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Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
DILG-NAPOLCOM Center, EDSA corner Quezon Avenue, Brgy. West Triangle, Quezon City
www.dilg.gov.ph

MEMORANDUM CIRCULAR
No. 2020- 116

TO: ALL PROVINCIAL GOVERNORS, CITY/MUNICIPAL MAYORS, PUNONG BARANGAYS, DILG REGIONAL/PROVINCIAL/CITY DIRECTORS, BARMM MINISTER FOR LOCAL GOVERNMENT, CITY/MUNICIPAL LOCAL GOVERNMENT OPERATIONS OFFICERS, HEADS OF ALL DILG ATTACHED AGENCIES, PNP/BFP/BJMP REGIONAL AND PROVINCIAL DIRECTORS, ALL OTHERS CONCERNED

SUBJECT: REFOCUSING THE DISIPLINA MUNA NATIONAL ADVOCACY CAMPAIGN TOWARDS DEFEATING THE COVID-19 PANDEMIC THROUGH THE "BIDA ANG MAY DISIPLINA: SOLUSYON SA COVID-19" PROGRAM

DATE: 01 SEP 2020

1. Background

- 1.1. The *Disiplina Muna* national advocacy campaign is an initiative of the DILG as the Chair of the Cabinet's Participatory Governance Cluster (PGC) which seeks to rebuild the culture of discipline among Filipinos as a means of fostering people's participation, which is one of the tenets of good governance.
- 1.2. Its objective is to increase the consciousness among Filipinos of their critical role in sustainable and inclusive development and maintenance of peace and order as a shared responsibility, through the concerted efforts of the

national and local governments, private sector, civil society and the media in a whole-of-nation approach.

- 1.3. It was launched on November 6, 2019 in the country's capital city of Manila with its first local chief executive (LCE) ambassador, Mayor Francisco "Isko Moreno" Domagoso.
- 1.4. Following the issuance of DILG Memorandum Circular No. 2019-181 dated October 24, 2019, many of DILG Regional Offices, DILG attached agencies, and LGUs have rolled out the *Disiplina Muna* campaign in their respective organizations and jurisdictions to the key target audience namely the youth, the young professionals, and the general public.
- 1.5. This Department is one of the members of the Inter-Agency Task Force for the Management of Emerging Infectious Disease (IATF-EID) and is the vice-chair of the National Task Force (NTF) against COVID-19.
- 1.6. The Department of Health (DOH) together with the Presidential Communications Operations Office (PCOO) and this Department is currently leading the implementation of "*BIDA Solusyon sa COVID-19*" which aims to encourage the Filipino people to take an active role in the fight against our common enemy: COVID-19 (the "COntraVIDa").
- 1.7. *BIDA Solusyon* promotes the active role of individuals in the fight against COVID-19 by practicing the following behaviors under the acronym BIDA:
 - B - Bawal walang mask
 - I - I-sanitize ang mga kamay, iwas-hawak sa mga bagay
 - D - Dumitansya ng isang metro
 - A - Alamin ang totoong impormasyon
- 1.8. The DILG and DOH have agreed to consolidate the *Disiplina Muna* advocacy campaign and the *BIDA Solusyon sa COVID-19* into a common advocacy campaign dubbed as "***BIDA ang May Disiplina: Solusyon sa COVID-19***" that emphasizes the importance of individual self-discipline and behaviour change as one of the solutions to beat COVID-19 in order to secure

the safety of families and the nation thus the slogan, "***Ligtas ang Bayan, Ligtas ang Pamilya.***"

- 1.9. To support the *BIDA ang May Disiplina* campaign, the DILG has partnered with Limitless Lab, a group of digital graphics designers, through their *Adapt PH* campaign that aims to utilize the power of design and the nudge theory to help change behaviors of Filipinos with regard to COVID-19 minimum safety guidelines. The group provides five open-source toolkits for key sectors namely: the local government units (LGUs); micro, small, and medium enterprises (MSMEs, including sari-sari stores); public markets; schools; and public utility vehicles. These will be made available to be downloaded online for free.

2. Legal Bases

2.1. Section 15, Article II of the 1987 Philippine Constitution provides that the State shall protect and promote the right to health of the people and instill health consciousness among them.

2.2. Section 16, Chapter II of the *Local Government Code of 1991* or Republic Act No. 7160 states that LGUs every LGU shall ensure and support, among other things, the preservation and enrichment of culture, promote health and safety, enhance the right of the people to a balanced ecology, encourage and support the development of appropriate and self-reliant scientific and technological capabilities, improve public morals, enhance economic prosperity and social justice, promote full employment among their residents, maintain peace and order, and preserve the comfort and convenience of their inhabitants.

3. Scope and coverage

This Circular applies to all LGUs throughout the entire country. This shall cover all Provincial Governors, City/Municipal Mayors, Punong Barangays, the DILG Regional Directors and Field Officers, the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) Minister for Local Government, and all DILG attached agencies (Napolcom, PNP, BFP, BJMP, PPSC, LGA, NYC, PCW, and the NCMF).

4. Purpose

This Memorandum Circular is issued to provide guidelines to all LGUs, BARMM Ministry of Local Government, DILG Regional and Field Offices, and all DILG attached agencies on the refocusing of the *Disiplina Muna* national advocacy campaign towards the need to practice discipline to defeat the coronavirus disease 2019 (COVID-19) in their respective jurisdictions and organizations. Further, the refocusing of the campaign shall highlight discipline as the new normal for the safety of families and communities and ultimately the nation.

5. Policy Content Guidelines

5.1. Local Government Units (LGUs)

5.1.1. LGUs are enjoined to promote discipline as the new normal to prevent contracting or spreading COVID-19. The new normal practices requiring discipline to be part of people's habit and lifestyle are the following minimum health safety standards prescribed by the World Health Organization (WHO):

- 5.1.1.1. Frequent hand washing,
- 5.1.1.2. Cough etiquette,
- 5.1.1.3. Avoiding touching one's face,
- 5.1.1.4. Observance of at least one-meter physical distancing in public,
- 5.1.1.5. Regular disinfecting of frequently touched objects and surfaces,
- 5.1.1.6. Isolating oneself from others if feeling unwell and seeking of care, if needed,
- 5.1.1.7. Avoiding confined and closed spaces with poor ventilation,
- 5.1.1.8. Avoiding crowded places, and
- 5.1.1.9. Avoiding close-contact settings, especially where people have close-range conversations.

5.1.2. Provincial, city, municipal, and barangay sanggunians are urged to enact their respective ordinances that prescribe discipline in following the aforesaid health safety standards to prevent contraction and spread of COVID-19.

5.1.3. LGUs are urged to incorporate the following in their existing, ongoing, or planned advocacy on COVID-19

prevention using digital/ printed/ broadcast/ collateral materials:

5.1.3.1. Slogan- "*BIDA ang May Disiplina: Solusyon sa COVID-19.*

Ligtas ang Bayan, Ligtas ang Pamilya."

5.1.3.2. Hashtag - #BIDASolusyon #DisiplinaMuna #BIDAangMayDisiplina

5.1.3.3. Logo - BIDA ang May #Disiplina logo featuring Rizal

wearing a face mask

5.1.4. LGUs are urged to use the free *Design for the New Normal Toolkit* of

Adapt PH. LGUs only have to print it and put it up around public areas to help change the behaviors of their constituents with regard to COVID-19 minimum safety guidelines. These are available at <https://adapt.ph/lgu/>. It has a collection of resources that can help LGUs to design and deliver better public services in the new normal.

5.1.5. LGUs are enjoined to have their Public Information Officers (PIOs)

participate in the online training programs to be led by the DILG, through

the Local Government Academy (LGA), and DOH to promote responsible

journalism and accurate reporting to foster credible information amid the

pandemic and discarding fake news.

5.1.6. LGUs are encouraged to organize **Barangay Disiplina Brigades** in each barangay in the country to drive the core message of the campaign which is individual responsibility and discipline will stop the spread of COVID-19. To be composed of volunteers, barangay tanods, and other concerned residents, the Barangay Disiplina Brigades shall promote the spirit of volunteerism and ensure that minimum health standards are implemented by the community themselves. The Barangay Disiplina Brigades shall advocate in the community the adherence to minimum health standards, compliance to quarantine protocols, and provide factual

information and communicate the message of *bayanihan* to the community to defeat the pandemic, among others.

5.2. DILG Regional Offices and BARMM Ministry of Local Government

5.2.1. All DILG Regional Directors and the BARMM Minister for Local Government are hereby directed to cause the immediate and widespread dissemination of this Memorandum Circular within their respective jurisdictions.

5.2.2. Assist and monitor LGUs within their jurisdiction in promoting the *BIDA ang May Disiplina: Solusyon sa COVID-19* campaign.

5.2.3. Tap the ***Disiplina Muna* Local Chief Executive (LCE) Regional Ambassadors** in promoting the said campaign in the regions in relation to the fight against COVID-19.

5.2.4. Initiate own campaign efforts of the DILG Regional Office or BARMM Ministry of Local Government utilizing their existing social media platforms (through posting of infographics, videos, or press release), guesting of officials in local media channels, and other available means. Further, these shall be used in the aforesaid efforts:

5.2.4.1. Slogan- "*BIDA ang May Disiplina: Solusyon sa COVID-19.*

Ligtas ang Bayan, Ligtas ang Pamilya."

5.2.4.2. Hashtag -#BIDASolusyon #DisiplinaMuna
#BIDAangMayDisiplina

5.2.4.3. Logo - BIDA ang May #Disiplina logo featuring Rizal

wearing a face mask

5.2.6. Direct the ***Disiplina Muna* Regional Focal Person (DM-RFP)** of the DILG Regional Offices to do a weekly narrative report on the highlights of the Region's *Disiplina Muna* activities to be emailed every Thursday of the week to disiplinamuna.dilg.pacs@gmail.com.

5.3. DILG Attached Agencies (Napolcom, PNP, BFP, BJMP, PPSC, LGA, NYC, PCW, and the NCMF)

5.3.1. The DILG attached agencies are hereby directed to incorporate the *BIDA ang May Disiplina: Solusyon sa COVID-19* in their ongoing or upcoming programs, projects, activities (PPAs) related to beating COVID-19, whenever possible.

5.3.2. Utilize their existing social media platforms in promoting discipline as the new normal to beat COVID-19 by posting infographics, videos, or press releases, and other available means. Further, the aforesaid efforts shall use the following:

5.3.2.1. Slogan - "*BIDA ang May Disiplina: Solusyon sa COVID-19.*

Ligtas ang Bayan, Ligtas ang Pamilya."

5.3.2.2. Hashtag - #BIDASolusyon #DisiplinaMuna
#BIDAangMayDisiplina

5.3.2.3. Logo - BIDA ang May #Disiplina logo
featuring Rizal wearing a face mask

5.3.3. Direct their respective ***Disiplina Muna - Agency Focal Person (DM-AFP)*** to do a weekly narrative report on the highlights of the agency's *Disiplina Muna* accomplishments or activities to be emailed every Thursday of the week to disiplinamuna.dilg.pacs@gmail.com.

5.3.4. The PNP, in particular, shall enforce the minimum health protocols and only make arrest when absolutely necessary, while exercising full restraint and discipline in enforcing the law.

5.3.5. The LGA, specifically, shall take the lead in preparing and conducting the online training program for the capacity development of the PIOs of LGUs in Section 5.1.5 of this memo circular.

6. Feedback

Inquiries about this Memorandum Circular should be directed to the Office of the Undersecretary for Plans, Public Affairs and Communication (OUSPPAC) or the DILG Public Affairs and Communication Service (PACS) through telephone numbers (02) 89250349 or via email to disiplinamuna.dilg.pacs@gmail.com for appropriate action or response.


7. Annexes

- 7.1. *BIDA ang May Disiplina: Solusyon sa COVID-19* logo
- 7.2. Barangay Disiplina Brigade Pledge Statement Tarp Design
- 7.3. Format of weekly narrative report
- 7.4. *BIDA Solusyon* IEC Materials
from the DOH website (www.doh.gov.ph/bidasolusyon) and
from the DOH *BIDA Solusyon* Facebook page
(www.facebook.com/BIDASolusyon)
- 7.5. #BIDAangMayDisiplina IEC Materials
from the *Disiplina Muna* Facebook page
(www.facebook.com/disiplinamunapilipinas)
- 7.6. Adapt PH's *LGUs Toolkit* in English (but also available in
Filipino, Ilonggo,
And other dialect) downloaded from <https://adapt.ph/lgu/>
- 7.7. Adapt PH's *Nudge Posters* downloaded from
<https://adapt.ph/lgu/>

8. Effectivity

This Memorandum Circular shall take effect immediately.

9. Approving authority


USEC BERNARDO C. FLORECE, JR.
Officer-in-Charge



Annex 1: BIDA ang May Disiplina: Solusyon sa COVID-19 logo



Annex 2: Barangay Disiplina Brigade Pledge Statement Tarp Design



**The Six Ks
B I D A
ang May Disiplina Pledge**

Ako si _____ ng
Barangay _____
Ay nangangakong magiging huwaran ng **Disiplina** at
Aktibong **KATUWANG** ng pamahalaan sa
Pagpapairal ng mga polisiya at kautusan tulad ng
Pagpapalaganap ng tamang impormasyon,
Palagiang pagsusuot ng face mask,
Paghuhugas ng mga kamay at
Pagsusulong ng physical distancing
Na susi sa tuluyang pagsugpo ng COVID-19 sa pamayanan.

Mangunguna ako sa pagpapaigting ng
KOOPERASYON sa **KOMUNIDAD**
Tungo sa katuparan ng mga layunin ng kampanyang
BIDA ang may Disiplina ng DILG at DOH.

Magiging **KABAHAGI** ako sa pagsusulong ng mga solusyon
Laban sa COVID-19 sa aking pamayanan at
Aking isasapuso ang mga paalala ng pamahalaan
Sapagkat ito ay aking tungkulin bilang isang Pilipino.

Ito ang aking magiging **KONTRIBUSYON** sa patuloy na
Pagtugon ng bansa sa hamon ng krisis at sa lubusang
Pagpapamalas ng **KATATAGAN** at
Pagkakaisa ng mga Pilipino ngayong
Panahon ng pandemya.



Annex 3: Format of weekly narrative report to be accomplished by *Disiplina Muna* Regional Focal Person (DM-RFP) of DILG Regional Offices and *Disiplina Muna* - Agency Focal Person (DM-AFP) of DILG attached agencies' central or head offices.

Font face: Cambria
Font size: 12
Spacing: Single
Paper size: A4
No. of pages: Maximum of 5 pages
Photos: Pasted on the Microsoft Word file with captions; and attached in the email as .jpeg or photo files

Content:

Part I

Narration of the highlight accomplishments of the DILG Regional and Field Offices and the LGUs under their general supervision

Part II

Explanation on how these highlighted activities have contributed to the campaign.

Part III

Feedbacks from LGUs/ sectors/ public on the campaign for proper information and/or appropriate action

Annex 4: BIDA Solusyon IEC Materials
 (See more at www.facebook.com/BIDASolusyon)



BIDA SOLUSYON SA COVID-19

HETO ANG MGA PARAAN KUNG PAANO MAGING BIDA!

B AWAL WALANG MASK!

Magsuot ng face mask tuwing lalabas ng bahay:

- Suotin ito at tiyaking natatakpan ang iyong bibig at ilong
- Pagdating ng bahay, tangalin ang iyong face mask mula sa likod nang hindi hinahawakan ang harap ng iyong mask
- Itapon o labhan ito kaagad

I-SANITIZE ANG KAMAY! IWAS HAWAK SA MGA BAGAY!

Hugasang mabuti ang mga kamay gamit ang tubig at sabon sa loob ng 20 segundo o linsin ang mga kamay gamit ang 70% isopropyl o 60% ethyl alcohol/alcojel:

- Paguwi mo sa bahay
- Kapag hinawakan mo ang mga common surfaces (Hal. hawakan ng pinto, upuan, pindutan ng elevator, ATM machine, atbp.)
- Bago at pagkatapos ilagay ang iyong face mask
- Bago ka kumain
- Pagkatapos gamitin ang banyo
- Bago at pagkatapos hawakan ang iyong mukha

Linisin at i-disinfect isang beses kada araw ang mga madalas na hinahawakang surfaces:

- Hawakan ng pinto
- Switch ng ilaw
- Remote control
- Cellphone
- Iba pa (isulat dito): _____

D UMISTANSYA NG ISANG METRO!

Ugaling mag physical distancing kapag nasa labas ng bahay:

- Panatilihin ang 1 metro (2 dapa) o higit pang puwang mula sa iyo at sa ibang tao
- Limitahan ang pagpunta sa nakukulang at masakip na lugar

A LAMIN ANG TAMANG IMPORMASYON!

Magbasa at makinig lamang sa official sources. Isip-isip muna bago mag-share!

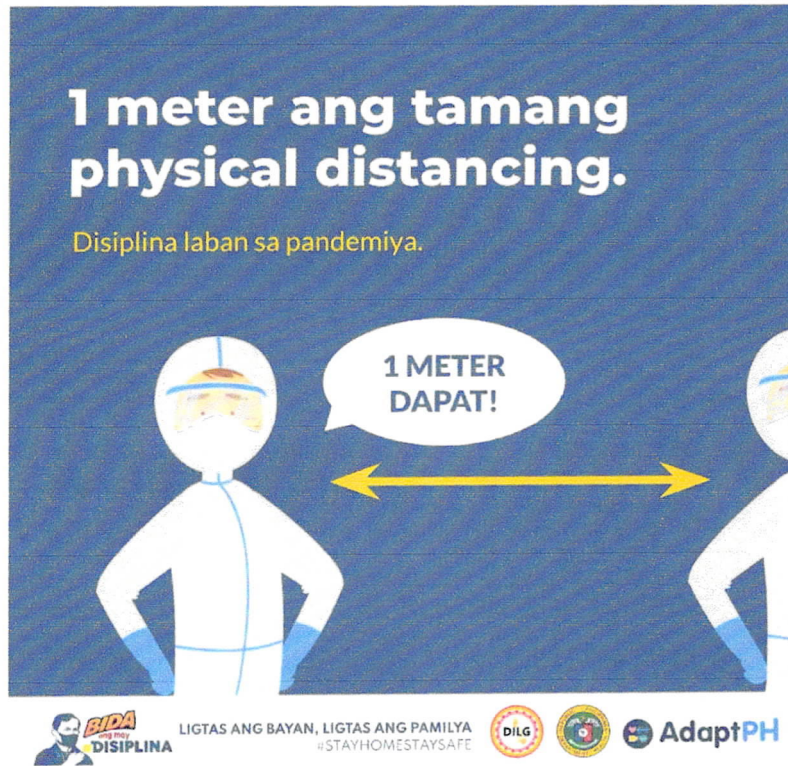
- Basahin at pakikingan ang balita nang maigi
- Itsek kung galing sa official website or source (huwag maniwala sa forward lamang!)
- Naayon ba ito sa official advice?

KUNG CHECK ANG LAHAT, I-SHARE NA!

Annex 5: #BIDAangMayDisiplina IEC Materials
(See more at www.facebook.com/disiplinamunapilipinas
and https://twitter.com/Disiplina_Muna)


1 meter ang tamang physical distancing.

Disiplina laban sa pandemiya.



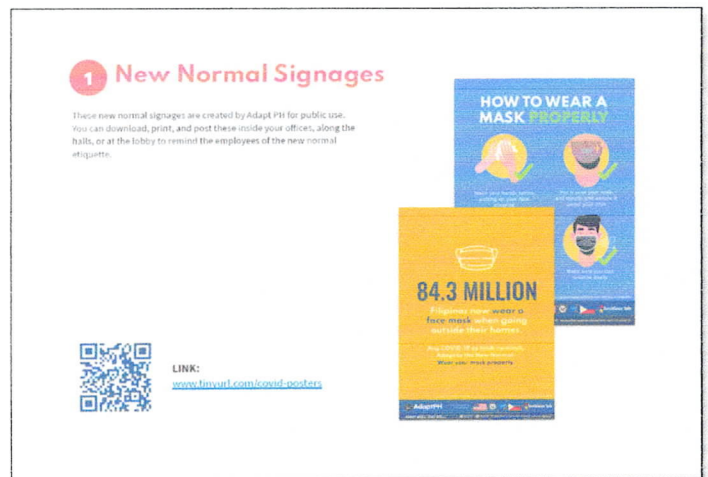
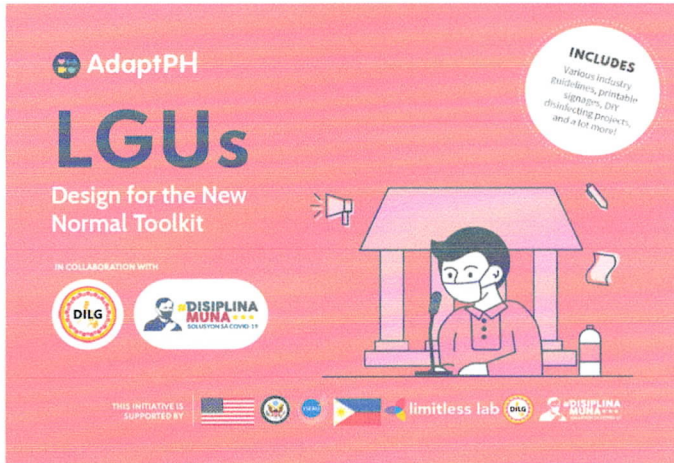
BIDA ang may **DISIPLINA** LIGTAS ANG BAYAN, LIGTAS ANG PAMILYA #STAYHOMESTAYSAFE **DILG** **AdaptPH**

ALAMIN ANG **TOTOONG** IMPORMASYON

 MYTH:	 FACT:
Mas bumababa ang tyansang magka-COVID kapag mainit ang panahon	Hindi mapipigilan ng panahon ang pagkaroon ng COVID

BIDA ang may **DISIPLINA** LIGTAS ANG BAYAN, LIGTAS ANG PAMILYA #STAYHOMESTAYSAFE **DILG** **AdaptPH**

Annex 6: Adapt PH's LGUs Toolkit in English
 (See complete toolkit at <https://adapt.ph/lgu/> with other available materials in in Filipino, Ilonggo, and other dialect)



Annex 7: Adapt PH's Nudge Posters
 (See more posters at <https://adapt.ph/lgu/>)

MALING PAMAMARAAN NG PAGSUOT NG MASK

HINDI DAPAT. Sa paligid ng leeg

HINDI DAPAT. Sa ilalim ng itong

HINDI DAPAT. Sa ibabaw ng noo

HINDI DAPAT. Sa buong mukha

<https://research.gov.ph/announcements/2020/06/04/important-guiding-criteria-to-ensure-the-face-mask-is-worn-correctly>

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GAANO KADALAS DAPAT LABHAN ANG IYONG MASK?

Ugaliing labhan ang iyong mask gamit ang maligangam na tubig na may sabon tuwing pagkatapos gamitin.

<https://www.doh.gov.ph/press-releases/2020/06/04/face-mask-cleaning>

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 ADAPT WELL. STAY WELL. For more free resources and materials, visit www.adapt.ph

MGA BAGAY NA DAPAT LAGING I-SANITIZE

UPANG MAIWASAN ANG COVID-19

Mga Ibabaw ng Lamesa Mga Door Knob at Handle Switch ng Ilaw Mga Mobile Phone at Tablet

Keyboard Inidoro Mga Gripo at Lababo

Ang COVID-19 ay hindi namimili.
 Adapt to the New Normal.
 Wash your hands 6-10 times a day.

Miss mo na sila?

#TiisLigtas Muna

Ang COVID-19 ay hindi namimili.
 Adapt to the New Normal.
 Stay indoors as much as possible.

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 ADAPT WELL. STAY WELL. For more free resources and materials, visit www.adapt.ph