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[DDB BOARD REGULATION NO. 5, S. 2007, November 13, 2007]

INSTITUTIONALIZING THE BARKADA KONTRA DROGA PROGRAM

Consistent with the powers vested in the Dangerous Drugs Board (DDB) under Se 77, Art. IX of RA9165 otherwise known as the Comprehensive Dangerous Drugs Act 2002, the flagship program of the Board named as BARKADA KONTRA DROGA (BKD) is

Hereby institutionalized and, in connection therewith, the following guidelines for its effective implementation are hereby prescribed:

Section 1. SCOPE/COVERAGE. The Barkada Kontra Droga (BKD) shall enjoin all Sectors of the society (the youth and student, families, workforces, professional, labor and service provider groups, government agencies and offices (GO and LGU), non-government agencies/organizations, civic as well as religious sectors, and the entire community) to be part of special groups known as "barkadas" that advocate and serve as models to young people to live their lives in a productive and healthy way away from the evil effects of drugs.

Section 2. RATIONALE. Considering that the Philippines was one of the countries in East Asia-Pacific region greatly affected by amphetamine-type stimulants (ATS) abuse, Dangerous Drugs Board, with financial assistance from the United Nations Office on drugs and crime (UNODC), developed a comprehensive and integrated response to ATS abuse using the social marketing approach. The initiative resulted in the development and eventual implementation of a Primary Prevention Programme for ATS Abuse among the Youth in the three project sites, namely Antipolo, Cainta and Tanay in the Province of Rizal Thereafter, the Project Monitoring and Implementing Assessment of the project (BARKADA KONTRA DROGA Pilot Project) indicated that the BKD Pilot Project was successful in reaching out to its target audience and that the activities conducted appealed to the youth. It also showed the potential in using the youth as an effective source and messenger of information for fellow youths regarding ATC abuse. Moreover, the Project Monitoring and Implementation Assessment indicated that the setting up of a Barkada Center in the Cainta Pilot Area could be considered as one of the laudable practices of the project. One of the projects major recommendations was to have the BKD sustained and maintained as a primary prevention program on ATS abuse in schools, communities, homes and workplaces. Hence, the need to institutionalize the Barkada Kontra Droga.

Section 3. DESCRIPTION. The Barkada Kontra Droga is designed as a preventive education and information program to counter the dangers and disastrous effects of drug abuse. It aims to empower the individual to be the catalyst within his peer groups in advocating healthy and drug-free lifestyle thru involvement in various wholesome activities.

It is envisioned that the Barkada Kontra Droga will evolve into a nationwide Barkadahahan concept - a collective action among the students, the youth, and the people in the community that would strengthen camaraderie, collaboration, cooperation, solidarity and linkages in their common commitment to attain a drug-free lifestyle wherever they may be.

Section 4. PROGRAM OBJECTIVES

1. GENERAL

To promote people empowerment in leading a healthy lifestyle that is drug-free and Productive.

2. SPECIFIC

- To establish a Barkada Kontra Droga movement;
- To train the people in advocating a healthy and productive drug-free lifestyle;
- To create a fully drug-free environment in the home, school, workplace and community
- To encourage productive use of time and alternative activities; and
- To provide support services towards the adoption of Barkada concept among families, educators, professionals, work forces, peer groups, and other sectors

Section 5. PROGRAM COMPONENTS

Phase I - Launching Seminar of the BKD (nationwide)

a. Presentation of the BKD concept

b. Media Advocacy

- Posters
- Jingles
- Videos

c. Issuance of BKD ID cards

d. Guided educational tours to various offices and rehabilitation centers

e. Organization of the BKD core groups

Phase II-Capability Building

a. Training of Trainors on Drug Abuse Prevention Education

- RA9165
- Medical Aspect
- Preventive Aspect
- Roles ofthe BKD Members
- Formulation of Action Plans

b. Training on the Enhancement of Life Skills

c. Training on the Development of IEC Materials

d. Skills Training on Livelihood

Phase III - Implementation of Formulated Action Plans

a. Implementation of the Action Plans

1) Provision of positive alternative activities

- Conduct of sports and other wholesome activities
- Conduct of contests

2) Provision of livelihood projects

- Small scale industries
- Other related projects

3) Youth-to-youth visits

b. Production/distribution of IEC Materials

1) Posters

2) Videos

3) Jingles

4) Billboards

c. posting of billboards and posters in strategic places

d. Airing of the jingles and videos during the conduct of various activities

e. Establishment of BKD Centers

Phase IV - Monitoring and Evaluation

a. Reporting of activities to the National Secretariat

b. National Search for the Outstanding BKD Centers/Chapters

Section 6. CONCEPT OF IMPLEMENTATION. The program shall be carried out by the Dangerous Drugs Board in collaboration with the DepEd, CHED, DUG, NYC and other concerned agencies with the participation of the various sectors and the entire community. The DepEd and CHED shall issue the corresponding memorandum circulars requiring the establishment of Barkada Centers in the secondary and tertiary schools, respectively. The DILG shall also issue its own memorandum circular enjoining the Anti-Drug Abuse Councils to establish their own Barkada Centers in their respective communities. Other sectors of the society shall also establish their own Barkada Centers. The DDB shall organize a unit to serve as the National Secretariat of the BKD.

Section 7. IMPLEMENTING POLICIES

1. The Barkada Kontra Droga shall have an open membership of drug-free individuals in' the country advocating a healthy lifestyle through engaging in positive and wholesome activities.

2. The DDB shall conduct continuing Barkada Kontra Droga Orientation-Seminars in various key settings to promote people empowerment, establish a "Barkada Kontra Droga" movement, and provide support services geared towards the adoption of the barkada concept.

3. Barkada Centers shall established in:

a. All secondary and tertiary schools - The Barkada Center shall be located within the Student Council's office or in any available space suitable for the purpose. The school officials and administrators shall provide supplies, equipment and other support services as necessary to carry out the purposes of the Center. For public schools, the National Drug Education Program (NDEP) Coordinators shall serve as the Head Coordinators who then shall assign trained BKD members to man the Center. For private schools, the Guidance Office shall serve as the lead department in the implementation of the program.

b. Communities

The Provincial/City/Municipal/Barangay Anti-Drug Abuse Council shall provide the Center with a space suitable for the purpose. It shall also provide supplies, equipment and other support services as necessary to carry out the purposes of the Center.

4. The DDB shall train core trainers and implemented on the Barkada Kontra Droga program in the targeted schools/areas with the full support of the respective school Officials, administrators and ADAC officials. The activities shall include capability building, leadership, life skills and livelihood trainings. The trained BKD members shall then be mobilized to train other target groups with the full support of the concerned lead person/agency.

5. Livelihood trainings shall be in coordination with the Technical Education and Skills Development Authority (TESDA) and shall be supported by the respective ADACs S

6. School and community assemblies shall be conducted in coordination with the Btm Center staff. Through these assemblies, the number of BKD members and their needs; problems can be identified. The data gathered from said activities shall be the basis for the formulation of plans for the target group.

7. The DDB shall provide the BKD Centers with available IEC materials to include posters leaflets, booklets, and other audio-visual materials. However, mass production of BKD IDs shall be the responsibility of the ADACs concerned.

8. The DDB, through the BKD National Secretariat, shall monitor the progress and development of every BKD Center or Chapter in collaboration with the DepEd, CHED, DILG and other agencies/offices concerned.

9. Drug referral procedures shall be accommodated in the Centers and shall be coursed through the ADACs (for community setting) or through the NDEP Coordinators (for school setting).

10. The schools and ADACs through their designated staff shall maintain files/records of BKD members and shall submit the same to the Dangerous Drugs Board (Attn: BKD National Secretariat) on a semi-annual basis. The said reports shall be integrated into the BKD database.

Section 8. ROLES AND RESPONSIBILITIES

1. Dangerous Drugs Board Secretariat (Office of Primary Responsibility)

a. Provide technical support and make available information, education and communication (IEC) materials.

b. Orchestrate, coordinate and oversee the implementation of the program.

2. Department of the Interior and Local Government (DILG)

a. Issue appropriate circular for LGUs and ADACs to provide the needed supportto the related activities of BKD in their respective jurisdictions.

b. Strengthen the operation of all PADACs, CADACs, MADACs, and BADACs m support of the BARKADA KONTRA DROGA program.

c. Encourage the formation of the BARKADA KONTRA DROGA Chapters/centers and provide financial as well as other forms of incentives to participating groups as appropriate.

3. Department of Social Welfare and Development (DSWD)

a. Provide technical and other forms of expertise to the BARKADA KONTRA DROGA in respective areas of responsibility.

b. Provide training skills and access to existing programs to participating b organizations relevant to their drug prevention programs

c. Integrate the BKD concept into the existing SDEC program.

4. National Youth Commission (NYC)

a. Encourage and provide leadership and other forms of support to the RARKADA KONTRA DROGA program

b. Provide/conduct training or seminars on the prevention and control of dangerous drugs among the Sangguniang Kabataan

c. Provide training on life skills enhancement, livelihood and alternative activities for out-of-school youth and street children,

d. provide internship programs as scholarship to deserving members of the "BARKADA".

5. DepEd and CHED

a. Integrate the BKD concept into the activities of the NDEP of the Department of Education and CHED

b. Provide technical and other forms of expertise to the BARKADA KONTRA DROGA in respective areas of responsibility

c. Provide training on life skills enhancement, livelihood and alternative activities for student leaders

d. Provide/conduct training or seminars on the prevention and control of dangerous drugs among the student leaders

e. Provide scholarship program to deserving members of the BARKADA

f. Supervise the activities of the student council in respective areas of responsibility

g. Establish a BKD Center in every school

6. Student Councils

a. Encourage students to participate in the BKD program in their respective schools

b. Integrate the BKD concept into their existing student council programs/activities

c. Initiate BKD activities in their schools

d. Conduct echo-seminar or training on the prevention and control of dangerous drugs among the student populace

e. Conduct training in life skills enhancement, livelihood and alternative activities for students

f. Support the establishment of the BKD Center

7. Technical Education and Skills Development Authority (TESDA)

a. Provide livelihood training to students and community leaders in collaboration with the DepEd, CHED, DSWD, LGUs and other agencies and offices concerned

b. Provide other forms of support as appropriate

8. Non-Government Organizations (NGOs)

a. Provide technical and other forms of assistance to the BKD in the conduct of their programs/activities

b. Organize own BKD Center or Chapter or adopt the BKD concept as appropriate

Section 9. MONITORING, EVALUATION AND COORDINATION Monitoring, evaluation and coordination are inherent activities of the various participants of the BARKADA KONTRA DROGA program. All Barkada Chapters or Centers may contact directly the BKD Nation Secretariat at the DDB for all matters concerning the BKD program.

Section 10. EFFECTIVITY. This Regulation shall take effect fifteen (15) days after its publication in two (2) newspapers of general circulation and after its registration with the Office of the National Administrative Register (ONAR), UP Law Center, Quezon City.

Adopted; 13 Nov. 2007

(SGD.) Secretary ANSELMO S. AVENIDO, JR.

Chairman, Dangerous Drugs Board

Attested by:

(SGD.) Undersecretary EDGAR C. GALVANTE

Secretary of the Board

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