DIVISION MEMORANDUM
No. 0412 s. 2017

TO: OIC - Assistant Schools Division Superintendent
Chief Education Supervisor, School Governance and Operations Division
Chief Education Supervisor, Curriculum Implementation Division
Public Elementary & Secondary School Principals / OICs

SEARCH FOR OUTSTANDING BARKADA KONTRA DROGA IMPLEMENTERS IN SECONDARY SCHOOLS FOR SCHOOL YEAR 2016-2017

1. Attached is DepEd Memorandum No. 49 s. 2017 dated March 14, 2017, with the above-captioned title, contents of which are self-explanatory, for information and guidance of all concerned.

2. Immediate and wide dissemination of this Memorandum is desired.

MAURO C. DÉ GULAN, Ed. D.
Schools Division Superintendent
DepEd MEMORANDUM
No. 49 s. 2017

SEARCH FOR THE OUTSTANDING BARKADA KONTRA DROGA IMPLEMENTERS
IN SECONDARY SCHOOLS FOR SCHOOL YEAR 2016-2017

To: Bureau and Service Directors
   Regional Directors
   Schools Division Superintendents
   Public Elementary and Secondary Schools Heads
   All Others Concerned

1. The Office of the President, through the Dangerous Drugs Board (DDB), in cooperation with the Department of Education (DepEd), through the Bureau of Learner Support Services–School Health Division (BLSS–SHD), will conduct the Search for the Outstanding Barkada Kontra Droga (BKD) Program Implementers in Secondary Schools for School Year (SY) 2016-2017.

2. The Search aims to:
   a. strengthen the National Drug Education Program (NDEP) through the BKD movement established in the schools;
   b. develop skills and understanding among students, faculty and school administrators in initiating active responses for a drug-free school;
   c. increase community awareness and participation resulting in maintaining a fully-free environment in the school, home, workplace and community;
   d. support and sustain the services in the Barkada-adopted concepts among educators, professionals, families, work forces, peer groups and other sectors; and
   e. identify best practices of the different BKD Chapters, which will serve as models for other schools to implement.

3. All secondary schools with an organized and functional BKD Chapters are encouraged to join the Search.

4. Enclosed is a copy of the implementing guidelines for the Search.

5. For more information, all concerned may contact Ms. Teresita C. Pineda, Chief Preventive Education, Training and Information Division, Dangerous Drugs Board (PETID, DDB) or Ms. Girlie G. Azurin, Senior Education Program Specialist, Bureau of Learner Support Services–School Health Division (BLSS–SHD), Department of Education (DepEd) Central Office, 3rd Floor, Mabini Building, DepEd Complex, Meralco Avenue, Pasig City at telephone no. (02) 632-9935.

6. Immediate dissemination of this Memorandum is desired.

LEONOR MAGTOLIS BRIONES
Secretary
Encl.:

As stated

References:
DepEd Memorandum Nos. 33, s. 2015; and 41, s. 2016

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

DRUG EDUCATION
HEALTH EDUCATION
PROGRAMS
SCHOOLS
SEARCH
STUDENTS
I. RATIONALE:

- The Office of the President through the Dangerous Drugs Board issued Board Regulation No. 5, Series of 2007, entitled “Institutionalizing the Barkada Kontra Droga Program”. This is in compliance with Section 77, Article IX of RA 9165, otherwise known as the Comprehensive Dangerous Drugs Act of 2002.

- Launching was done and a series of seminars was conducted as a preventive education and information program which evolved into a nationwide “Barkadahan” concept—a collective action among the students and the youth in the community that would strengthen camaraderie, collaboration, cooperation, solidarity and linkages in their commitment to attain a drug-free lifestyle.

- Alternative activities were undertaken after the launching of the program in the schools and in the community such as poster/slogan contests, essay writing contest, among others.

- From 2004 to 2015, 283 BKD Chapters have been organized nationwide with a total membership of 71,271.

II. OBJECTIVES:

A. General:

- Encourage secondary schools to become more actively involved in promoting youth empowerment in leading a healthy lifestyle that is drug-free and productive.

B. Specific:

- Strengthen the National Drug Education Program (NDEP) through the Barkada Kontra Droga movement established in schools.

- Enhance skills and understanding among students, faculty and school administrators in initiating responses, increasing community awareness and participation in activities geared towards a drug-free school environment.

- Maintain a fully drug-free environment in the school, home, workplace and community.

- Support and sustain the services like counseling, referral and job placement in the “Barkada” adopted concepts among educators, professionals, families, workforces, peer groups and other sectors.
• Identify best practices of the different BKD Chapters which shall serve as model for other chapters to implement.

III. IMPLEMENTING RULES:

• Who can participate
  The Search for the Outstanding BKD Chapter is open to all secondary schools with an organized and functional BKD Chapter.

• Period of Coverage
  The Search will cover BKD activities conducted from June 2016 to June 2017

  There will be three (3) levels of searches to be conducted as follows:

  1. Division Level – The search will be conducted in April 2017 by the Division Evaluating Team. The winner at the respective Division level shall be submitted to the respective Regional Evaluating Team on or before April 28, 2017.

  2. Regional Level – The search at the regional level will be done in June 2017 in which the best entry in each region shall be submitted to the National Evaluation Team on or before July 31, 2017.

  3. National Level – National Evaluation will be from August to October 2017 in which five (5) Outstanding BKD entries shall be chosen. The entries shall be ranked.

• Criteria

  1. Functionality of the BKD Program on Drug Abuse Prevention in Schools 10%
     a. Activities/Timetable 10%

  2. Coverage and Scope of Implementation 20%
     a. School-wide Implementation 10%
     b. Community involvement and partnership 10%

  3. Nature and Extent of Drug Abuse Prevention Activities 40%
     Projects Initiated/Implemented/Organized (Indicate number and support with documents)
     a. INFORMATION 10%
        (Use of Mass Media--Print, TV/ broadcast, films, slide presentation, exhibits, etc.)
     b. EDUCATION 10%
        (Integration of drug abuse prevention concepts & BKD components in classroom instruction, organizing seminar-workshops on drug abuse prevention, launching of BKD, seminars, capability building, etc.)
     c. INTERVENTION 10%
        (Provision of guidance and counseling services, peer counseling, referral services, assistance to student surrenderers if any, etc.)
d. ALTERNATIVES 10%
   (Sports/Athletics, Cultural, Income-Generating, Arts and Crafts, Religious, Civic & other recreational activities)

4. Extent of involvement of the ff. in terms of providing leadership and support in program implementation 20%
   a. Students 5%
   b. Teachers 5%
   c. School Administrators 2%
   d. PTA 2%
   e. Socio-Civic/religious organizations 2%
   f. Government officials/agencies 2%
   g. Non-Government officials/agencies 2%

5. Attainment of Objectives 5%
6. Monitoring and Evaluation Scheme 5%

- Judges/Evaluation Team
  The Board of Judges is composed of noted individuals from the government and non-government sectors involved in drug abuse prevention and control at the division, regional and national levels. The decision of the Board of Judges shall be final and unappealable.

- Awards and Prizes
  There will be five(5) National Winners, to wit:
  ✓ 1<sup>st</sup> Prize - P 50,000.00+ Trophy
  ✓ 2<sup>nd</sup> Prize - 40,000.00  + Trophy
  ✓ 3<sup>rd</sup> Prize - 30,000.00  + Trophy
  ✓ 2 consolation prizes - 10,000.00 each+ Trophy

  Awarding Ceremony will be on the 3<sup>rd</sup> week of November, 2017 during the celebration of the Drug Abuse Prevention and Control Week.

- Submission of Entries
  All entries for the National Search should be submitted directly to the DepEd Central Offices. Deadline for the submission will be on or before July 31, 2017.

- Requirements
  Participating schools are required to fill out an entry form for the Search. (See attached)

  Supporting documents should be properly endorsed by the School Authorities, and should consist of all the materials that show evidence of the school’s BKD activities and programs. It may include the following:
  - Memoranda, circulars, special orders
  - Photos/videos of BKD activities and programs of the school
  - Publications of drug-related activities and other pertinent documents

------ Nothing Follows------
ENTRY FORM

REGION: ________________________________

SCHOOL: ________________________________

ADDRESS: ________________________________

DIVISION: ________________________________

ID NO.: ________________________________

TEL. NO.: ________________________________

Submitted by:

_____________________________________

Date Submitted