

***SEARCH FOR BEST ANTI- ILLEGAL
DRUG CAMPAIGN PROGRAM***

PROPOSED DESIGN

BACKGROUND AND RATIONALE

- ❑ drug- related problem has immense impact in sustainable development
- ❑ fighting illegal drugs, alongside tackling poverty, is the centerpiece of the current administration
- ❑ MASA MASID (Mamayang Ayaw sa Anomalya, Mamamayang Ayaw sa Iligal na Droga)
- ❑ to encourage greater participation in the campaign, awards and incentives program must be in place

OBJECTIVE

OVERALL OBJECTIVE

Promote innovative and effective strategies in combating the illegal drug problem by recognizing and documenting best practices and programs of local government units, community and citizen participation, and CSO/ private sector involvement in fighting illegal drugs at the local level.

TARGET PARTICIPANTS

MAJOR AWARDS



**LGU/
Institution**

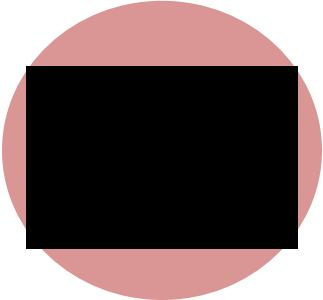
SPECIAL AWARDS



Family

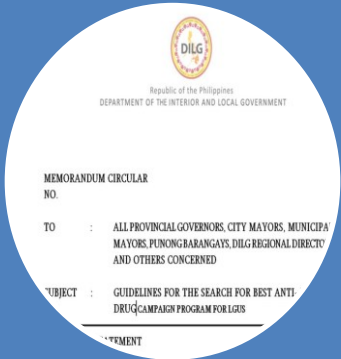


Individual



**CSO/ Private
Sector**

COMPONENTS



**Design and
Development of
the Awards
Program**



**Development
and
Implementation
of Marketing and
Communications
Plan**



**Conferment of
Awards**



**Databanking and
Replication**

Monitoring and Evaluation

CONFERMENT OF AWARDS



**CALL FOR
ENTRIES**



**SCREENING AND
SELECTION**



**AWARDING
CEREMONIES**

SCREENING AND SELECTION OF AWARDEES

LGU Awards (Provincial, City, Municipal and Barangay)

PCM- Category 1: 1st- 3rd Class, Category 2: 4th- 6th Class

CRITERIA

	Indicators	MOV	
<p><i>Comprehensiveness and appropriateness of LGU Strategy</i></p> <ul style="list-style-type: none"> - <i>Interventions along the capacity pillars</i> - <i>Relevant to beneficiaries</i> - <i>MASA MASID-related</i> 	<ul style="list-style-type: none"> - Presence of appropriate structures with defined authority and accountability - Competencies of people/ staff, efforts to enhance competencies - Systems, processes and procedures are in place (planning and budgeting, development, implementation, M&E)- documented and well communicated - Appropriate policies in place and well- implemented - Appropriate data used for decision making and continuous improvement or innovations - Presence of leadership support, partnerships and collaborations, etc. 		50%
<p><i>Results and Impact</i></p>	<ul style="list-style-type: none"> - Significant reduction in number of drug- related stats - Rehabilitation and re-integration 		30%
<p><i>Peoples' Participation</i></p>			20%

SCREENING AND SELECTION OF AWARDEES

LGU Awards (Provincial, City, Municipal and Barangay)

PCM- Category 1: 1st- 3rd Class, Category 2: 4th- 6th Class

PROCEDURE

BARANGAY

MUN/ CITY

PROVINCE

Submission of entries to the Mun/City (Brgy), Provincial Assessment Committee (Mun/City), and Regional AC (province)

M/CAC Assessment

PAC Assessment

RAC Assessment

PAC Assessment (top barangays)

RAC Assessment (top Muns/ Cities)

RAC assessment (top brgys at provl)

*RAC assessments shall include site validation and interviews

Regional Awarding

NAC Assessment (with site validation and interviews) of Regional Awardees

SCREENING AND SELECTION OF AWARDEES

Special Awards: **INDIVIDUAL**

CRITERIA

	Indicators	MOV	
Involvement in anti-drug campaign			
Other community involvements			
Shows support to the government			
Practices and promotes healthy lifestyle and preservation of environment			
Awards and recognition in the last 5 years			

*must meet set eligibility criteria

SCREENING AND SELECTION OF AWARDEES

Special Awards: **FAMILY**

CRITERIA

	Indicators	MOV	
Involvement in anti-drug campaign			
Other community involvements			
Shows support to the government			
Practices and promotes healthy lifestyle and preservation of environment			
Awards and recognition in the last 5 years			

*must meet set eligibility criteria

SCREENING AND SELECTION OF AWARDEES

Special Awards: Partner Organization (CSO/ Private Sector)

CRITERIA

	Indicators	MOV	
Extent of involvement of organization	<ul style="list-style-type: none"> - Planning, implementation and M&E - No of other PPAs implemented 		
Resources contributed by the organization to the LGU programs on anti-drug campaign	<ul style="list-style-type: none"> - Resources (Financial assistance / investments, personnel or staff complement, no. of hours spent, etc. provided) 		
Coverage of organizations	<ul style="list-style-type: none"> - Partnerships with other LGUs, organizations in similar subject of advocacy - No. of beneficiaries of programs implemented 		

*must meet set eligibility criteria

SCREENING AND SELECTION OF AWARDEES

Special Citation: Best MASA MASID TEAM (MMT)

CRITERIA

	Indicators	MOV	
Active engagement of all members			
Extent of activities conducted			
Results of activities conducted			
Creativity and resourcefulness			

*must meet set eligibility criteria

SCREENING AND SELECTION OF AWARDEES

Special Awards and Citations

PROCEDURE



Submission of LGU nominations to the LGRRC

Eligibility Screening by the LGRRC

Assessment and Validation by the RAC

Regional Awarding

NAC Assessment (with site validation and interviews) of Regional Awardees

KEY ACTIVITIES AND TARGET DATES OF IMPLEMENTATION

Activity	Target Date of Implementation
Component 1: Design and Development of the Awards Program	
Designing of Awards Program	2 nd to 3 rd week of January
Issuance of Memorandum Circular (Guidelines)	1 st week of February
Component 2: Development and Implementation of Marketing and Communications Plan	
Formulation of marketing and communications plan	1 st to 2 nd week of February
Program Launching	3 rd week of February
Regional Launching	March 2017
Component 3: Conferment of Awards	
Call for Entries	March- May 2017
Regional Assessments (including prov'l., mun/ city level)	July- August 2017
Regional Awarding	1 st week of September
National Screening	September- October
Site Validation	October
National Awarding	November 17 (3 rd week- Drug Abuse Prevention and Control Week)
Component 4: DataBanking and Replication	
Review and updating of documentations	November 2017
Uploading of documentations to the LGISB	December 2017

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**ENHANCEMENT OF THE
PROPOSED DESIGN**

WORKSHOP MECHANICS

1. Participants shall be divided into **4** groups to work on the following
 - Group 1- LGU Award (Barangay and Province)
 - Group 2- LGU Award (Municipal and City)
 - Group 3- Special Awards (Individual and Family)
 - Group 4- Special Awards (Partner and MMT)
2. There shall be four (4) rounds of discussion; 1st round shall be for 30 mins.; next 3 rounds shall be for 10 mins. Note down key points on meta card/ easel paper
3. Each group assigns a facilitator (table host) who will brief succeeding groups about the discussions during the previous rounds

WORKSHOP MECHANICS

FOCUS OF DISCUSSION:

- ✓ **Eligibility criteria**
- ✓ **CRITERIA**, to include indicators and means of verification (MOV- which shall be the basis for documents to be required for submission, etc.)
- ✓ **Assessment procedures**