



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
Maricao Avenue, Pasig City

OFFICE OF THE SECRETARY

October 23, 1996

DECS MEMORANDUM
No. 393, s. 1996

DIYES FOR PEACE-BAYANIHAN PARA SA KAPAYAPAAAN CAMPAIGN

To: Regional Directors
Schools Superintendents
Heads of Private Elementary and Secondary Schools

1. To generate awareness and to encourage the active participation of at least ten (10) million Filipinos, a national campaign on DIYES FOR PEACE - BAYANIHAN PARA SA KAPAYAPAAAN will be conducted from December 9 to 16, this year. The campaign aims to: a) forge the basis of our unity; b) find peaceful means to establish a non-violent society; c) contribute towards ending the armed conflicts; d) pave the way towards a just, comprehensive and lasting peace; and e) commit to the empowerment of the Filipinos.
2. Participants in the campaign are Grades IV to VI, first to fourth year high school students in both public and private schools. Forms will be made available for the purpose.
3. In view of the valuable information which the education sector can derive from this survey, all regional directors, schools superintendents, heads of public and private schools and teachers are enjoined to supervise the accomplishment of the said survey forms in their area of responsibilities.
4. Inclosed is the schedule of activities for DECS and a sample survey form on the effective implementation of the campaign.
5. Immediate dissemination of the contents of this Memorandum to all concerned is expected.



RICARDO T. GLORIA
Secretary

Incls.: As stated
Reference: None
Allotment: 1-2-4--(M.O. 1-87)
To be indicated in the Perpetual Index
under the following subjects:

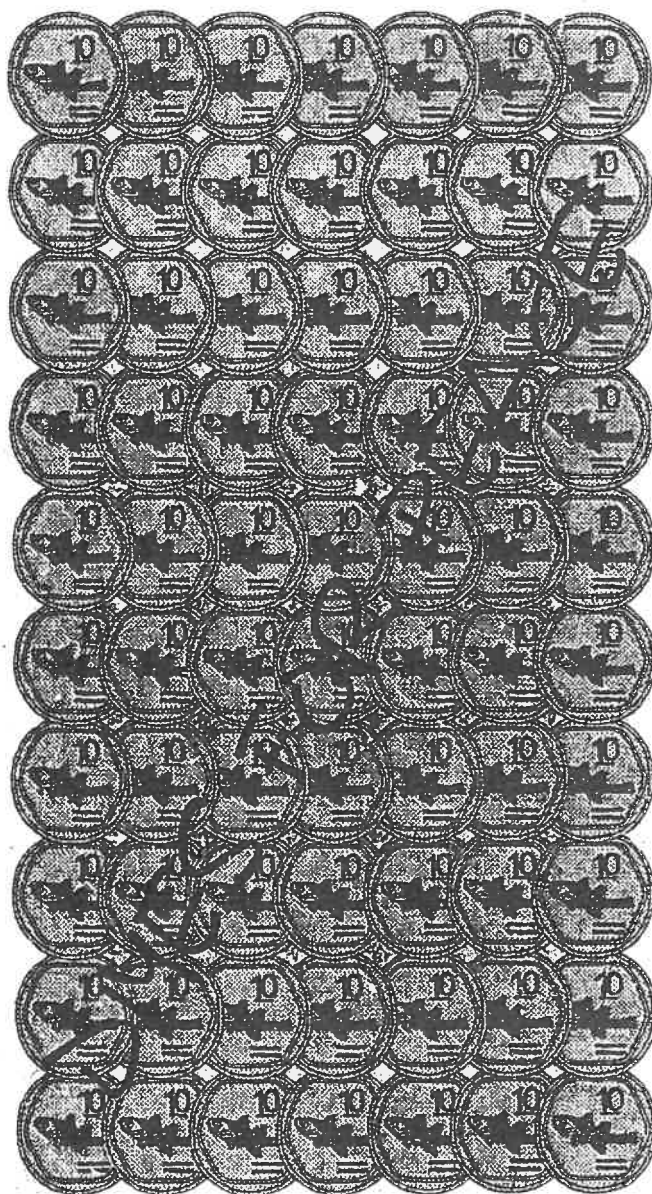
✓ CAMPAIGN
✓ OFFICIALS
✓ PUPILS

✓ STUDENTS
✓ SURVEY

CERTIFIED TRUE COPY


MA. THERESA M. CASTRO
Administrative Officer IV
Records Division-DepEd Central Office
FEB 15 2023

**IMPLEMENTATION
PLAN
(A Proposal)**



Bayanihan para sa Kapayapaan



DIYES FOR PEACE

Bayanihan para sa Kapayapaan

"I sincerely hope this will indeed bring the Filipino people into the center stage of the national peace process, and will secure for our nation the peace that will lead to genuine progress."

President FIDEL V. RAMOS

10 September 1993

EXECUTIVE SUMMARY

DIYES FOR PEACE — Bayanihan para sa Kapayapaan is a youth and student sector peace initiative. It seeks to mobilize at least **10 Million Filipinos** — ten (10) years and older — to speak as one and help:

- a) Forge the basis of our unity;
- b) Find peaceful means to establish a non-violent society;
- c) End the armed conflicts;
- d) Pave the way towards a just, comprehensive and lasting peace; and
- e) Commit themselves to the empowerment of the Filipino Nation.

The campaign will be implemented in two phases:

- a) **Phase I** - This phase shall employ a "Chain Letter" system to encourage voluntary participation and generate initial public support. It shall also include activities geared toward the passage of Senate Resolution No. 310 filed by Senator Gregorio B. Honasan, Chair of the Senate Committee on Peace Unification and Reconciliation and House Resolution No. 694 introduced by the Committee on People's Participation chaired by Congresswoman Lally Laurel-Trinidad which was referred to the Committee on the Peace Process chaired by Congressman Eduardo Ermita.
- b) **Phase II** - a systematic campaign through students enrolled from Grade IV up to college in line with the values formation and peace education programs of the Department of Education, Culture and Sports.

Postal and other related services in support of the campaign shall be provided by the Philippine Postal Corporation.

Mass media exposure shall build upon a media plan to be implemented through the facilities and network of the Philippine Information Agency. Initially, 60-second TV and radio plugs shall be produced which will be aired thru the Kilusan ng mga Brodkaster ng Pilipinas (KBP) in 6 major TV networks and in 60 radio stations all over the country.

Resource mobilization shall capitalize on the "Bayanihan" spirit inherent in the Filipino culture. It shall therefore encourage contributions in terms of campaign materials and services.

Cash contributions shall be discouraged throughout the campaign.



Imo ang
DYES FOR PEACE?

to ay isang kampanya para itala ang
hinagkasunduan ng di-kukulangin sa 10 milyong
Filipino ukol sa mga batayan ng pagkakaisa.

Sino ang puwedeng tumulong sa
DYES FOR PEACE?

Ahat ng Filipino mula 10 taong gulang patanda.

Paano tayo tutulong sa
DYES FOR PEACE?

Sa panamagitan ng pagsagot sa 10 katanungan
ng kampanya at paghinok na makitisa ang 10
sa ating mga kamag-anak, kaibigan at
kapitbahay.

Paano nating gagamitin ang
DYES FOR PEACE?

Magsisilbi itong batayan - ng mga negosasyon
sa pagitan ng gobyerno, NDF-CPP-NPA, RAM-SFP-
YOU, ALTA at MNLF-MILF sa kasalukuyang
nagaganap na prosesong pangkapayapaan --
para sa isang makatarungat, komprehensibo at
pangmatagalang kapayapaan.

Ano ang inaasahan mula sa mga tumutulong
sa **DYES FOR PEACE?**

Inaasahang mamumuhay tayo nang ayon sa mga
sagot natin.

Please reproduce as many copies as possible by photocopying or offset printing and distribute to your relatives, friends and neighbors.

GAMITIN ANG ZIP CODE

FROM:

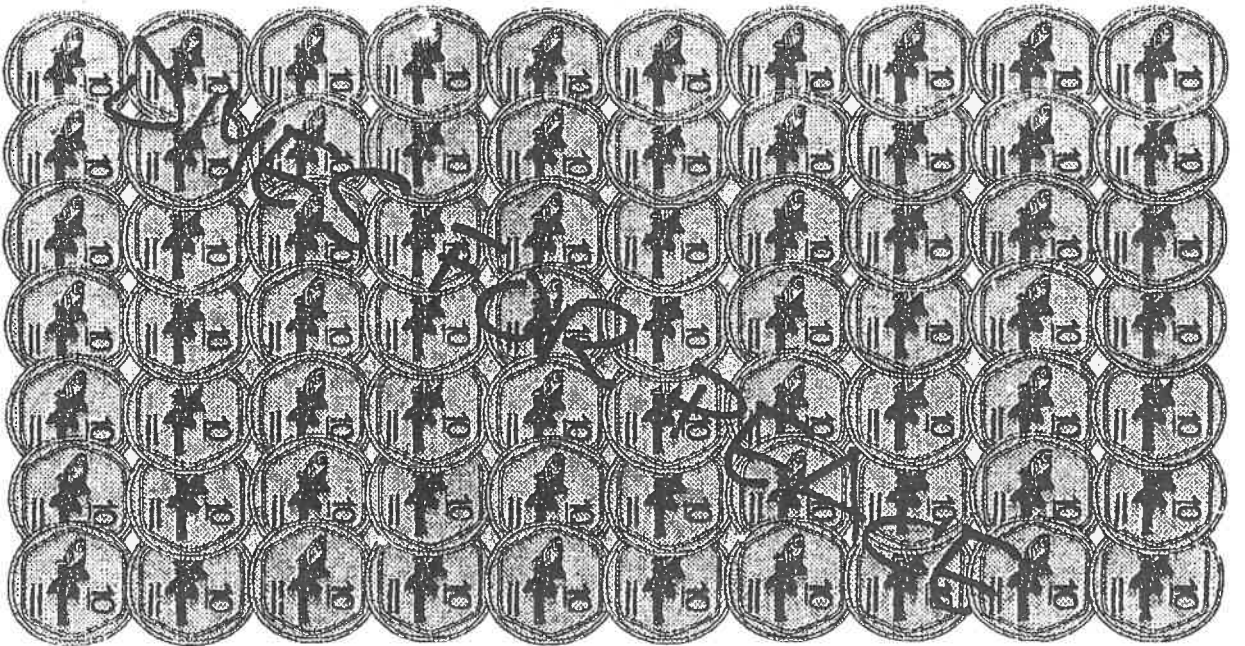
DYES FOR PEACE
Bayanihan para sa Kapayapaan

e/o Office of the Postmaster General
Philippine Postal Corporation
Liwaring Bonifacio
1000 Manila

Please mail at the
nearest Post Office

NO POSTAGE
NEEDED IF
MAILED IN THE
PHILIPPINES

Bayanihan para sa Kapayapaan



aya bang magkaisang-ting ng
 1) Milyong Filipino at tumulong

2...

Pandayin ang batayan ng
 ating pagkaisa?

humanap ng mapagpapang
 panan sa pagtatag ng
 lipunang walang karahasan?

wakasan ang amadong
 pagtutubugali?

ilitag ang dam-tungo sa
 makatarungan,
 komprehensibo at
 pangmatagalang
 Kapayapaan?

italaga ang kaibang sarili
 sa pagsasakapangyarihan
 ng Sambayanan ng Filipino?

ung sumagot ka ng 00, isa ka
 sa 10 Milyon?



10 DYES FOR PEACE
 Bayanihan para sa Kapayapaan

SA MGA MINAMAHAL KONG KAPWA FILIPINO:

1. Kailangan po bang amas-taban sa isat isa at itag-unawaan tayo bilang magkakapatid para makatulong tayong lahat sa paglalag ng landas na nararapat sa atin? DOPO / DHINDI
2. Kailangan po bang tunan nating mabuti ang ating mga anak para makatulong sila na pagyamanin ang magagandang pagbabagong mauldulot ng pagiging Maka-Tao, Maka-Diyos at Maka-Filipino? DOPO / DHINDI
3. Kailangan po bang kilalanin at igalang ang iba't ibang paniniwala natin para makapagtag tayo ng isang sistemang ganap ang kalayaan? DOPO / DHINDI
4. Kailangan po bang paunlarin ang ating bansa at pagyamanin ang ating kapaligiran sa pamamagitan ng mga positibong katangiang likas sa atin? DOPO / DHINDI
5. Kailangan po bang matugma ang sistemang pang-edukasyon sa tunay na pangangailangan ng ating bansa para maiwaksi natin ang mga walang kabuluhang kaisipang banyagang napulot natin mula sa mga dayuhang mananakop? DOPO / DHINDI
6. Kailangan po ba nating palitan ang mga batas na patuloy na pinairal sa atin kahit pinaglumaan na ng panahon at hindi angkop sa pangangailangan nating palakasin ang lahat ng sektor ng ating lipunan? DOPO / DHINDI
7. Kailangan po bang patibayin natin ang pundasyon ng isang tunay na repormadong gobyerno na kumkilala at gumagalang sa pagkakapatay-patay ng mga karapatan ng lahat ng mga mamamayang Filipino? DOPO / DHINDI

8. Kailangan po bang bumuo tayo ng isang Bagong Sistema ng pagbubuklod ng mga programa at proyekto na magbukas at magpapalawak ng mga oportunidad para sa lahat ng mamamayang Filipino? DOPO / DHINDI

9. Kailangan po bang itanim natin sa ating mga puso at isipan ang katotohanang walang mauldulot na kabutihan ang gait at karahasan natin sa isat isa? DOPO / DHINDI

10. Kailangan po bang magmahalan tayo bilang mga magkakapatid? DOPO / DHINDI

Pirma : _____

Pangalan : _____

Petsang Kapanganakan : _____

Lugar ng Kapanganakan : _____

Hanapuhay : _____

Relihiyon : _____

Sex : _____ Edad : _____

Permanent Address (Permanenteng Tahanan):

(Bici) _____ (Kalay-Sityo)

(Barangay) _____ (Bayan/Munisipyo)

(ZIP CODE) _____ (Probinsiyal/Lungsod)

Mailing Address (Opinim, Eskwelahan o Kasalukuyang Tahanan):

(Bici) _____ (Kalay/Sityo)

(Barangay) _____ (Bayan/Munisipyo)

(ZIP CODE) _____ (Probinsiyal/Lungsod)



IMPLEMENTATION PLAN

1.0 INTRODUCTION

The **DIYES FOR PEACE — Bayanihan para sa Kapayapaan** campaign was developed and test-implemented at the Diliman, Los Baños and Manila campuses of the University of the Philippines System (UP). The results of the campaign led to the offer of UP Los Baños as a venue for peace negotiations by its Chancellor on 02 October 1992 and the declaration of all UP campuses a Zone of Peace, Freedom and Neutrality by its Board of Regents on 18 December 1992.

To maximize its contribution to the national peace process, the UP System shall be offered as the mediating institution to facilitate the ongoing peace negotiations between the government and all armed revolutionary forces after majority of its constituents have responded to the campaign.

Thus far, the campaign has been adopted by the Philippine Postal Corporation which will provide free postal services; was endorsed by the Office of the Presidential Adviser on the Peace Process (OPAPP) for action to: a) the Department of Education, Culture and Sports (DECS) which conducted a dry-run of the campaign in selected public schools in the National Capital Region; b) the Commission on Higher Education (CHED) which allowed the distribution of materials on the campaign to constituents of Higher Educational Institutions; and c) the National Youth Commission (NYC) which resolved to actively participate in the campaign and endorse it to youth organizations.

In support of the campaign, Senate Resolution No. 310 was filed by Senator Gregorio B. Honasan, Chair of the Senate Committee on Peace, Unification and Reconciliation and House Resolution No. 694 was introduced by the Committee on People's Participation chaired by Congresswoman Lally Laurel-Trinidad.

The national implementation of the campaign was incorporated into the Five-Year Peace and Order Master Plan as one of the strategies to address the root causes of insurgency and identified as one of its priority projects.

President Fidel V. Ramos sincerely hopes that the campaign "will indeed bring the Filipino people into the center stage of the national peace process, and will secure for our nation the peace that will lead to genuine progress."

2.0 SITUATIONAL ANALYSIS

In 1896, the Filipino people fought for their inherent right to govern themselves and thereafter established the first democratic Republic in Asia.

In 1986, Filipinos of diverse political persuasions ended more than a decade of a constitutional authoritarian regime and agreed to negotiate toward the establishment of an era of a just, comprehensive and lasting peace.

Close to ten (10) decades after the Philippine revolution and ten (10) years after the EDSA phenomenon, the dreams of the Filipino people of freedom from poverty and violence and of lasting peace remain to be dreams.



To address the underlying problems on the issue of economic development, President RAMOS pursued the people empowerment and national unification toward a just, comprehensive and lasting peace as the fundamental policies of his administration pursuant to the vision of the Philippines being a becoming a Newly Industrialized Country (NIC) by the year 2000. Ideally, the foundations of an era of a just, comprehensive and lasting peace should be laid down by the Filipino people themselves through moral, ethical, constitutional and democratic means.

3.0 RATIONALE

Pursuant to its people empowerment and national unification toward peace policies, the government sustained its bilateral peace negotiations with armed revolutionary forces — the National Democratic Front - Communist Party of the Philippines - New People's Army (NDF-CPP-NPA); the Rebolusyong Alyansang Makabayan - Soldiers of the Filipino People - Young Officers Union (RAM-SFP-YOU); the Alyansang Tapat sa Sambayanan (ALTAS); and the Moro National Liberation Front - Bangsa Moro Army (MNLFBMA) — within the parameters of the 1987 constitution. Unfortunately, the results of these talks have been rejected by influential sectors of society.

The agreement between the government and the RAM-SFP-YOU has met opposition led by the Catholic church. The central question upon which such opposition revolves is: Who will pay for the damages on life and property brought about by the coup d'etats waged by the RAM-SFP-YOU?

Recently, the consensus between the government and the MNLFB on the creation of an MNLFB dominated Southern Philippines Council for Peace and Development (SPCPD) also aroused negative reactions from various sectors in Mindanao, including local government officials and the churches.

Talks between the government and the NDF-CPP-NPA may snag on the issue of the disposition of criminal cases filed against NPA regulars.

The apparent lack of a national consensus on the agreements entered into by the government with any of the revolutionary forces is disturbing and therefore needs to be addressed through the direct participation of the people in the ongoing national peace process.

Also, while all of the forces involved in the armed conflicts invoke the name of the Filipino people, there remains a generally perceived need for a means or an opportunity for the Filipino people to openly declare their general aspirations and thereby forge the basis of national unity.

The DIYES FOR PEACE -- Bayanihan para sa Kapayapaan campaign is therefore proposed as a means through which the Filipino people can openly and directly participate in the ongoing national peace process.

4.0 OBJECTIVES

The strategic objectives of the campaign laid down by its early organizers based at the University of the Philippines System are:


- 4.1 **National Consensus.** "To mobilize a national consensus for Peace based on Truth for Freedom.
- 4.2 **Basis of Unity.** "To encourage the participation of Filipinos (10 years old and above) in an openly verifiable documentation of the basis of unity of the Filipino people and nation.
- 4.3 **Collective Development Program.** "To call on all leaders from both the private and government sectors to sincerely work hand in hand with their constituents in the overall search for a collective program to solve the plight of the masses.
- 4.4 **Zone of Peace, Freedom and Neutrality.** "To eventually declare the Philippines as a Zone of Peace, Freedom and Neutrality (ZOPFAN)."

5.0 BENEFITS

- 5.1 **To the Filipino Nation.** The campaign can serve as a means for the Filipino people to actively participate in the process of charting the nation's destiny.
- 5.2 **To the National Government.** The campaign can serve as a means for the national government to prove its sincerity in pursuing its people empowerment policy and show its political will to establish an era of a just, comprehensive and lasting peace.
- 5.3 **To the Department of Education, Culture and Sports.** The campaign can provide a concrete and measurable means to assess the impact of the Peace and Values Education components of the Education for All Program.
- 5.4 **To the University of the Philippines.** The campaign can serve as a means to prove that the University System indeed trains leaders of thought and action for the general citizenry of this country by encouraging its students to take intelligent interest in public questions as stipulated in its University Code.
- 5.5 **To the Philippine Postal Corporation.** The campaign can serve as a means to provide gauges on the quality of service delivery, benchmarks in updating mail delivery standards and sources of data for its planned Address Check System.

6.0 PROJECT DESCRIPTION

The **DIYES FOR PEACE — Bayanihan para sa Kapayapaan** shall harness the collective efforts of peace advocates, students, professionals, workers, government officials and volunteers in soliciting responses from at least **10 Million Filipinos** to a set of ten (10) questions. Respondents shall each be asked to answer the ten (10) questions and express their individual views on the general concepts expressed therein and provide basic personal and postal information.

| | | |
|--|---|--|
| <p>Kaya bang magkaisang-tinig ng 10 Milyong Filipino at tumulong na...</p> <p>... pandayin ang batayan ng ating pagkakaisa?</p> <p>... humanap ng mapayapang paraan sa pagtatatag ng lipunang walang karahasan?</p> <p>... wakasan ang armadong pagtutunggali?</p> <p>... ilatag ang daan tungo sa makatarungan, komprehensibo at pangmatagalang Kapayapaan?</p> <p>... italaga ang kanilang sarili sa pagsasakapangyarihan ng Sambayanang Filipino?</p> <p>Kung sumagot ka ng OO, isa ka ba sa 10 Milyon?</p> | <div style="text-align: center;">  <p>DIYES FOR PEACE Bayanihan para sa Kapayapaan</p> </div> <p>SA MGA MINAMAHAL KONG KAPWA FILIPINO:</p> <ol style="list-style-type: none"> 1. Kailangan po bang magkasundo tayo na huwag gumamit ng mga armas laban sa isa't isa at mag-unawaan tayo bilang magkakapatid para makatulong tayong lahat sa paglalitag ng landas na nararapat sa atin? <input type="checkbox"/> OPO / <input type="checkbox"/> HINDI 2. Kailangan po bang turuan nating mabuti ang ating mga anak para makatulong sila na pagyamanin ang magagandang pagbabagong maidudulot ng pagiging Maka-Tao, Maka-Diyos at Maka-Filipino? <input type="checkbox"/> OPO / <input type="checkbox"/> HINDI 3. Kailangan po bang kilalanin at igalang ang iba't ibang paniniwala natin para makapagtatag tayo ng isang sistemang ganap ang kalayaan? <input type="checkbox"/> OPO / <input type="checkbox"/> HINDI 4. Kailangan po bang paunlarin ang ating bansa at pagyamanin ang ating kapatigiran sa pamamagitan ng mga poslibong katangiang likas sa atin? <input type="checkbox"/> OPO / <input type="checkbox"/> HINDI 5. Kailangan po bang maiugnang ang sistemang pang-edukasyon sa tunay na pangangailangan ng ating bansa para maiwaksi natin ang mga walang kabuluhang kaisipang banyaga na napurol natin mula sa mga dayuhang mananakop? <input type="checkbox"/> OPO / <input type="checkbox"/> HINDI 6. Kailangan po ba nating palitan ang mga batas na patuloy na pinalat sa atin kahit pinaghiusap na ng panahon at hindi angkop sa pangangailangan nating palakasin ang laral ng sektor ng ating lipunan? <input type="checkbox"/> OPO / <input type="checkbox"/> HINDI 7. Kailangan po bang patibayin natin ang pundasyon ng isang tunay na repormadong gobyerno na kumikilala at pumagalang sa pagkakapantay-pantay ng mga karapatan ng lahat ng mga mamamayang Filipino? <input type="checkbox"/> OPO / <input type="checkbox"/> HINDI | <p>B. Kailangan po bang bumuo tayo ng isang Bagong Sistema ng pagbubuklod ng mga programa at proyekto na magbubukas at magpapalawak ng mga oportunidad para sa lahat ng mamamayang Filipino? <input type="checkbox"/> OPO / <input type="checkbox"/> HINDI</p> <p>9. Kailangan po bang itanim natin sa ating mga puso at isipan ang katotohanang walang maidudulot na kabuluhan ang gait at karahasan natin sa isa't isa? <input type="checkbox"/> OPO / <input type="checkbox"/> HINDI</p> <p>10. Kailangan po bang magmahalan tayo bilang mga magkakapatid? <input type="checkbox"/> OPO / <input type="checkbox"/> HINDI</p> <p>Pirma : _____</p> <p>Pangalan : _____</p> <p>Petsang Kapanganakan : _____</p> <p>Lugar ng Kapanganakan : _____</p> <p>Hanapbuhay : _____</p> <p>Relihiyon : _____</p> <p>Sex : _____ Edad : _____</p> <p>Permanent Address (Permanenteng Tawagan):</p> <p>_____ <small>(Brgy.) (Kanyang Bayan)</small></p> <p>_____ <small>(Lungsod) (Bayan/Munisipalidad)</small></p> <p>_____ <small>(ZIP CODE) (Pookang/Lungsod)</small></p> <p>Mailing Address (Oposul, Eskwelahan o Pansakabayang Tahanan):</p> <p>_____ <small>(Brgy.) (Kanyang Bayan)</small></p> <p>_____ <small>(Lungsod) (Bayan/Munisipalidad)</small></p> <p>_____ <small>(ZIP CODE) (Pookang/Lungsod)</small></p> |
|--|---|--|



As its contribution to the ongoing national peace process, the Philippine Postal Corporation shall not charge postage to responses mailed within the Philippines. The responses shall be treated as ordinary franked mail and will be used to scientifically establish the actual delivery standards of the postal system.

| | |
|--|--|
| FROM: _____ _____ _____ | NO POSTAGE NEEDED IF MAILED IN THE PHILIPPINES ===== |
| DINES FOR PEACE Bayanhan para sa Kapayapaan | |
| c/o Office of the Postmaster General Philippine Postal Corporation Liberating Bonifacio 1000 Manila | |
| GAMITIN ANG ZIP CODE | Please mail at the Nearest Post Office |

Basic personal and postal information of generated from responses shall be treated with the confidentiality afforded to letters handled by the postal system.

6.1 Target Audience

The Target Audience and/or adopters (TA) of the campaign includes all Filipino citizens, ten (10) years old and above regardless of sex, political affiliation, social status, religion and culture.

This TA shall be stratified into three segments:

6.1.1 Primary Target Audience

The primary TA shall consist of all Filipino students enrolled from the intermediate level of elementary education up to the collegiate level in all public and private schools in the country.

Quantitatively – according to records of the Research and Statistics Division, Planning Service, Department of Education Culture and Sports (Grade IV to 4th Year, SY 1995-1996) and the Commission on Higher Education (Collegiate) -- the primary TA is composed of 11,475,425 students, to wit:

| | Public | Private | Total |
|---|------------------|------------------|------------------|
| Elementary (As of 12 February 1996) | | | |
| Grade IV | 1,556,158 | 133,205 | 1,689,363 |
| Grade V | 1,481,867 | 124,434 | 1,606,301 |
| Grade VI | 1,367,139 | 122,656 | 1,489,795 |
| Sub-Total | 4,405,164 | 380,295 | 4,785,459 |
| High School (As of 08 February 1996) | | | |
| 1st Year | 1,030,711 | 387,293 | 1,418,004 |
| 2nd Year | 860,332 | 367,266 | 1,227,598 |
| 3rd Year | 739,867 | 353,586 | 1,093,453 |
| 4th Year | 617,724 | 337,863 | 955,587 |
| Sub-Total | 3,248,634 | 1,446,008 | 4,694,642 |

| | | | |
|------------|-----------|-----------|------------|
| Collegiate | 399,623 | 1,472,024 | 1,871,647 |
| Sub-Total | 399,623 | 1,472,024 | 1,871,647 |
| TOTAL | 8,053,421 | 3,298,327 | 11,351,748 |

The campaign shall approach this TA through the formal educational system — specifically the value formation and peace education programs — to increase awareness on the need for all Filipinos to be pro-active in the over-all peace process.

Inasmuch as the peace, unification and reconciliation process is basically for the benefit of future generations of Filipinos, this TA shall be mobilized in soliciting the responses of the secondary TA to deepen their awareness on the truth that sovereignty rests upon the Filipino people and that while the government has provided the democratic space needed, its assertion basically depends on the people's active participation in the decision making process on issues affecting them.

6.1.2 Secondary Target Audience

The secondary TA shall include parents, relatives, guardians and close friends of those who compose the primary TA. This TA shall thus be approached through elementary and high school students -- majority of whom live with their parents and/ or guardians -- as part of their values formation and peace education.

This TA consists of capitalists, laborers, professionals, businessmen, agricultural workers, out of school youth and other non-student sectors of society.

6.1.3 Tertiary Target Audience

The tertiary TA shall be composed of organized groups — both government and non-government — including the business sector, the labor sector, cause oriented groups, political parties, religious groups, armed groups, cultural minorities and other institutions that directly or indirectly influence the course of the Filipino nation's history.

Initially, this TA shall be approached through a chain letter system starting with Filipinos who have contributed to the development of the campaign and institutions actively involved in the ongoing peace process, e.g., the Office of the Presidential Adviser on the Peace Process, the Churches, the National Peace Conference, the People's Caucus, the Multi-Sectoral Peace Advocates, the Office of the Presidential Adviser on the Peace Process and those who participated in formulating the 5-Year Master Plan for Peace and Order.

Evidently, the groups belonging to this TA experience minimal difficulty, if at all, in having their sentiments on peace documented, published and aired in various media channels because of resources at their disposal. Therefore, harnessing their collective support will not only complement but will definitely boost the campaign.

6.2 Campaign Message

The main message of the campaign upon which advocacy shall revolve is: ***The Filipino people's will is sovereign. It is the true power in Philippine affairs.***

The expression and openly verifiable documentation of the popular will of the Filipino people is expected to provide the moral basis for all armed combatants to cease all hostilities and conclude the peace negotiations. However, it must be noted that the campaign will inevitably be tainted with some shades of political/ideological/religious color. It is therefore imperative that earnest efforts be taken to actively involve all contending political/ideological/religious blocs in the campaign. Thus, the neutrality and openness of the campaign shall be maintained throughout the whole process of its implementation.



The information campaign shall basically be of the awareness/persuasive nature typical of the psychological designs in Social Marketing.

6.3 Campaign Slogan and Symbol

The slogan that will be used by the campaign is: **DIYES FOR PEACE -- Bayanihan para sa Kapayapaan**. It shall make use of the number **10 (DIYES)** as a rallying call for the following interesting reasons:

- 6.3.1 The phrase rhymes and it can therefore easily be popularized because it appeals to easy memory recall.
- 6.3.2 Respondents are expected to answer YES to all questions posed — 'DI-YES FOR PEACE.
- 6.3.3 The campaign will involve Filipinos **10** years old and above.
- 6.3.4 **10** years is legally defined as the age of discernment. People are normally expected to have a sound sense of what is wrong and right at this age.
- 6.3.5 **10** is the age when a person who continuously attends school is expected to have learned how to read, write and comprehend.
- 6.3.6 There are **10** general questions that will be used to define the basis of national unity and establish the foundations of an era of a just, comprehensive and lasting peace.
- 6.3.7 The number **10** is universally accepted as a number of perfection.
- 6.3.8 There are **10** Commandments recognized by all religions in the Philippines.
- 6.3.9 The campaign is expected to make its impact on contemporary Philippine History in 1996 — the first year after the **10th** since the EDSA phenomenon.
- 6.3.10 1996 is the closing year of the **10th** decade of the Philippine Revolution. It will be a very momentous year for the Filipino people if we can forge the basis of unity as a Nation 100 years after our forebears decided to free themselves from the bondage of foreign colonialism.

The *Pandaka Pygmaea* -- featured in 10 centavo coins until the 1994 series -- will be used as the rallying symbol of the campaign. It is the smallest freshwater fish in the world. Before our "Creator", we are all equally small fish as implied by Jesus Christ — the Lord and Savior of Christians, the Greatest Prophet of Muslims and one of the Best Philosophers of Agnostics — when He called on the Apostles to join Him "to be fishers of men".

6.4 Social Product

Basically, the primary social product objective of the campaign is to strengthen the foundations of the Filipino people's awareness, belief, attitude and orientation on peace and the factors affecting it. Initially, the desired behavioral change will be represented by:

- 6.4.1 The accomplishment and mailing of DIYES FOR PEACE commitment forms by at least **10 Million Filipinos**;
- 6.4.2 The openly verifiable documentation of the whole process of the campaign;



- 6.4.3 The collective adherence of respondents to the general principles of their documented responses to the campaign;
- 6.4.4 The acceptance of the underlying principles of the campaign as the basis of national unity and as the foundations of an era of a just, comprehensive and lasting peace; and
- 6.4.5 The open declaration or support of the Filipino people to the current national peace, unification and reconciliation process to make it meaningful, significant and relevant.

6.5 Service Output

Beyond merely contributing to the over-all national peace process, the DIYES FOR PEACE campaign shall generate the following service-outputs for the improvement of the national postal service:

- 6.5.1 Personal data of respondents that will be used to build up the data base for the planned Address Check System of the Philippine Postal Corporation.
- 6.5.2 Mail handling and processing data that will be used to scientifically determine actual speed of mail and used as inputs in streamlining mail operations.

7.0 IMPLEMENTATION STRATEGY

The campaign shall be implemented using a combination of traditional and non-traditional channels of education reaching out and extending to school-based, factory-based, sector-based and community-based organizations and, most importantly, families — the basic unit and foundation of society.

The campaign shall bring together, through both formal and informal networks, all entities willing to work for and/or contribute to the realization of the national dream for a just, comprehensive and lasting peace.

7.1 Resource Mobilization

As an initial step towards gaining substantial momentum for the Nation's moral recovery, resource mobilization shall call on the *Bayanihan* spirit inherent in Filipino society.

Cash contributions shall be discouraged throughout the campaign.

7.2 Network Mobilization

All organizations and individuals that have expressed their support during the development stage of the campaign -- including members of the 10th Congress -- shall be asked to pass resolutions unconditionally supporting the campaign, to issue public statements through press releases and to contribute materials for use of their respective constituents.

The network to be tapped in the early stages of campaign implementation are: constituents, including alumni, of the UP System; postal workers; the National Youth Commission; the National Inter-Fraternity and Sorority Conference; the Sangguniang Kabataan; the Boy Scouts of the Philippines; the Girl Scout of the Philippines; the VFP-Sons and Daughters Association, Inc.; and the Veterans Federation of the Philippines.

The networks of the National Peace Conference, Multisectoral Peace Advocates, People's Caucus the Green Forum and the 4th Peace and Order Summit shall be approached through their respective post-conference Convenors' groups.



A "chain-letter" system -- a personal letter urging 10 friends to reproduce and distribute 10 DIYES FOR PEACE commitment forms -- shall be started with heads/presidents of the lead implementing institutions and participating organizations.

7.3 Campaign Materials

DIYES FOR PEACE commitment forms will be distributed during Phase I of the campaign (01 August to 15 September 1996) as described above and 40 Million forms will be distributed through the formal educational system during Phase II of the campaign (09 to 16 December 1996).

These will be supplemented by T-shirts, posters, streamers, print-ads, radio and TV plugs and other forms of information dissemination media. Sponsorships shall be sought for the production of these materials.

7.3.1 Individual Contributions

Individual contributors to the campaign shall be requested to reproduce 10 DIYES FOR PEACE commitment forms and distribute these to 10 relatives, friends and neighbors through a chain letter. Of course, contributions beyond this shall be welcome.

7.3.2 Institutional Contributions

Constituents of the lead institutions and major participating organizations shall be tapped to support the campaign by incorporating it into the Social Awareness/Values Formation messages and product exposure ads of their respective corporations, agencies and organizations.

7.4 Mass Media Exposure

Mass Media exposure shall be guided by a Media Plan prepared by the Media Studies Division of the Philippine Information Agency. Its implementation shall be open to additional interest generating/sustaining activities from all Filipinos. Fundamental requirements include:

7.4.1 Broadcast Materials - Initial broadcast materials shall be produced through the facilities of the Philippine Information Agency. Airing of these materials shall be facilitated through the Kapisanan ng mga Brodkasters ng Pilipinas (KBP) and Theatre Owners' Association of the Philippines.

- a. *TV Plugs* - 60 second plugs shall be aired over all Metro Manila channels and cable stations. One plug each shall be released for Phase I (Soft Launch) and Phase II (Big Launch) for 4 weeks each.
- b. *Radio Plugs* - radio plugs shall be aired over AM and FM radio stations in Metro Manila and all broadcast areas of the country. Stations with the greatest reach and listener levels shall be used. Two plugs shall be released for Phase I and one for Phase II. Airing of plugs shall be for about 10 weeks.
- c. *Cinema Ads* - cinema ads will essentially be the same in content and format as the TV plugs. These will be shown throughout the country in 200 movie houses with the highest attendance record among the campaign's target audiences.

7.4.2 Print Media Materials - Print materials shall likewise be produced through the facilities of the Philippine Information Agency. It shall use a combination of paid ads and press releases. The Print Media Association of the Philippines (PMAP) and the Philippine Association of National Advertisers (PANA) shall be approached for support.



- a. *Newspaper Supplement* - two full-page newspaper ads (one each for Phase I and II) shall be placed in at least three major broadsheets and one tabloid with the highest national circulation.
- b. *Press Releases* - press releases updating the progress of the campaign shall be sent to all national daily newspapers at least on a weekly basis.

The pro-active support of mass media professionals shall be solicited through the Philippine Information Agency to bring across the call for people's participation in the campaign and in the national peace process.

It is expected that mass media support for the campaign shall vary from region to region depending on how media practitioners are willing to contribute to an increasingly intense tri-media information campaign to guide the collective efforts of peace advocates, workers and volunteers in the collection and processing of the responses of at least 10 Million Filipinos.

7.5 Distribution of Campaign Commitment Forms and Retrieval of Responses

7.5.1 Phase I

The initial phase of the campaign using a "Chain-letter" system was started on 31 July 1996 to reach out to members and friends of lead implementing institutions mentioned earlier and to generate initial public support for the campaign.

This phase shall include activities geared toward the passage of Senate Resolution No. 310 filed by Senator Gregorio B. Honasan, Chair of the Senate Committee on Peace Unification and Reconciliation and House Resolution No. 694 introduced by the Committee on People's Participation chaired by Congresswoman Lally Laurel-Trinidad which was referred to the Committee on the Peace Process chaired by Congressman Eduardo Ermita.

60-second TV and radio plugs shall be produced through the facilities of the Philippine Information Agency which will be aired thru the Kilusan ng mga Brodcasters ng Pilipinas (KBP) in 6 major TV networks and in 60 radio stations all over the country.

Campaign posters shall be posted in post offices, departure and arrival areas of airports, PNR stations, LRT stations, passenger terminals of seaports, PIA and KBP offices, offices of Regional Peace and Order Councils, DECS regional offices and regional/provincial offices of the Boy Scouts of the Philippines and the Boy Scouts of the Philippines.

7.5.2 Phase II

The main phase of the campaign shall essentially be implemented through the collaborative efforts of the Philippine Postal Corporation, the Department of Education, Culture and Sports (DECS) and the Department of Interior and Local Governments (DILG), including the National Police Commission (NAPOLCOM) and the Philippine National Police (PNP), the Boy Scouts of the Philippines (BSP) and the Girl Scouts of the Philippines (GSP), to wit:

- a. 01 August to 30 October 1996 - Sourcing/Production of Campaign Materials shall be made through the network of the 4th National Peace and Order Summit.
- b. 30 November 1996 - Campaign forms and other materials, including primers for teachers, shall have been delivered to schools by the Philippine Postal Corporation



c. 09 December 1996 - Simultaneous launching in all schools during flag ceremonies.

c.1 A public launching covered by tri-media shall be conducted by the following:

- 1) DECS Secretary
- 2) DOTC Secretary
- 3) DILG Secretary & NAPOLCOM Chairman
- 4) Presidential Adviser on the Peace Process
- 5) Postmaster General
- 6) UP President
- 7) Chair, Senate Committee on Peace, Unification and Reconciliation
- 8) Chair, House Committee on People's Participation
- 9) Chair, House Committee on the Peace Process
- 7) Chair, Commission on Higher Education
- 8) Chair, National Youth Commission
- 9) Head, Philippine Information Agency
- 10) President, Veterans Federation of the Philippines
- 11) President, VFP-Sons and Daughters Association of the Philippines
- 12) President, Boy Scouts of the Philippines
- 13) President, Girl Scouts of the Philippines
- 14) President, National Inter-Fraternity Council

c.2 Elementary (Grade IV to VI, Population: 4,794,915)).

- 1) 5 Boy Scouts and 5 Girl Scouts shall read one question each. School children shall answer viva voce.
- 2) School children shall be asked to accomplish/fill-up campaign commitment forms during the Values Education Session or Social Science period or any time during the day subject to the discretion of concerned teacher.
- 3) Schoolchildren shall be asked to bring home campaign forms for their respective parents and out-of school siblings/housemates.

c.3 High School (1st to 4th Year, Population: 4,809,863).

- 1) 10 student leaders shall read one question each. Students shall answer viva voce.
- 2) Students shall be asked to accomplish/fill-up campaign forms during the Values Education Session or Social Science period or any time during the day subject to the discretion of concerned teacher.
- 3) Students shall be asked to bring home campaign forms for their respective parents and out-of school siblings/housemates.

Note: *Schoolchildren /students shall be discouraged from soliciting responses outside their respective homes.*

c.4 Colleges/Universities (Population: 1,871,647)

- 1) Room to room campaigns shall be conducted by fraternity/sorority members in cooperation with Student Councils and College/ University administrations.



d. 10 -11 December 1996.

d.1 Responses solicited by schoolchildren/students shall be collected and forwarded to the office of the Principal or College/University President.

d.2 Responses shall be counted and tabulated by volunteers (from the Boy/Girl Scouts or the National Inter-Fraternity and Sorority Council).

d.3 A summary of responses of shall be prepared by the Principal or College/University President, to wit:

(Name of School, College or University)
(Address)

12 December 1996

The Postmaster
(Municipality, Province)

Forwarded herewith are _____ responses to the DIYES FOR PEACE -- Bayanihan para sa Kapayapaan campaign solicited by students of (name of school).

Hereunder is a tabulation of the responses:

| | YES | NO | Total |
|-----------------|-----|----|-------|
| Question No. 1 | | | |
| Question No. 2 | | | |
| Question No. 3 | | | |
| Question No. 4 | | | |
| Question No. 5 | | | |
| Question No. 6 | | | |
| Question No. 7 | | | |
| Question No. 8 | | | |
| Question No. 9 | | | |
| Question No. 10 | | | |

Very truly yours,

(Signature above Printed Name)
BOY SCOUT REPRESENTATIVE

and

(Signature above Printed Name)
GIRL SCOUT REPRESENTATIVE

or

(Signature above Printed Name)
STUDENT COUNCIL REPRESENTATIVE

Noted by:

(Signature above Printed Name)
Principal or University/College President or Dean

Copy furnished:

1. Office of the Postmaster General, Philpost
2. Office of the Secretary, DECS or Chairman, CHED
3. Office of the Secretary, DILG
4. Mailing Post Office



- e. *12 December 1996*
 - e.1 Responses shall be posted at the nearest post office in cooperation with local government officials and police.
- f. *12 to 16 December 1996*
 - f.1 Responses shall be forwarded directly to the Office of the Postmaster General.
 - f.2 Responses shall be counted/processed by designated postal workers.
- g. *16 December 1996*
 - g.1 Results shall be delivered to President Fidel V. Ramos. Leaders of all armed revolutionary forces shall be duly informed of the results.

8.0 POST-IMPLEMENTATION PLAN

Peace education should essentially be a continuing effort sustained through time.

Filipinos who have not been afforded the opportunity to participate in the nationwide 10 Million in 10 Days **DIYES FOR PEACE** campaign — Those below 10 years old as of 10 December 1996 — shall be encouraged to do so every 10 December, International Human Rights Day, thereafter.

Results shall be published on 16 December — The 1st day of the Christmas Season. — the season of Peace, Hope and Love.

FUNDAMENTAL REQUIREMENTS

| ACTIVITY | TIME FRAME | BUDGET | | COOPERATING AGENCIES |
|--|--------------------------|------------|----------------------|---|
| Phase I (Soft Launch) | | | | PHILPOST, UP, PIA, DECS, DILG, Napolcom, Boy Scouts of the Phils, Girl Scouts of the Phils, VFP - SDAI, KBP, Private Sector |
| <u>Print</u> | | | | |
| 1. Campaign Forms - 1,000 pcs. @ PhP 0.25 | 15 August - 15 September | PhP | 2,500.00 | |
| 2. Posters - 5,000 pcs. @ PhP 10.00 | 15 August - 15 September | PhP | 50,000.00 | |
| <u>Broadcast</u> | | | | |
| 1. TV Plug - (1) @ PhP 65,000.00 | September | PhP | 65,000.00 | |
| 2. Radio Plugs - (2) @ PhP 12,000.00 | September | PhP | 24,000.00 | |
| 3. Cinema Ad - (1) @ PhP 400,000.00 (200 theatres) | October | PhP | 400,000.00 | |
| <u>Print Supplement</u> | | | | |
| 1. Newspaper Ads -- 3 Broadsheets -- 1 Tabloid | October | PhP | 340,000.00 | |
| SUB-TOTAL | | PhP | 861,500.00 | |
| Phase II (Big Launch) | | | | |
| <u>Print</u> | | | | |
| 1. Campaign Forms - 40,000,000 pcs. @ PhP 0.25 | 15 August - 30 November | PhP | 10,000,000.00 | |
| 2. Posters - 100,000 @ 10.00 | 15 August - 30 November | PhP | 1,000,000.00 | |
| <u>Broadcast</u> | | | | |
| 1. TV Plug - (1) @ PhP 65,000.00 | November | PhP | 65,000.00 | |
| 2. Radio Plugs - (2) @ PhP 12,000.00 | November | PhP | 24,000.00 | |
| 3. Cinema Ad - (1) @ PhP 350,000.00 (200 theatres) | November | PhP | 400,000.00 | |
| <u>Supplement</u> | | | | |
| 1. Newspaper Ads -- 3 Broadsheets -- 1 Tabloid | 09 December | PhP | 340,000.00 | |
| <u>Special Media</u> | | | | |
| 1. Press Conference (2) | 10 Nov; 10 Dec | PhP | 25,000.00 | |
| 2. Media Coverage | 10 Nov; 10 Dec | PhP | 12,000.00 | |
| SUB-TOTAL | | PhP | 11,856,000.00 | |
| TOTAL | | PhP | 12,717,500.00 | |

* Note:

Prepared by Media Studies Division, Philippine Information Agency.

Open to additional interest generating/sustaining activities from participating institutions/sectors.

