



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- 170

16 DEC 2020

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

SUBJECT: DESIGNATION OF LOCAL CHIEF EXECUTIVE REGIONAL AMBASSADORS OF THE "BIDA ANG MAY DISIPLINA: SOLUSYON SA COVID-19" CAMPAIGN

1. Background

1.1 On October 24, 2019, the DILG issued **Memorandum Circular No. 2019-181** providing guidelines to all local government units, DILG Regional and Field Offices, and DILG attached agencies on the "**Disiplina Muna National Advocacy Campaign**".

1.2 The campaign's 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 On November 6, 2019, the DILG launched the "Disiplina Muna National Advocacy Campaign" in the City of Manila. It is an initiative of the Department 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.

1.4 On March 18, 2020, the SILG issued a memo to all DILG Regional Directors (RDs) directing the nomination of local chief executives (LCEs) who will champion the Disiplina Muna campaign in their respective regions. (*Annex A*)

1.5 On March 30, 2020, the Office of the Undersecretary for Plans, Public Affairs and Communication (OUSPPAC) issued a memo setting the criteria for the nomination of LCE Regional Champions of the Disiplina Muna campaign. (*Annex B*)

1.6 On August 14, 2020, the DILG and the Department of Health (DOH) conducted the national launch of the joint campaign called "***BIDA ang May Disiplina: Solusyon sa COVID-19***" in Marikina City.

1.7 The joint campaign is the merging of the DILG-led "*Disiplina Muna* national advocacy campaign" and the DOH-led "*BIDA Solusyon sa COVID-19*". The joint advocacy 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 Pamilya, Ligtas ang Bayan.***"

1.8 It promotes discipline among citizens in practicing the following behaviors simplified into the BIDA acronym:

B - Bawal walang mask at face shield;

I - I-sanitize ang mga kamay, iwas-hawak sa mga bagay;

D - Dumistansya ng isang metro at

A - Alamin ang totoong impormasyon.

1.9 On September 1, 2020, the **DILG Memorandum Circular (MC) No. 2020-116** was issued providing the guidelines to all local government units (LGUs) and all the DILG attached agencies on refocusing the *Disiplina Muna* national advocacy campaign to address the COVID-19 pandemic through the "***BIDA ang May Disiplina: Solusyon sa COVID-19***" campaign.

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.

2.3. DILG Memorandum Circular No. 2020-116 dated September 1, 2020 regarding “Refocusing the Disiplina Muna National Advocacy Campaign towards Defeating COVID-19 Pandemic through the ‘BIDA ang May Disiplina: Solusyon sa COVID-19.’”

3. Scope and coverage

This Circular aims to inform all LGUs throughout the entire country. This shall cover all Provincial Governors, City/Municipal Mayors, Punong Barangays, the DILG Regional Directors and Field Officers, and the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) Minister for Local Government.

4. Purpose

This Memorandum Circular is issued to inform all local government units (LGUs), DILG Regional and Field Offices, and the BARMM Ministry of Local Government on the designation of select LCEs as Ambassadors of the “BIDA ang May Disiplina: Solusyon sa COVID-19” campaign who will advocate the same among their fellow LCEs in the regions and their constituents.

5. Designated LCE Ambassadors of the “BIDA ang May Disiplina: Solusyon sa COVID-19” campaign

Region	LCE Ambassador’s Name	Position
Region 1 (Ilocos Region)	Juan Carlos S. Medina	Mayor, Vigan, Ilocos Sur
Region 2 (Cagayan Valley)	Dakila Carlo E. Cua	Governor, Province of Quirino
Region 3 (Central Luzon)	Shierwin H. Taay	Mayor, Dingalan, Aurora
Region 4-A (Calabarzon)	Jeri Mae Esguerra Calderon	Mayor, Angono, Rizal
Region 4-B (Mimaropa)	Presbitero J. Velasco Jr.	Governor, Province of Marinduque
	Mark N. Marcos	Mayor, Naujan, Oriental Mindoro
Region 5 (Bicol Region)	Noel E. Rosal	Mayor, Legazpi City, Albay
Region 6 (Western Visayas)	Arthur R. Defensor Jr.	Governor, Province of Iloilo
	Atty. Jerry P. Treñas	Mayor, Iloilo City
Region 7 (Central Visayas)	Felipe Antonio Remollo	Mayor, Dumaguete City, Negros Oriental
Region 8 (Eastern Visayas)	Richard I. Gomez	Mayor, Ormoc City
	Alfred S. Romualdez	Mayor, Tacloban City
Region 10 (Northern Mindanao)	Philip T. Tan	Governor, Misamis Occidental
Region 11 (Davao Region)	Sara Duterte-Carpio	Mayor, Davao City
Region 12 (Soccsksargen)	Steve Chiongbian Solon	Governor, Province of Sarangani
Region 13 (Caraga)	Dale Bokingo Corvera	Governor, Province of Agusan del Norte
CAR (Cordillera Administrative Region)	Benjamin Magalong	Mayor, Baguio City
NCR	Francisco “Isko Moreno” Domagoso	Mayor, City of Manila

(National Capital Region)	Marcelino R. Teodoro	Mayor, City of Marikina
BARMM (Bangsamoro Autonomous Region in Muslim Mindanao)	Bai Mariam Mangudadatu	Governor, Province of Maguindanao
	Raida Maglangit	Mayor, Kapatagan, Lanao del Sur

6. Roles and responsibilities of LCE Ambassadors of the “BIDA ang May Disiplina: Solusyon sa COVID-19” campaign

An LCE Ambassador of the “BIDA ang May Disiplina: Solusyon sa COVID-19” campaign shall perform the following roles and responsibilities:

6.1. Promoting the campaign and serving as its spokesperson in their respective regions;

6.2. Participating in activities promoting the campaign such as local press conferences, regional and local launching, and local media interviews as well as national-led events and activities, among others;

6.3. Advocate the campaign to their fellow LCEs in their regions and partner on doing initiatives 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):

6.3.1. Frequent hand washing,

6.3.2. Cough etiquette,

6.3.3. Avoiding touching one’s face,

6.3.4. Observance of at least one-meter physical distancing in public,

6.3.5. Regular disinfecting of frequently touched objects and surfaces,

6.3.6. Isolating oneself from others if feeling unwell and seeking of care, if needed,

6.3.7. Avoiding confined and closed spaces with poor ventilation,

6.3.8. Avoiding crowded places, and

6.3.9. Avoiding close-contact settings, especially where people have close-range conversations.

6.4. Initiate partnerships with regional or field offices of government agencies (especially the DOH), private sector, civil society organizations, and the media in promoting the campaign;

6.5. Promote the campaign on the official social media pages and website of the LGUs in their regions and incorporate the following in their existing, ongoing, or planned advocacy on COVID-19 prevention using digital/ printed/ broadcast/ collateral materials:

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

Ligtas ang Bayan, Ligtas ang Pamilya."

6.5.2. Hashtag - #BIDASolusyon #DisiplinaMuna
#BIDAangMayDisiplina

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

6.6. Enjoin among the LGUs in the regions the use of the *Design for the New Normal Toolkit* of Adapt PH initiative. LGUs only have to print it and put it up around public areas to nudge their constituents toward following 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.

6.7. Direct and support the Public Information Officers (PIOs) of LGUs in their regions in practicing responsible journalism and accurate reporting to foster credible, relevant, and timely information amid the pandemic and the discarding of fake news.

6.8. Report their initiatives, accomplishments, and best practices on promoting the campaign to the concerned DILG Regional Offices thru the latter's Disiplina Muna Focal Persons on the last Wednesday of every quarter of the calendar year (e.g. March 31, 2021; June 30, 2021; September 29, 2021; and December 29, 2021, etc.)

7. DILG Regional Offices and BARMM Ministry of Local Government

Consistent with Section 5.2.6. of Memorandum Circular No. 2020-116, all DILG Regional Directors and the BARMM Minister for Local Government are directed to enjoin the Disiplina Muna Regional Focal Person of your respective offices to consolidate the reports directed under Section 6.8 of this Memorandum Circular and submit them to the DILG Central Office in

not less than five working days since the receipt of the reports from the LCE Ambassadors. Submission is via email to disiplinamuna.dilg.pacs@gmail.com.


8. Feedback

Inquiries about this Memorandum Circular shall 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.

9. Effectivity

This Memorandum Circular shall take effect immediately.

10. Approving authority


EDUARDO M. AÑO
Secretary



DILG-OSEC 12142020-016



Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
1101 TANAPILAW Corner 5 DSA corner Quezon Avenue, West Triangle, Quezon City

OFFICE OF THE SECRETARY

MEMORANDUM

TO: ALL DILG REGIONAL DIRECTORS

SUBJECT: DESIGNATION OF DISIPLINA MUNA REGIONAL LCE AMBASSADOR AND REGIONAL FOCAL PERSON

DATE : MAR 18 2020

Pursuant to Memorandum Circular 2019-181 dated 24 October 2019 on the Disiplina Muna national advocacy campaign, the DILG has enjoined local chief executives (LCEs) to lead the Disiplina Muna campaign in their respective local government units (LGUs) by undertaking relevant advocacy activities promoting the culture of discipline among their constituents and stakeholders.

The policy provided all DILG Regional Directors with guidance on the concept and importance of the Disiplina Muna campaign as a means to sustain the gains achieved in the road clearing activities and other DILG programs, projects, and activities (PPAs) undertaken by the LGUs.

The said MC also enumerated the roles and responsibilities of DILG Regional Offices, namely, the conduct of launching activity of Disiplina Muna advocacy campaign at the regional level; development, production, and distribution of IEC and other collateral materials on the value of discipline, promotion of the Disiplina Muna campaign in the implementation of DILG PPAs; and the conduct of convergence activities in partnership with local CSOs/NGOs/private sector organizations, among others.

In addition, all Regional Directors are hereby urged to select and invite LCE/s who will champion and serve as Disiplina Muna Ambassador/s in your respective regions; and to designate a Disiplina Muna focal person of your respective Regional Offices who will act as the point person and will report the regional accomplishments of the campaign on a quarterly basis as directed in the MC.

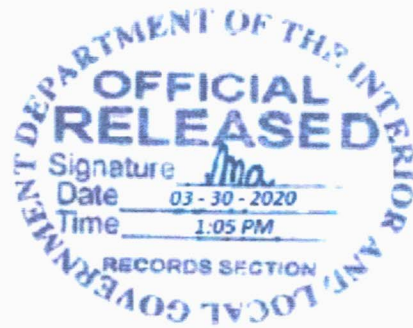
Please submit the names of your Regional LCE Ambassador/s and your Regional Focal Person to the DILG Central Office - Public Affairs and Communication Service (PACS) via email to disiplinamuna.dilg.pacs@gmail.com on or before **March 27, 2020**. Also, kindly provide the email address and mobile number contact details of the latter for easier coordination with the PACS.

For compliance


EDUARDO M. AÑO
Secretary

Matino, Mahusay at Maaasahan
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OFFICE OF THE UNDERSECRETARY FOR PLANS, PUBLIC AFFAIRS, AND COMMUNICATIONS

MEMORANDUM

TO: ALL DILG REGIONAL DIRECTORS

SUBJECT: CRITERIA FOR THE SELECTION OF LCE REGIONAL CHAMPIONS OF THE DISIPLINA MUNA NATIONAL ADVOCACY CAMPAIGN

DATE: MARCH 30, 2020

In view of the SIUG's memorandum dated March 18, 2020 and released to DILG Regional Offices on March 20, 2020 regarding the designation of select local chief executives (LCEs) in each regions as regional champions of the Disiplina Muna national advocacy campaign¹, this memo is issued to provide the criteria for the said selection and designation of LCEs as the DILG's ambassadors and partners in promoting the campaign in the regions and among their fellow LCEs. The criteria is as follows:

- a) Has exhibited an exemplary leadership in promoting participatory governance in his/her territorial jurisdiction;
- b) Has demonstrated the DILG brand of service as *matino, mahusay at maaasahan* (accountable, competent, and reliable) in performing his/her duties as an LCE;
- c) Has significant accomplishments in line with the government's top campaigns on:
 - c.1.) anti-illegal drugs;
 - c.2.) anti-corruption;
 - c.3.) anti-criminality;
 - c.4.) anti-terrorism (anti-communism and/or preventing violent extremism); and
- d) Has complied satisfactorily and is doing sustainability measures for the DILG's pillars for the Disiplina Muna campaign, namely:
 - d.1.) road clearing operations,
 - d.2.) disaster preparedness and resilience,
 - d.3.) anti-smoking ordinance,
 - d.4.) ease of doing business,
 - d.5.) liquor regulation,

¹ DILG Memo Circular No. 2019-181 dated October 24, 2019 re: Disiplina Muna National Advocacy Campaign

- d.6.) tourist spots cleanup or environmental management, and
- d.7.) functional anti-drug abuse council.

In consideration of the current state of public health emergency in the country and the enhanced community quarantine in Luzon amid the Covid-19 crisis, the deadline for the submission of names of your respective LCE champion/s as well as your respective Regional Focal Person for the Disiplina Muna campaign is extended until **April 17, 2020** via email of the names and contact details to disiplinamuna.dilg.pacs@gmail.com.

Further, please append a short profile of your selected LCE regional champions of the Disiplina Muna campaign for the SILG and the Department's proper information and reference.

Thank you.



JONATHAN E. MALAYA
Undersecretary for Plans, Public Affairs and Communication