

Advocacy Initiatives

The framework used in addressing the drug problem in the country employs two approaches: the supply reduction strategy comprised of anti-drug operations and related actions; and the demand reduction strategy that gives equal importance to the prevention of drug abuse through advocacy efforts and realizes that empowerment of the populace is a potent tool to a self-policing community.

Through the various advocacy efforts, the community was able to participate and cooperate in the national anti-drug campaign. Subsequently, a higher level of awareness on the evils of dangerous drugs is generated and their vigilance is nurtured.

For the year 2011, concomitant with the efforts of other national government agencies, the PDEA launched significant and variety of advocacy campaign efforts in the different parts of the country.

Table 8. Summary of advocacy campaign efforts conducted for the year

Activities	Total
Lectures/Seminars/ Fora	2,018
Press Releases & Print Ads	1,390
TV Guestings/Appearances	1,494
Radio Guestings	1,884
Press Conferences	340
Photo and other Exhibits	674
MOA/Us Signed with Various Stakeholders	74
Guest Speakerships	839
Community Involvement	1,751
TOTAL	10,464

Each PDEA Regional Office and the National Office initiated different types of activities with one common objective - prevent drug abuse and empower the community. Following are some significant advocacy campaign initiatives of the Agency:



Dir Yogi Filemon L Ruiz of PDEA RO6 leading an unfreezing activity during the Drug Abuse Education Symposium with SK Officials of the Municipality of Maasin.



“Mangyan Mission” at Brgy. Bulusan, Calapan City, Oriental Mindoro. The activity was participated by 21 tribal leaders from the six Mangyan tribes in the provinces of Oriental and Occidental Mindoro.

Drug Abuse Prevention and Control Kick-Off Ceremony

The Agency, headed by the Preventive Education and Community Involvement Service (PECIS), participated in the Drug Abuse Prevention and Control Week Kick-off Ceremony on November 14, 2011 at the Cuneta Astrodome, Pasay City.

One of the highlights of the activity was the parade of floats of various delegations. Each entry used a pedicab decorated with indigenous materials depicting the World Drug Day theme - "Global Action for Healthy Community Without Drugs."

Hon. Jocelyn Sy-Limkaichong, Representative, 1st District, Negros Oriental, led the Health Pledge, a commitment of the participants to keep themselves healthy.



Participants from PDEA pledge to keep themselves healthy.

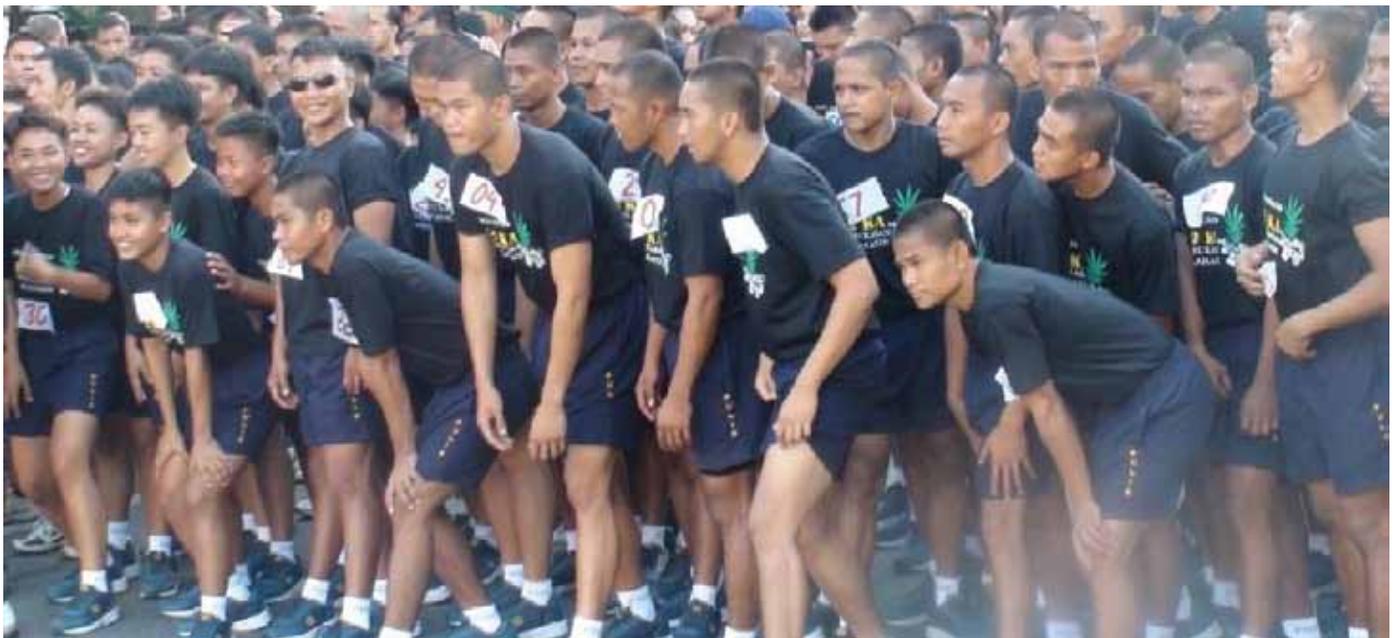
La Union Anti-Illegal Drugs Summit (LUAIDS)

The La Union Anti-Illegal Drugs Summit (LUAIDS) held on August 25-26, 2011 was a successful initiative of the PDEA Regional Office 1. This was fully supported by the Local Government Units of La Union, the Governor's Office and the three Congressmen of the province.

This summit is an annual undertaking that aims to come up with innovative ways to address the drug problem in La Union. In this summit, the views of community, the law enforcers and other concerned stakeholders are corroborated for an integrated strategy to combat illicit drug use.

No less than Sen. Vicente C. Sotto III graced the summit this year. In his message, he highlighted the move of the Senate to review the criminal liability of minors and the bill proposing a mandatory drug test to drivers involved in vehicular accidents. He encouraged everyone to continue the fight against illegal drugs which targets not only adults but children as well.

This year's Summit is dubbed as "D2KA.....Droga'y Durugin, Kinabukasa'y Alalahanin."



Participants to the D2KA Fun Run all set to conquer the finish line.

26,000 People in Region 2 Made Aware of the Drug Menace

With the desire to lessen the demand for illegal drugs, PDEA RO2 was able to educate about 26,000 target audience from the different barangays and schools in selected cities and municipalities in Cagayan Valley on the drug menace through the conduct of lectures and civic-oriented activities.

On top of the above efforts, the PDEA HOUR, a regular radio program of PDEA RO2 enables the Regional Office to reach a wider audience from far flung areas, making them informed of the various anti-illegal drug programs and activities in the region.

PDEA RO3 Regional Director Roybel M. Sanchez shares his expertise on the ill-effects of drugs to other law enforcement agencies and local government units.

Observance of the National Crime Prevention Week in Region 3

In observance of the National Crime Prevention Week the PDEA RO3 was invited to give a lecture particularly on the ill-effects of drugs. The event was participated by the Governor of Pampanga, Hon. Lilia G. Pineda; Mayors of Lubao, Floridablanca, Guagua, Sta. Rita and Sasmuan; Pampanga Board Members, NBI, AFP, PNP, and Barangay Officials.

The celebration was held in Pineda Sports Complex, Lubao, Pampanga from August 26, 2011 to September 06, 2011.

The Agency supports the observance of National Crime Prevention Week to enhance collaboration with other duty bearers.



PDEA CAR spearheads Regional Multi-Agency Summit on Drug Couriers

One of the significant initiatives of PDEA CAR this year is organizing the Multi-agency Summit on Drug Courier Problem Involving Cordillerans on June 16, 2011 at the Philippine Information Agency (PIA-CAR) Regional Office.

This was attended by the heads and representatives from different government agencies, non-government organizations, other law enforcement units, media and other civic groups in Cordillera. Agent Gil Cesario Castro, OIC, PDEA CAR, shared inputs on the drug courier problem in the country and answered questions raised by the participants.

Among the personalities present during the summit were Dir. Helen Tibaldo of PIA-CAR, KPB President Migs Velarde, and ABS-CBN Station Manager Bernie Aldana.

Based on arrest records and recent reports, recruitment of drug couriers are most prevalent in the northern part of the country, including Benguet. One of the Filipino drug couriers now incarcerated in China is from Baguio City.

The Agency hopes that this initiative will help inform people from Baguio to identify syndicates and be able to report them to any concerned government office.

“Takbo Kontra Droga at Terrorismo 3”

In line with the celebration of the International Day Against Drug Abuse and Illicit Trafficking (IDADAIT) on June 26, 2011, PDEA RO XI together with Task Force Davao and Davao City Anti-Drug Abuse Council organized a fun run. The activity perfectly fits with this year's theme for World Drug Day - “Global Action for Healthy Communities Without Drugs.”



The fun run was participated in by 2,200 runners with the objective to help and support the drug campaign in the region.

The proceeds of the fun run were donated to Davao City Rehabilitation Center for Drug Dependents.

Youngest finisher of the Takbo Kontra Droga at Terrorismo 3.

Mural Painting Highlights Drug Abuse and Prevention Week in Sarangani

PDEA 12 observed the annual celebration of the National Drug Abuse and Prevention (DAPC) Week. This year's celebration leaned on the theme “Global Action for Healthy Communities Without Drugs.”

The celebration was highlighted with a mural painting contest held on November 16, 2011. The walls of the compound of the PDEA RO12 served as the canvas of the paintings. The participants were students from public and private high schools of General Santos City.

The first prize was bagged by General Santos City High School followed by General Santos City Secondary School of Arts and Trade; the third prize was won by Irineo Santiago High School. Winners received cash prizes plus trophy and the non-winning entries received a consolation prize. Prizes were sponsored by the Local Government Unit of General Santos City .



Students putting concepts together to come up with a winning mural painting piece.

Light for a Drug-Free Bicol

This year's advocacy efforts in Bicolandia is highlighted with an unconventional initiative dubbed as "Light for a Drug-Free Bicol." The idea is to launch a different kind of statement using the symbolic candle light. The activity successfully gained the support of various stakeholders including the local government units, colleges and universities, the Philippine National Police, the National Bureau of Investigation, and the Philippine Army.

On the night of July 30, the main streets of Bicolandia, as well as the facade of law enforcement offices, were lined with lighted candles. A prayer for a drug-free Bicol was recited to cap the candle lighting activity.



Participants from LGU lined-up the street with their lighted candles.

"TALAKAYAN on the Anti-Drug Courier Program" In CALABARZON

The Philippine Drug Enforcement Agency-CALABARZON in partnership with the Philippine Information Agency (PIA) successfully launched the communication and advocacy program on drug courier in the region for the whole month of June.

Dubbed as "TALAKAYAN ON THE ANTI-DRUG COURIER PROGRAM", this initiative aims to inform the public of the current issues on drug courier. This is in support to the effort of Task Force Drug Courier (TFDC).

The PDEA, PIA, and PNP, as member agencies of the TFDC, aspire to deter the recruitment of Filipinos as drug couriers by drug syndicates.

The "TALAKAYAN" was conducted in five PNP Provincial Offices in the region. PDEA and PNP personnel and media groups attended the forum.



Participants to the Talakayan on the Anti-Drug Courier Program in PDEA CALABARZON.

Kontra Droga Drive Launched for a Drug-Free Surigao Del Sur

On December 9, 2011, PDEA RO XIII participated in the "Launching of JYES KONTRA DROGA" in the municipality of Hinatuan, Surigao del Sur. The program is the first-of-its-kind Provincial Anti-Drug Abuse Council (PADAC) initiative of Gov. Johnny Pimentel. This activity is intended to help PDEA in the enforcement of R.A 9165 and ultimately make Surigao del Sur a drug-free province.

The activity was highlighted with a parade around Hinatuan which was attended by members of PNP, BJMP, BFP, KARANCHO, Inc., HSC Drum and Bugle Corps, HSCES/HNCES Drum and Bugle Corps, FUA Drum and Bugle Corps, HCCB Drum and Bugle Corps, MADAC members and 24 BADACs.

After the parade, the unveiling of JYES KONTRA DROGA tarpaulin was unveiled by Gov. Johnny Pimentel together with Vice Mayor Cristina Camba, SB Members, SK Federation President Edward Yu, Hon. Vicente Pimentel III and PDEA Regional Director Joel Plaza.

The activity ended with the signing of a Manifesto of Commitment by the members of Hinatuan MADAC and 24 BADACs who pledged to live a drug-free life and to show their friends that a drug free-life is more fun.



Concerned citizens and members of MADAC and BADAC lining up to sign the Manifesto of Commitment.

A Vision: Drug-Free Sibugay



Gov. Rommel Jalosjos of Zamboanga Sibugay and Dir. Adzhar A. Albani of PDEA RO9 signing a MOA .

On February 22, 2011, a Memorandum of Agreement between PDEA RO9 and the Zamboanga Sibugay Provincial Government was signed in Ipil, Zamboanga Sibugay.

This agreement aims to strengthen the linkage between PDEA and the Sibugay Provincial Government, especially in the advocacy campaign towards the reduction if not eradication of the drug proliferation in Zamboanga Sibugay.

The offshoots of this agreement are: the Zamboanga Sibugay Provincial Government Anti-Drug Campaign called JRAID (Join the Ranks Against Illegal Drugs) Sibugay Campaign; and conduct of various lectures.

Strengthening Partnerships with Stakeholders in Leyte

On June 26, 2011, around 300 people witnessed the signing of the Memoranda of Agreement between PDEA and the different local government units, educational institutions, civic groups, NGOs, the other government agencies at the Robinson's Place.

The first part of the MOA signing was between the PDEA and the local government units of Burauen, Dulag and Julita in the province of Leyte which was attended by Hon. Fe Renomeron, Hon. Manuel Sia Que and Hon. Irvin Dy, respectively.

This was followed by the signing of MOA between PDEA and the Abuyog Community College and AMA Computer College which PDEA RO8 has an active PECEI relations.

A Memorandum of Agreement was also signed between the PDEA and the Region Eight Administrators League, Inc. (REAL), the association of heads of government offices in the region which includes regional directors, regional managers and their assistants and deputies. This partnership is intended to expedite official government transactions and facilitate the conduct of cooperative efforts and activities among the different government agencies, government-owned and controlled corporations, entities and instrumentalities.

The activity was capped with renewal of commitments in the fight against drugs by the following organizations: ACCESS 5, Kabalikat Civicom, Police Volunteer Anti-Crime Brigade, Channel of Blessings Christian Fellowship, Inc. and the Junior Chamber International Tacloban; all had been partners of PDEA in the past years.



MOA signing with the LGUs of Leyte and various sectors graced by PDEA Director General Undersecretary Jose S. Gutierrez, Jr. (2nd from right).

Preventive Drug Education Training

In order to enhance the skills of PDEA advocates on drug prevention, a trainers' training dubbed as "Preventive Drug Education Training" was held on June 27-29, 2011 at the PDEA National Office. This was sponsored by the Dangerous Drugs Board.

The training was attended by the Preventive Education and Community Involvement focal

persons from the PDEA Regional Offices, representatives from partner non-government organizations and local government units.

The resource persons and facilitators of the training were from UP ASEAN Training Center for Preventive Education who generously shared their expertise on the following disciplines: preventive drug education; ways to detect a drug user; planning and needs assessment; and action and monitoring.



Participants and facilitators of the "Preventive Drug Education Training".