  
so that a world of solidarity may be  
born.

A world, our world,  
in which all people would have given  
the best of themselves before dying.

**Our Father we pray to you,  
Send hands to reap your harvest.**

May all those who pray  
find a hearing in God's presence  
and receive from Him the power to  
remove misery from humanity,  
the humanity created in His image.

**Our Father we pray to you,  
Send hands to reap your harvest.**

To the more than 3 million Filipinos  
affected by Typhoon Ondoy -  
And the many courageous individuals  
who continue to labor to help the  
victims,  
May they both find the courage to  
continue to face the challenges that  
confront them.

**Our Father we pray to you,  
Send hands to reap your harvest.**

As we commemorate the International  
Day for Poverty Eradication,

We pray for a world  
where people no longer live in hunger;  
where they are free from HIV AIDS;  
where mothers no longer die in  
childbirth;  
where children no longer die of  
preventable diseases;  
where every child has the right to  
quality education;  
where poverty and inequality have been  
overcome.

**Our Father we pray to you,  
Send hands to reap your harvest.**

AMEN.

## Tayo Tayo Rin

### MDG Song

Chorus:

Sino pang magdadamayan  
Kundi tayo tayo rin  
Kung may pagkakataong tumulong  
Huwag palampasin  
Simulan nang magtanim  
Ng mabubuting gawain  
Dahil sino pang aani  
Kundi tayo tayo rin

Kung dumaraing ka  
Masdan mo ang musmos  
Gusto sanang mag-aral  
Ngunit nanlilimos

Kung nagigipit ka  
Masdan mo ang dalaga  
Di maabot ang pangarap  
Dahil babae siya

Pre-Chorus:

Bawat tao'y may problema  
Ngunit bawat tao'y may lakas  
Magsikap ka, magsama-sama  
Lahat ng iya'y may lunas

(Repeat Chorus)

Kung nalulungkot ka  
Masdan ang isang ina

Di mabigyang buhay  
Ang sanggol niyang dala

Kung nangungulila  
Masdan ang may sakit  
Hangad niya ay unawa  
Ngunit walang lumalapit

(Repeat Pre-Chorus)  
(Repeat Chorus)

Bridge:

Halika, kumilos na,  
sabay tayo,  
Tara may oras pa,  
Tulungan tayo!

Narration:

*Ang pag-alis ng kahirapan,  
pagpapabuti ng edukasyon,  
pagsulong ng patas na karapatan at  
kalusugan ng lahat...*

*Ang pag-aalaga ng kalikasan,  
at pandaigdigang pagtutulungan  
Ito ang ating Millennium Development  
Goals o MDGs.*

*Sikapin nating maabot ang mga ito.  
May kanya-kanya tayong lakas!  
Tulungan tayo!*

(Repeat Chorus)

## THE PLEDGE

PLEASE ENSURE THAT THIS PLEDGE IS READ AT ALL EVENTS.

*Wherever possible get the pledge signed and send a copy to your elected legislator (President, Vice President, Senator, Congressman, Governor, Mayor)*

*Event organizer or Master of ceremonies says:*

*"Can I ask you all please to Stand Up Against Poverty and Recite the following pledge with me."*

*(ALL STAND UP).*

"We are standing now with millions of people around the world, to show our commitment to the fight against extreme poverty and inequality. Today, we Stand Up together to say to our leaders, we have five years left before the 2015 deadline to realize the Millennium Development Goals. We know the Goals are achievable if you have the political will. But time is running out and we will not accept any excuses. We cannot allow the poor to unjustly suffer the consequences of the economic, food and climate crisis, for which they bear no responsibility.

We stand today in solidarity with millions of people all over the world :people who believe in a world where poverty and hunger CAN and MUST end; where mothers no longer die in childbirth and women's rights are respected; where children and adults alike no longer die of preventable diseases; where every child has the right to quality education; a world where the environment is protected and where our leaders make decisions that protect the poor and vulnerable and not their own interests.

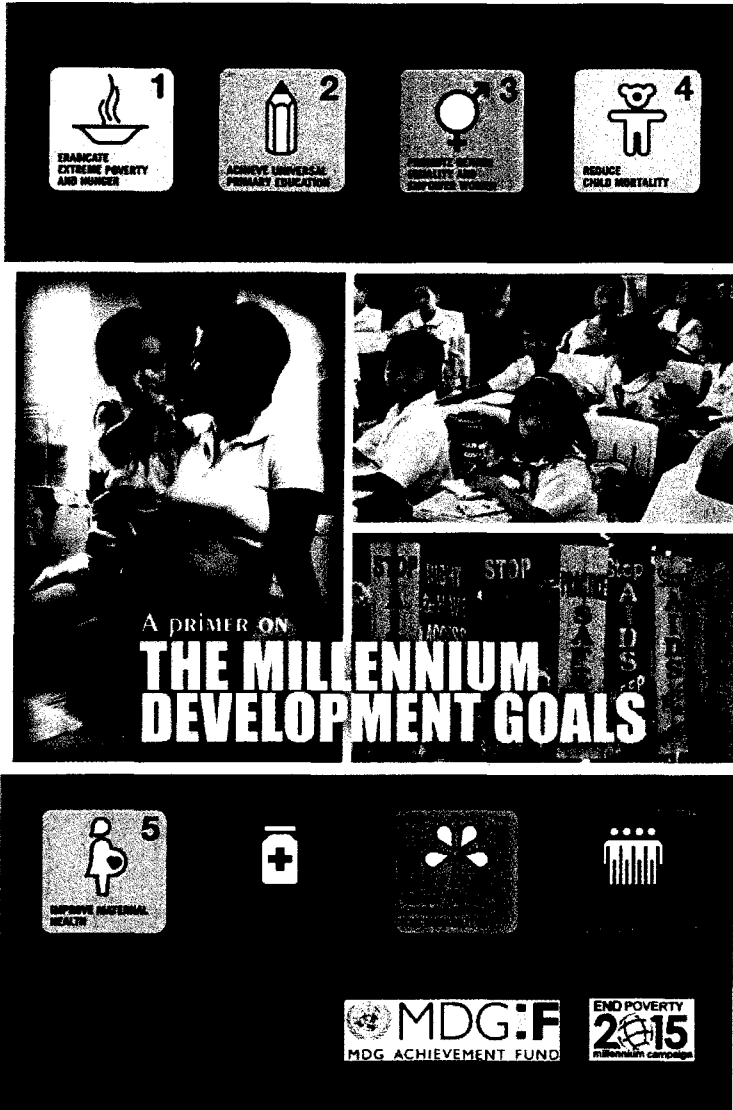
Until then, today, and every day, we will stand up, speak out and take action for the Millennium Development Goals.

The call to our leaders is simple. It has been ten years since the Millennium Declaration. We will not stay seated and watch as our fellowmen continue to suffer in hunger, pain and abuses. End Poverty Now!

*Note:*

- ✓ *Wherever possible the pledge should be included in your Stand Up moment. It is a way for all participants to publicly state their commitment to the achievement of the MDGs and to the issues that matter to their communities or organizations. However, it is NOT a compulsory component of the world record attempt.*
- ✓ *Event organizers can use the pledge and adapt it to suit local contexts.*
- ✓ *Wherever possible please record the reading of the pledge on video, audio tape recorder or with a photograph and send these to us at [standup@undp.org](mailto:standup@undp.org).*

(Enclosure No. 2 to DepEd Memorandum No. 394, s. 2010)



## Why was there a need to set the eight goals?

At the turn of the new millennium, an estimated 1 billion people in the world were poor, i.e., living on less than US \$1 a day, the international standard for measuring extreme poverty. Many were dying of hunger. Children did not survive infancy or were not able to go to school. Women died during childbirth. Women continued to be discriminated against. Diseases like HIV/AIDS, malaria and tuberculosis plagued the world. The environment continued to be degraded and exploited beyond its carrying capacity. These conditions have been the root of many of the problems of the world —conflict, strife, unpeace, violence, instability and inequality.

In 2000, the UN took the lead in this worldwide campaign to end poverty, inequality and its consequences. By setting these eight goals that were quantifiable, measurable and time-bound, the message to end all forms of human deprivation became loud and clear: It can no longer be 'business as usual' and that we as a global community, after pledging to the achievement of the goals in September 2000, should be held accountable for achieving them. The MDGs were to become the rallying point for all countries to come together for this common end.

Supported by the UN, its resources and expertise, developed and developing countries mobilize financial support and political will, re-engage governments, re-orient development priorities and policies, build capacity and reach out to partners in civil society and the private sector.

## 2 What are the eight goals?

The eight MDGs have been formulated in such a way that they are indeed measurable, quantifiable and realistic. The eight goals have 21 targets. These targets are quantified through 60 indicators set as benchmarks for measuring each country's progress.



### Goal 1: Eradicate extreme poverty and hunger

- Halve the proportion of people living in extreme poverty between 1990 and 2015.
- Achieve full and productive employment and decent work for all, including women and young people.
- Halve, between 1990 and 2015, the proportion of people who suffer from hunger.



### Goal 2: Achieve universal primary education

- Ensure that, by 2015, children everywhere, boys and girls alike, will be able to complete a full course of primary schooling.



### Goal 3: Promote gender equality and empower women

- Eliminate gender disparity in primary and secondary education, preferably by 2005, and in all levels of education no later than 2015.

## 2 What are the eight goals?



### Goal 4: Reduce child mortality

- Reduce by two-thirds, between 1990 and 2015, the under-five mortality rate.



### Goal 5: Improve maternal health

- Reduce by three quarters, between 1990 and 2015, the maternal mortality ratio.
- Achieve, by 2015, universal access to reproductive health.



### Goal 6: Combat HIV/AIDS, malaria and other diseases

- Halt and begin to reverse the spread of HIV/AIDS by 2015.
- Achieve, by 2010, universal access to treatment for HIV/AIDS for all those who need it.
- Halt and begin to reverse the incidence of malaria and other major diseases.





## 3 With only five years left to 2015, how is Asia-Pacific faring in the achievement of the MDGs?



### Goal 7: Ensure environmental sustainability

- Integrate the principles of sustainable development into country policies and programmes and reverse the loss of environmental resources.
- Reduce biodiversity loss, achieving, by 2010, a significant reduction in the rate of loss.
- Halve, by 2015, the proportion of people without sustainable access to safe drinking water and basic sanitation.
- Achieve, by 2020, a significant improvement in the lives of at least 100 million slum dwellers.



### Develop a global partnership for development

- Develop further an open, rule-based, predictable, non-discriminatory trading and financial system. *Includes a commitment to good governance, development and poverty reduction both nationally and internationally.*
- Address the special needs of the least developed countries. *Includes tariff and quota-free access to the least developed countries' exports; enhanced programme of debt relief for heavily indebted poor countries (HIPC) and cancellation of official bilateral debt, and more generous Official Development Assistance (ODA) for countries committed to poverty reduction.*
- Address the special needs of landlocked developing countries and small-island developing States and the outcome of the twenty-second special session of the General Assembly.
- Deal comprehensively with the debt problems of developing countries through national and international measures in order to make debt sustainable in the long term.
- In cooperation with pharmaceutical companies, provide access to affordable essential drugs in developing countries.
- In cooperation with the private sector, make available the benefits of new technologies, especially information and communications.

- There is mixed and uneven progress in the Asia-Pacific region in terms of achieving the MDGs. Asia and the Pacific is a huge and diverse region with countries and sub-regions that vary greatly in size and level of development.
- The Asia-Pacific region, along with the rest of the world, has been assailed by the global energy and food crises, and the economic crisis triggered by the Western financial meltdown. As a result, the region is facing additional threats to development and to the achievement of the MDGs. Least developed countries (LDCs) with high level of extreme poverty and slow or no progress in poverty reduction are more vulnerable to the global economic crisis.
- The region is an early achiever for the following indicators:
  - Reducing gender disparities in primary and tertiary education
  - Stopping the spread of HIV, AIDS and tuberculosis
  - Ensuring a proportion of protected area to maintain bio-diversity
  - Reducing consumption of ozone-depleting substances
  - Halving the proportion of people without access to safe drinking water

It is on track to achieve the following targets:

- Halving extreme poverty
  - Providing universal access to primary school
  - Achieving gender parity in secondary enrolment
- However, large-scale deprivation remains.
    - Asia-Pacific is home to more than 1.3 billion rural people without basic sanitation (more than 70 per cent of the developing world's people).
    - About 98 million children (over 70 per cent of the world's under-five children) suffering from malnutrition reside in the region.
    - An estimated 68 per cent of people are infected with tuberculosis.

<sup>2</sup> Achieving the Millennium Development Goals in an Era of Global Uncertainty: Asia-Pacific Regional Report 2009/10, launched in Manila, Philippines on February 17, 2010

## 4 What has the Philippines achieved thus far?

Faster pace of gains is urgently needed to reach some of the 2015 goals, especially because poverty has increased in the country. Specifically, current trending shows that targets for Goal 2 (Achieve universal primary education) and Goal 5 (Improve maternal health) are least likely to be achieved. And while the country is still within the target of less-than-1-percent-of-the-population for HIV/AIDS, the rising number of HIV cases has become a cause for alarm as well.

### On Goal 1:

Poverty incidence in the Philippines rose from 30% in 2003 when population was at 80 million, to 33% in 2006, when population had ballooned to 86 million. With limited resources, poverty incidence continues to increase as the population increases.



### Poverty in the Philippines is a rural phenomenon:

- 70% of the poor live in rural areas
- 62% work in agriculture
- 56% is self-employed
- 12.9% is poor

### Poverty incidence shows stark inequality:

- 7% in Metro Manila
- 60% in Autonomous Region of Muslim Mindanao (ARMM)
- 44.2% of Luzon is poor
- 20.5% of Visayas is poor
- 35.4% of Mindanao is poor

## 4 What has the Philippines achieved thus far?

### On Goal 2:

- About 5.2 million children are not in school.
- 53% are not enrolled in Grade 1.
- Majority of children drop out after Grades 1 and 2.
- The national average of cohort survival is 63.6%.
- Boys are twice likelier to repeat or drop out of school.
- Sulu Province in Mindanao has the smallest percentage of children enrolled in public primary schools at 62% compared to the national average of 81.7%.

### On Goal 5:

- In 2008<sup>3</sup>, an estimated 3.4 million Filipino women became pregnant.
- 54% (about 1.9 million) of these pregnancies was unplanned.
- 11 mothers die everyday due to pregnancy-related causes.
- Women lack access to reproductive health services.

### On Goal 6:

- In December 2009, 126 new HIV cases were reported, the highest ever reported since 1984.
- HIV cases among the 15-24 year-old group increased five-fold from 41 in 2007 to 218 in 2009.<sup>4</sup>
- Majority of the recent HIV cases tends to be younger, mostly from ages 15-29, who are well-educated.
- Aside from youth, other vulnerable populations include: persons in prostitution and their clients, males who have sex with males, people who inject drugs, and overseas Filipino workers<sup>5</sup>.

<sup>3</sup> Guttmacher/UPI 2009

<sup>4</sup> National AIDS Registry, National Epidemiology Center

<sup>5</sup> AIDS Medium Term Plan IV, 2005-2010

## 5 What needs to be done to ensure the attainment of the MDGs by 2015?

A country has to adopt a “not business as usual” policy. This means strengthening good governance, demonstrating political will, mobilizing financial support, re-orienting priorities and policies, building capacity, reaching out to civil society and the private sector and engaging national support.

The Philippines has the fertile ground to achieve the MDGs and it must continue to explore this potential to its fullest and plant the seeds that will yield the best returns like what some municipalities and cities have done on MDG localization, or civil societies that have successfully lobbied for increases in budget spending on MDG issues, such as health, education and the environment. Citizens have to perform their roles as guardians of public interest, making sure that governments respond to social and economic priorities of all citizens, especially the poor and most vulnerable.

The country can still do much in the political front by conscientiously working for good governance, accountability and transparency by eliminating the obstacles to it. In addition, the country needs to be conscious about the potential of its human capital and continue to invest in good quality education, health, nutrition, infrastructure to support the delivery of basic social services, and employment that will engender sustainable pro-poor growth.



## 5 What needs to be done to ensure the attainment of the MDGs by 2015?

To summarize, the challenges are many. There is a need to:

- Ensure strict enforcement of laws pertinent to the achievement of the MDGs;
- Accelerate the implementation of reforms in health, basic education, social welfare and development;
- Promote inclusive growth;
- Address wide disparities across regions;
- Curb the high population growth rate;
- Improve the performance of the agriculture sector;
- Improve maternal mortality ratio;
- Enhance local poverty reduction plans and implementation, including statistical and data capacities;
- Improve targeting, database and monitoring;
- Strengthen the capacity of the local government units to deliver basic social services and manage programs and projects;
- Address peace and security issues;
- Strengthen public-private partnership;
- Empower the poor through participation and capacity-building;
- Advocate for financing, especially on MDGs and gender-sensitive budget;
- Ensure transparency and accountability in government transactions.

The issues and recommendations with regard to the four lagging MDGs are:

- (1) To reduce poverty, growth has to be inclusive, high and sustained. Economic growth is fundamental to poverty reduction but growth has to be high — at least 6%; growth has to be consistent and not up and down; growth must be broad-based, it must create jobs and economic opportunities; it must be inclusive and equitably shared or must benefit every sector of society.

## 5 What needs to be done to ensure the attainment of the MDGs by 2015?

- (2) **National and local response to poverty reduction must be closely linked.** Poverty reduction will be won or lost at the local level. Local government units (LGUs) that have targeted poverty reduction in their local development plans have shown gains. National and local governments must work hand-in-hand with all sectors in poverty reduction. LGUs must take the lead in translating national poverty interventions in their communities.
- (3) **Education and maternal health are the best ways to combat poverty.** The chances of getting out of poverty increase with:
- (a) Higher level of education — 2/3 of poor households are headed by those at best with primary education.
  - (b) Smaller family size — Among poor families, 13% are 3-member families, while 54% are 9-member families. The non-poor in the Philippines has an average family size of 4.5; the poor has 5.9, and the core poor has 6.4.
- (4) **Children should be ready for school.** Young children should be exposed to early learning experiences at home and at school. Both venues should actively encourage learning through play. Parents should provide these experiences at home, seek this service out in their communities, and local officials should ensure it is available.
- (5) **Schools should be ready for children.** Teachers and education officials should be given the training and support to create a stimulating, healthy and safe learning environment. Schools should be free from violence. There should be no intimidation and fear. The community and the children themselves should be actively engaged in school improvement initiatives.
- (6) **Keep both boys and girls in school.** The whole community, including leaders, parents, students and teachers should work together to ensure that all children in the area are enrolled. Efforts should be made to help those who are at risk of dropping out.

- (7) **No mother should die giving life.** Every pregnancy must be considered a risk. Deliveries should be done by a skilled birth attendant in a health facility. Proper spacing of children prevents maternal deaths by up to 40%<sup>6</sup>, and infant deaths by up to 20%.
- (8) **When pregnancy is wanted, abortion is prevented.** Pregnant women who had not wanted a baby at all were likely to have an induced abortion. Findings suggest that 89% of abortions in the Philippines can be prevented if women desiring to delay or limit childbearing were to use modern but affordable, safe and highly effective methods of contraception.<sup>7</sup>
- (9) **If a woman can plan the spacing of her children, she can plan her and her family's life.** When a woman bears children at the pace she chooses, she can be better prepared to take care of her and her family's health, become more productive and live a fulfilling life.
- (10) **Sexual and reproductive rights are human rights.** In 1968, the International Year for Human Rights, UN member-states recognized the right of individuals and couples to decide their family size.
- (11) **Investing in population and reproductive health is cost-effective.** Couples who plan and limit their family size can spare more funds for their children's education, food and health. A study showed that as much as 70% of the cost of programs for basic social services can be sourced out from savings incurred due to low population growth.<sup>8</sup> Investing in contraceptives will save the government some PhP 800 million a year in medical costs for unwanted pregnancies.<sup>9</sup>

## 6 If these goals are achieved, how will the world look in 2015?



**(12) Population impacts all the MDGs.** The larger the population a country has, the greater will be the pressure on basic social services and on natural resources. In the Philippines, more than one million babies are born every year. They will be needing resources for healthcare, schooling, food, clothing and, later on, employment. Even today, these needs are not being met.

**(13) Protect the youth from HIV.** Provide accurate information on AIDS. Access to comprehensive services for sexually transmitted infections (STIs) can help prevent the spread of HIV.

**(14) Local leaders should know the HIV and STI epidemic in their constituencies.** Timely, strategic information needs to be generated for appropriate action. By knowing the epidemic, targeted interventions for the most-at-risk and vulnerable populations can be strengthened. Knowing one's epidemic will enable leaders to plan low-cost and high-impact interventions at the local and national levels.

**(15) Local chief executives need to ensure that comprehensive STI services are in place and accessible at the local level.**

It will be a world of more harmony, a world that respects cultural and religious diversity and a world that has dramatically decreased the number of extremely poor.

The MDGs strike at the heart of what needs to be changed in the present. They are about a better future and what is possible, a future that we have chosen to take because we all believe in change and transformation into a better world—a world where no one can say that he is deprived of three square full meals a day; where each one of us has many choices; where every child can be properly nurtured, educated with life skills for a good future; where women are treated equally and enjoy equal opportunities; where we can breathe clean air, drink clean and safe water, enjoy the leisure that a clean environment provides and maintain food supply from a productive environment—a world that adheres to peace and security, respects human rights, practices good governance and protects the poor and the vulnerable.



<sup>1</sup> *Lancet*, 2006  
<sup>2</sup> *NDHS*, 2003  
<sup>3</sup> *Orbeta*, 2008  
<sup>4</sup> *Guttmacher/UPi* 2009

## 7 A Final Word

Human development is at the heart of the MDGs. In the final analysis, what should really drive all of us to attain the MDGs is the human development goal. The MDGs are all about creating an environment in which people can develop their full potential and lead productive and creative lives in accord with their needs and interests. These cannot be achieved if poverty persists, if access to education, knowledge, health and proper nutrition is denied and if developed countries remain oblivious to the inequitable conditions in the rest of the world.

Time is running out. Governments and citizens must work together to step up efforts to accelerate the achievement of the MDGs, not only for some citizens, but for every single Filipino.

For more information on the MDGs, log on to:  
[www.asiapacific.endpoverty2015.org](http://www.asiapacific.endpoverty2015.org)  
[www.mdgfund.org](http://www.mdgfund.org)  
[www.un.org.ph](http://www.un.org.ph)  
[www.neda.gov.ph](http://www.neda.gov.ph)  
[www.undp.org.ph](http://www.undp.org.ph)  
[www.standagainstpoverty.org](http://www.standagainstpoverty.org)

### MDG ACHIEVEMENT FUND

Cynthia Arce  
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[www.mdgfund.org](http://www.mdgfund.org)



### UN MILLENNIUM CAMPAIGN

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Fax: +63 (2) 9010404  
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[www.asiapacific.endpoverty2015.org](http://www.asiapacific.endpoverty2015.org)

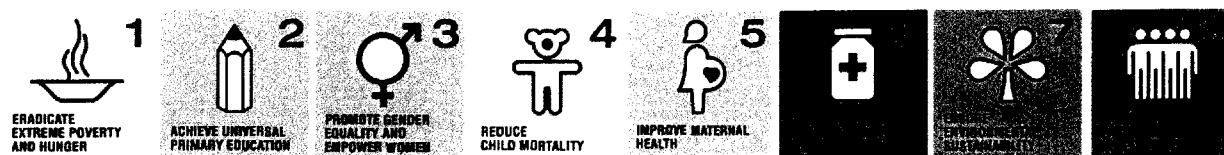




**ENDPOVERTY**  
**2015**  
millennium campaign

**STAND UP TAKE ACTION**  
**END POVERTY NOW!**

2010 marks a special edition of the global Stand Up, Take Action campaign. It is the 10<sup>th</sup> anniversary of the signing of the Millennium Declaration, which was the basis for the Millennium Development Goals (MDGs) – a set of time-bound, concrete, and specific goals to reduce extreme poverty, illiteracy, and disease.



On September 20, 2010, world leaders will gather in New York for the MDG Summit, in which they will be asked to present their achievements for the last 10 years and their breakthrough plans to accelerate MDG achievement within the next 5 years.

The Philippines only has five years left yet extreme poverty still persists: more than 33 percent of Filipinos live in extreme poverty; 5.2 million children are not in school; 11 mothers still die of pregnancy-related causes; and the number of HIV cases is rapidly on the rise. The clock's ticking fast. Our message has to be clearer and louder than ever.

But there is still hope. We can be the generation that can end extreme poverty. Join us, be counted, and make history once again by doing any of the following activities:

- (1) Organize your own Stand Up, Take Action event. It can come in any form: (a) awareness-raising through lectures on MDG-related issues, concerts, fun runs, street dance, etc.; (b) policy advocacy through public hearings, discussions, townhall meetings, etc.; or (c) service delivery, such as tree-planting activities, medical missions, school-supplies donation, community street cleaning, etc.
- (2) Join our planned events. Visit our website ([www.standupphilippines.ph](http://www.standupphilippines.ph)) to find an event nearest you.
- (3) Make a Noise for MDGs. Organize your group to join the rest of the world in the Make a Noise for MDGs campaign on September 18, 2010. At exactly 12 noon, make collective "noise" for 10 minutes by doing any "noise"-making activity, such as a noise barrage,



**ENDPOVERTY**  
**2015**  
millennium campaign

**STAND UP TAKE ACTION**  
**END POVERTY NOW!**

simultaneous ringing of church or school bells, ringing your mobile phones, singing the MDG song, playing musical instruments, etc.

## REGISTRATION FORM

### Tell us more about you:

Name: \_\_\_\_\_

Organization Represented: \_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Tel Nos. \_\_\_\_\_

Mobile No. \_\_\_\_\_

### Choose your Stand Up 2010 activity

#### (You may choose both options):

\_\_\_ (1) I will organize my own Stand Up, Take Action event.

Name of Event: \_\_\_\_\_

Date and Time: \_\_\_\_\_

Venue: \_\_\_\_\_

Short Description of Activity/ies: \_\_\_\_\_

Target No. of Participants: \_\_\_\_\_

Target Participant Demographics: \_\_\_\_\_

\_\_\_ (2) I will organize a community "noise"-making event along with the rest of the world for 10 minutes at 12 noon of September 18, the "Make a Noise for MDGs Day":

Name of Event: \_\_\_\_\_

Description of "Noise"-making Activity: \_\_\_\_\_

Target No. of Participants: \_\_\_\_\_

Target Participant Demographics: \_\_\_\_\_

Capture your history-making event through photos or videos and send to us on or before September 24, 2010 through any of the following:

- By fax to (02) 901 0404
- By email to [standup.ph@undp.org](mailto:standup.ph@undp.org)
- By courier addressed to:

Stand Up 2010 Secretariat  
c/o UN Coordination Office, 30F  
Yuchengco Tower 1, RCBC Plaza,  
Ayala Avenue, Makati City

Please include a description of the photos and the videos, such as where it happened, what the activity was, how many people participated, and who organized it.

Log on to [www.standupphilippines.ph](http://www.standupphilippines.ph) for a calendar of Stand Up 2010 events, downloadable videos, designs, IEC materials, and other Stand Up information.

Stand Up 2010 Secretariat:

Tel. Nos. (02) 901 0401/02/03/05/06

Fax No. (02) 901 0404

Email: [standup.ph@undp.org](mailto:standup.ph@undp.org)