



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS

Maricao Avenue, Pasig City

OFFICE OF THE SECRETARY

May 5, 1997

DECS MEMORANDUM
No. 170, s. 1997

CORRIGENDUM AND ADDENDUM TO DECS MEMORANDUM NO. 393, s. 1996
(DIYES FOR PEACE-BAYANIHAN PARA SA KAPAYAPAAAN CAMPAIGN)

To: Bureau Directors
Regional Directors
Schools Superintendents
Presidents, State Colleges and Universities
Vocational Schools Superintendents/Administrators
Heads of Private Schools, Colleges and Universities

1. The implementation of the Diyes for Peace - Bayanihan Para sa Kapayapaan campaign has been reset to May 1-July 10.

2. Paragraph 2 of the aforementioned Memorandum is likewise corrected to read as follows:

Primary target audience of the campaign are Grades IV to VI elementary school students; first to fourth year high school students; and college students in both public and private schools. Campaign forms will be made available for the purpose.

3. Inclosed are the following for information and guidance: a) Revised Implementation Plan; b) Sample Campaign Form; c) Gabay Para sa Mga Guro at Punong-Guro; and d) Sample Tabulation Form".

4. Dissemination of the contents of this Memorandum and compliance thereof by all concerned is expected.


RICARDO T. GLORIA
Secretary

Incls.: As stated

Reference: DECS Memorandum: (No. 393, s. 1996)

Allotment: 1-2-3-4--(M.O. 1-87)

To be indicated in the Perpetual Index
under the following subjects:

CAMPAIGN
CHANGE
PUPILS

STUDENTS
TEACHERS

CERTIFIED TRUE COPY


MA. THERESA M. CASTRO

Administrative Officer IV

Records Division, DepEd Central Office

FEB 15 2023



DYES FOR PEACE
Bayanihan para sa Kapayapaan

REVISED IMPLEMENTATION PLAN
(As of April 25, 1997)

I. PARTICIPATING INSTITUTIONS, AGENCIES AND ORGANIZATIONS

The main phase of the **DYES FOR PEACE -- Bayanihan para sa Kapayapaan** campaign shall be implemented through the collaborative efforts of the following:

1. Department of Education, Culture and Sports (DECS)
2. Philippine Postal Corporation (Philpost)
3. University of the Philippines System (UP)
4. Philippine Information Agency (PIA)
5. Office of the Presidential Adviser on the Peace Process (OPAPP)
6. Boy Scouts of the Philippines (BSP)
7. Girl Scouts of the Philippines (GSP)
8. Philippine Rural Reconstruction Movement (PRRM)
9. Office of the Chairman, Senate Committee on Peace, Unification and Reconciliation
10. VFP Sons and Daughters Association, Inc. (VFP-SDAI)
11. National Inter-Fraternity and Sorority Council (NIC)
12. Alpha Phi Omega International Phils., Inc. (APO)

II. IMPLEMENTATION SCHEDULE

Implementation of the campaign will follow the schedule below:

01 May 1997 to 15 June 1997

The participating institutions, agencies and organizations shall collectively facilitate the:

1. Identification of sources and/or donors (individuals, organizations or corporations) of campaign forms and other materials, including mass media materials.
2. Tri-media publication and/or broadcasting of news articles on the campaign and related activities.
3. Publication and/or broadcasting of institutional, corporate or product exposure advertisements using the campaign messages.
4. Consolidation of its existing networks in various levels -- national, regional, provincial, district and municipal.

16 May to 30 June 1997

1. Symposia, orientation, coordination and consultation activities shall be conducted in different areas of the country.
2. Field representatives and members of the lead institutions, agencies and organizations shall be enjoined to actively help organize these activities and encourage multi-sectoral citizens' participation.



3. Other groups actively involved in the ongoing peace process -- including but not limited to representatives of the forces involved in the armed internal conflicts, e.g., Government of the Republic of the Philippine - Armed Forces of the Philippine (GRP-AFP), Rebolusyonaryong Alyansang Makabansa (RAM), National Democratic Front - Communist Party of the Philippines - New People's Army (NDF-CPP-NPA), Moro National Liberation Front (MNLF), Moro Islamic Liberation Front (MILF) -- shall be invited to participate as resource speakers in these activities.

16 May 1997

Public consultation by Senate Committee on Peace, Unification and Reconciliation on Senate Resolution No. 310 supporting the campaign filed by Senator Gregorio B. Honasan II.

Venue: Negros Occidental

19 May 1997

Meeting of Committee on the Peace Process of the House of Representatives to discuss House Resolution No. 694 supporting the campaign filed by the Committee on People's Participation chaired by Congresswoman Lally Laurel-Trinidad.

Venue: Batasang Pambansa, Quezon City

3rd Week of May

Meeting of National Peace and Order Council (NPOC) to discuss the national implementation campaign as one of the strategies of 5-Year Master Plan for Peace and Order (1997-2001) adopted by the 4th National Peace and Order Summit.

Venue: Camp Crame, Quezon City

18 June 1997

Multi-sectoral symposium, orientation, coordination and consultation on the campaign.

Venue: University of the Philippines in Baguio City

20 June 1997

Multi-sectoral symposium, orientation, coordination and consultation on the campaign.

Venue: University of the Philippines in Los Baños, Laguna

23 June 1997

Multi-sectoral symposium, orientation, coordination and consultation on the campaign.

Venue: University of the Philippines in Cebu City

25 June 1997

Multi-sectoral symposium, orientation, coordination and consultation on the campaign.

Venue: Mindanao State University, Marawi City

26 June 1997

1. Delivery of campaign forms and other materials -- including the *Gabay para sa mga Guro at Punong-Guro* -- to schools.



2. Conduct of school level orientation and coordination activities by school heads, teachers and representatives of participating institutions, agencies and organizations.

27 June 1997

Press conference covered by tri-media by heads of participating institutions, agencies and organizations as well as other parties that may choose to openly and actively support the campaign.

Venue: University of the Philippines in Diliman, Quezon City

30 June 1997

Simultaneous launching of campaign in all schools during flag ceremonies to maximize its initial social impact.

1. Elementary Schools (Grade IV to VI, Target Population: 4,794,915).

- a. Five (5) Boy Scouts and five (5) Girl Scouts will read one question each. School children will be asked to verbally answer *en masse*.
- b. School children will be asked to accomplish/fill-up campaign forms during the *Gawaing Pagpapaganda ng Ugali* or Social Studies period.
- c. School children will be asked to bring home campaign forms and ask their parents and out of school siblings/housemates to accomplish these.

2. High Schools (1st to 4th Year, Target Population: 4,809,863).

- a. Ten (10) student leaders will read one question each. Students will be asked to verbally answer *en masse*.
- b. Students will be asked to accomplish/fill-up campaign forms during the Values or Peace Education session or Social Studies period.
- c. Students will be asked to bring home campaign forms and ask their parents and out of school siblings/housemates to accomplish these.

3. Colleges/Universities (Target Population: 1,871,847).

- a. Room to room campaigns shall be conducted by fraternity and sorority members in cooperation with Student Councils and College or University administrations.
- n.b. School children/students must be discouraged from soliciting responses outside their respective homes.

Teachers and Principals will use the *Gabay para sa mga Guro at Punong-Guro* as reference in explaining campaign to students.

01 - 02 July 1997

1. Elementary and High Schools

- a. Filled-up campaign forms solicited by school children/students will be collected by class teachers.
- b. Boy/Girl Scout volunteers and/or class officers will tabulate responses under supervision of class teachers.



- c. Class teachers will submit campaign forms and preliminary tabulation of results will be forwarded to the office of the Principal.
- d. Boy Scout and Girl Scout representative and/or Student Council President will prepare a summary of responses.
- e. Principal will attest to summary of responses.

2. Colleges and Universities

- a. Responses shall be tabulated by fraternity and sorority members in cooperation with Student Councils and College or University administrations.
- b. Accomplished campaign forms and preliminary tabulation of results will be forwarded to the College Dean or University President.
- c. Inter-Fraternity and Sorority representative and/or Student Council President will a summary of responses.
- d. College Dean or University President will attest to the summary of responses.

03 July 1997

Accomplished campaign forms and summary of responses will be mailed at the nearest post office. *Postage is free.*

04 - 09 July 1997

- 1. Accomplished campaign forms and summary of responses will be forwarded directly to:

Office of the Postmaster General
 Philippine Postal Corporation
 3/F Central Post Office Building
 Liwasang Bonifacio
 1000 Manila

- 2. Summaries of responses will be processed and consolidated by designated postal workers.

10 July 1997

Results will be delivered to H.E. President Fidel V. Ramos. Leaders of all armed revolutionary forces will likewise be duly informed of the results.

III. PRODUCTION OF CAMPAIGN FORMS AND MATERIALS

- 1. To enrich and capitalize on the *Bayanhan* concept of the campaign, forms may be reproduced by any interested individual, institution or corporation through offset printing, photo-stencil mimeographing and other similar means of printing.
- 2. Representatives of participating institutions, agencies and organizations are encouraged to actively seek the support of government and non-government organizations in producing campaign forms and other materials or in terms of services.
- 3. Cash contributions are discouraged.



IV. CONTACT OFFICES

The following offices may be contacted for further details:

1. **Office of the Postmaster General**
Philippine Postal Corporation
3/F CPO, Liwasang Bonifacio
1000 Manila
Tel Nos: 527-0139 to 40; Fax No: 527-0049
2. **Office of the Secretary**
Department of Education, Culture and Sports
University of Life Complex
1600 Pasig City
Tel. Nos. 633-7206 or 08; Fax No. 631-8494
3. **Field Services Division, Operations Department**
Boy Scouts of the Philippines
National Office
181 Natividad Almada - Lopez St., Ermita
1000 Manila
Tel. No: 527-5112
4. **Program Division**
Girl Scouts of the Philippines
National Office
901 Padi, Faura, Ermita
1000 Manila
Tel. No: 523-8331; Fax No. 50-51-44
5. **Media Studies Division**
Philippine Information Agency
Visayas Avenue, Diliman
Quezon City
Tel. No. 921-7941 loc. 4121; Fax No. 920-4345
6. **Philippine Rural Reconstruction Movement**
Kayumanggi Press Building
940 Quezon Avenue,
1103 Quezon City
Tel. No. 928-1715
7. **Office of the Presidential Adviser**
on the Peace Process
7/F, Agustin I Building
Emerald Avenue, Ortigas Complex
1605 Pasig City
Tel. Nos. 636-0701 to 07
8. **Office of the Chairman**
Senate Committee on Peace, Unification and
Reconciliation
Rm 311, Velco Centre, Port Area
1018 Manila
Tel. Nos. 527-8537 to 40

Prepared by:

1. **NORA N. QUETULIO** - Office of the Secretary, Department of Education, Culture and Sports
2. **BARBARA WONG - FERNANDEZ**, Office of the Vice-Chancellor for Student Affairs, UP Diliman
3. **GILBERT S. CASTILLO** - Office of Senator Gregorio B. Honasan
4. **HERMIE B. MANTOG** - Field Services Division, Operations Department, Boy Scouts of the Philippines
5. **GINNE S. WAGE** - Program Division, Girl Scouts of the Philippines
6. **MYRNA D. MEDINA** - Crime Prevention and Coordination Service, National Police Commission
7. **BETTY LOU PEÑERA** - Media Studies Division, Philippine Information Agency
8. **CIRILO D. ALMENDARALA** - National Inter-Fraternity and Sorority Council
9. **JOSE ANTONIO DIMAANO** - Alpha Phi Omega International (Phi) Inc.
10. **BUTCH MADARANG** - Beta Sigma Fraternity
11. **ANDY RAPISURA** - Philippine Rural Reconstruction Movement
12. **ERNESTO A. ALGANZARE** - Office of the Postmaster General, Philippine Postal Corporation



Ano ang
DYES FOR PEACE?

Ito ay isang Bayanihan para itala ang pinagkasunduan ng di-kukulangin sa 10 milyong Filipino ukol sa mga batayan ng pambansang pagkakaisa.

Sino ang *paawedeng tumutulong sa*
DYES FOR PEACE?

Lahat ng Filipino mula 10 taong gulang patanda.

Pano tayo *tutulung sa*
DYES FOR PEACE?

Sa pamamagitan ng pagsagot sa 10 katanungan ng kampanya at paghimok na makaisa ang ating mga kamaag-anak, kalibigan at kapitbahay.

Pano natin *gagamitin ang*
DYES FOR PEACE?

Magsisihi itong unang hakbang sa patuloy na pagbabayanin natin para makamit ang matagal nang pinapangarap na makatarungan, komprehensibo at pangmatagalang kapayapaan.

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

Inaasahang mamunuhay tayo nang ayon sa mga sagot natin.

KINDLY REPRODUCE THIS CAMPAIGN FORM BY PHOTO-STERIL MIMEOGRAPHING, OFFSET PRINTING OR PHOTOCOPYING FOR YOUR RELATIVES, FRIENDS AND NEIGHBORS.

FROM

DYES FOR PEACE
Bayanihan para sa Kapayapaan

Office of the Postmaster General
Philippine Postal Corporation
Liwasang Bonifacio
1000 MANILA

Please mail at the
nearest Post Office

NO POSTAGE
NECESSARY
IF MAILED
IN THE
PHILIPPINES



DYES FOR PEACE



Bayanihan para sa Kapayapaan

*The Filipino people's
will is sovereign.
It is the true power in
Philippine affairs.*

Kaya bang magkaisang-timog ng 10 milyong Filipino at tumulong na...

... pandayin ang batayan ng ating pagkakaisa?

... humanap ng mapayapang paraan sa pagtatatag ng lipunang walang karahasan?

... wakasan ang armadong pagtutunggali?

... itatag ang daan tungo sa makatarungan, komprehensibo at pangmatagalang kapayapaan?

... italaga ang kanilang sarili sapagsasakapangyarihan ng Sambayanang Filipino?

Kung sumagot ka ng OO, isa ka ba sa 10 Milyon?



DIYES FOR PEACE
Bayaritan para sa Kapayapaan

SA MGAMINAMAHAL KONG KAPWA FILIPINO:

1. Kailangan po bang magkasundo tayo na huwag gumamit ng mga armas laban sa isa't isa at mag-urawaen tayo bilang magkakapagdapat para makatulong tayong lahat sa paglalagay ng landas na nararapat sa amin? OPO / HINDI
2. Kailangan po bang tunay na hindi ang ating mga anak para makatulong sila na pagyamanin ang magapandang pagbabagong maldudulot ng pagiging Maka-Lao, Maka-Diyos at Maka-Filipino? OPO / HINDI
3. Kailangan po bang itatamang at igalang ang batas bilang panmuhala natin para makapagtatag tayo ng isang sistemang ganap ang kalayaan? OPO / HINDI
4. Kailangan po bang pauntarin ang ating bansa at pagyamanin ang ating kapaligiran sa pamamagitan ng mga positibong katangiang likas sa amin? OPO / HINDI
5. Kailangan po bang matugma ang sistemang pang-edukasyon sa tunay na pangangailangan ng ating bansa para mawakasi natin ang mga walang kabuluhang kaisipang baybaya na napulot natin mula sa mga dayuhang mananakop? OPO / HINDI
6. Kailangan po ba tating palitan ang mga batas na patuloy na pinatirai sa amin dahil pinagmumuman na ng panahon at hindi angkop sa pangangailangan nating palakasin ang lahat ng sektor ng ating lipunan? OPO / HINDI
7. Kailangan po bang patibayin natin ang pundasyon ng isang tunay na repormadong gobyerno na kumikilala at gumagaling sa pagkakapanatipatip ng mga karapatan ng lahat ng mga mamamayang Filipino? OPO / HINDI

8. Kailangan po bang bumuo tayo ng isang Bagong Sistema ng paghubukod ng mga programa at proyekto na maghubukas at magpapalibak ng mga oportunidad para sa lahat ng mamamayang Filipino? OPO / HINDI

9. Kailangan po bang itamin natin sa ating mga puso at isipan ang katarotbahang walang maldudulot na kabutihan ang galit at karahasan natin sa isa't isa? OPO / HINDI

10. Kailangan po bang magmahalan tayo bilang mga magkakapagdapat? OPO / HINDI

Prima : _____

Pangalan : _____

Birthdate : _____

Birthplace : _____

Occupation : _____

Religion : _____

Sex : _____

Age : _____

Permanent Address (Permanentang Tahanan):

(Number) _____ (Street) _____

(Barangay) _____ (Town/Village) _____

(Zip Code) _____ (Province/City) _____

Mailng Address (Office, School or Current Address):

(Office, Company or School) _____

(Number) _____ (Street) _____

(Barangay) _____ (Town/Village) _____

(Zip Code) _____ (Province/City) _____

CAMPAIGN SYMBOL



The Sinarapan (Pandaka Pygmaea) — the smallest freshwater fish in the Philippines featured in ten (10) centavo coins until the 1994 series — is the rallying symbol of the campaign. 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".

CAMPAIGN MESSAGE

*The Filipino people's
will is sovereign.
It is the true power in
Philippine affairs.*

CAMPAIGN SLOGAN

The campaign slogan is: **DIYES FOR PEACE** — Bayanihan para sa Kapayapaan.

The rallying call is the number **10 (DIYES)** to underscore the following:

1. The phrase — **DIYES FOR PEACE** — rhymes and appeals to easy memory recall.
2. Respondents are expected to answer **YES** to all questions posed — **DI-YES FOR PEACE**.
3. The campaign will involve Filipinos 10 years old and above.
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.
5. 10 is the age when a person who continuously attended school is expected to have learned how to read, write and comprehend.
6. The responses to the 10 questions of the campaign will be used to define the basis of national unity and establish the foundations of an era of a just, comprehensive and lasting peace.
7. The number 10 is universally accepted as a number of perfection.
8. There are 10 Commandments recognized by all religions in the Philippines.
9. The campaign gained substantial momentum in 1996 — the first year after the 10th since the EDSA phenomenon.
10. The campaign was launched in 1996 — the closing year of the 10th decade of the Philippine Revolution.



DIYES FOR PEACE
Bayanihan para sa Kapayapaan

**GABAY PARA
SA MGA GURO
AT MGA
PUNONG-GURO**

Kailangan po bang tumulong ang lahat ng mga Filipino para makamit ang ganap na kapayapaan?

Kapayapaan na inubahanap pa rin ng Sambayanang Filipino ng mapagkakasunduang batayan?

Kapayapaan na gusto nating makamit para sa atin at sa susunod pang mga henerasyon?

PARASAMGAGURO

1. Talakayan ang Bayanhan bilang isang magandang kaugaliang likas sa kulturang Filipino na dapat pagyamanin.
2. Ipaliwanag sa mga estudyante na ang **DIYES FOR PEACE** ay isang Bayanhan para sa Kapayapaan na ang layunin ay itatagkaisa ang hindi kukulanin sa 10 milyong Filipino para tumulong na
 - a. Pandayin ang batayan ng ating pagkakaisa.
 - b. Humarap ng mayayapang paraan sa pagtatag ng lipunang walang karahasan.
 - c. Wakasan ang arinadong pagtutunggali.
 - d. Iilag ang deat tango sa makalatungat, komprehensibo at pangmatagalang Kapayapaan, at
 - e. Ialaga ang kanilang salili sa pagsasakapangyarihan ng Sambayanang Filipino?
3. Ipabasa ang campaign form sa mga estudyante at talakayin ang mga sumusunod.
 - a. Ano ang **DIYES FOR PEACE?**
 - b. Simo ang pwedeng tumulong sa **DIYES FOR PEACE?**
 - c. Paano itayo tumulong sa **DIYES FOR PEACE?**
 - d. Paano natin gagamitin ang **DIYES FOR PEACE?**
 - e. Ano ang inasahan mula sa mga tumulong sa **DIYES FOR PEACE?**

4. Bigyang din ang kahalagahan ng pagtulong ng bawat Filipino sa pagpapalaganap ng kapayapaan.

5. Gabayan ang mga estudyante sa pagsegit ng campaign form. Siguraduhing maayos ang pagkakasagot sa lahat ng impormasyong hinihingi -- Pirmo, Pangalan, Birthdate, Birthplace, Occupation, Religion, Sex, Edad, Permanent Address at Mailing Address.

6. Paki-usepan ang mga estudyante na magpasagot ng campaign forms sa kanilang mga karnag-anak, katulagan at kapitbahay at isumite ang mga ito kinabukasan.

7. Sa tulong ng mga Boy Scouts / Girl Scouts / Sangguniang Mag-aaral, itala ang mga sagot sa 10 tanong na nakalap. Isumite ang mga campaign forms at tally sheets sa Punong-Guro.

PARASAMGAGURO

8. Pagsama-samahin ang mga nabiliang na campaign forms. Magpatulong sa mga Boy Scouts / Girl Scouts / Sangguniang Mag-aaral.

9. Gumawa ng summary ng mga tally sheets.

10. Dalhin ang summary at campaign forms sa pinakamalapit na Post Office. Magpatulong sa mga opisyal ng Barangay kung kinakailangan.

**MARAMI PONG SALAMAT
SA INYONG
PAKIKIPAG-BAYANIHAN
PARA SA KAPAYAPAAN !!!**

Para sa karagapang impormasyon, makipag-alarin sa alin man sa mga sumusunod:

1. Office of the Postmaster General
Philippine Postal Corporation
3rd CPO, Luningan Bantaco
1000 Manila
Tel. Nos. 527-0139 to 40; Fax No. 527-0048
2. Office of the Secretary
Department of Education, Culture
and Sports
University of Life Complex
1600 Pasig City
Tel. Nos. 633-7206 or 08; Fax No. 637-8484
3. Field Services Division, Operations Department
Boy Scouts of the Philippines
National Office
181 Nalredded Almada - Lopez St., Ermita
1000 Manila
Tel. No. 527-5112
4. Program Division
Girl Scouts of the Philippines
National Office
901 Padre Faura, Ermita
1000 Manila
Tel. No. 523-8331; Fax No. 50-51-44
5. Media Studies Division
Philippine Information Agency
Visayas Avenue, Diliman
Quezon City
Tel. No. 921-7941 loc. 4121; Fax No. 920-4346
6. Philippine Rural Reconstruction Movement
Kayumanggi Press Building
940 Quezon Avenue,
1103 Quezon City
Tel. No. 928-1716
7. Office of the Presidential Adviser on the
Peace Process
7th Agustín I Building
Emerald Avenue, Ortigas Complex
1605 Pasig City
Tel. Nos. 636-0701 to 07
8. Office of the Chairman
Senate Committee on Peace, Unification
and Reconciliation
Suite 311, Valco Centre, Port Area
1018 Manila
Tel. Nos. 527-6537 to 40

(Name of School)
(Address)

(date)

The Secretariat
DIYES FOR PEACE – BAYANIHAN PARA SA KAPAYAPAAN
Office of the Postmaster General
3/F, Central Post Office
Liwasang Bonifacio
1000 Manila

Gentlemen:

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

Copy furnished:

1. Office of the Secretary, DECS
2. Office of the Secretary, DILG
3. The Postmaster, Mailing Post Office