



REPUBLIC OF THE PHILIPPINES  
**OFFICE OF THE CITY MAYOR**  
*City of Naga*



**EXECUTIVE ORDER NO. 2016-052**

**ADOPTING AND INSTITUTING MECHANISMS FOR THE IMPLEMENTATION OF MASA MASID (Mamamayang Ayaw Sa Anomalya, Mamamayang Ayaw Sa Iligal na Droga) PROGRAM IN THE CITY OF NAGA AS PRESCRIBED BY MEMORANDUM CIRCULAR 2016-116 OF THE DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT (DILG)**

**WHEREAS**, Article II, Section 23, 1987 Philippine Constitution states that "The State shall encourage non-governmental, community -based, or sectoral organizations that promote the welfare of the nation";

**WHEREAS**, Republic Act 9165, also known as the "Comprehensive Dangerous Drugs Act of 2002", protects the state and its individuals from the possible harms brought about by the abuse of illegal drug substances. It also has provisions supporting the unrelenting campaign against trafficking and use of illegal drugs through effective enforcement of anti-drug policies, programs, and projects;

**WHEREAS**, The Local Government Code of 1991 also has provisions that encourage multi-sectoral participation. In Section 3 (I) thereof, it is stated that "The participation of the private in local governance, particularly in the delivery of basic services, shall be encouraged to ensure the viability of local autonomy as an alternative strategy for sustainable development" and in Section 35, which states that "Local government units may enter into joint ventures and such other cooperative arrangements with people's and non-governmental organizations to engage in the delivery of certain basic services, capability building.. .";

**WHEREAS**, DILG Memorandum Circular 2016-116 mandates the implementation of MASA MASID (Mamamayang Ayaw SaAnomalya, Mamamayang, Ayaw Sa Iligal na Droga) PROGRAM in the various local government units of the country;

**WHEREAS**, the City of Naga has for a long time adhered to the principle of people's participation in its programs and projects, including the antidrug abuse programs of the city, as shown by its creation of the Naga City Dangerous Drugs Board (NCDDDB) which has implemented community-based projects and activities since 2010;



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**NOW THEREFORE, I, JOHN G. BONGAT**, Mayor of the City of Naga, by virtue of the powers vested in me by Law, do hereby order the adopting and instituting of mechanisms for the implementation of MASA MASID (Mamamayang Ayaw Sa Anomalya, Mamamayang, Ayaw Sa Iligal na Droga) PROGRAM in the City of Naga:

### **Section 1. PURPOSE**

The program is designed to heighten community involvement by mobilizing the support of local stakeholders, volunteers, civic organizations, faith-based organizations and the private sectors in the fight against illegal drugs and criminality. Specifically, it aims to:

1. Intensify the advocacy and education campaigns in the community level;
2. Mobilize the community on gathering information by installing a reporting mechanism on illegal drug activities in the locality;
3. Mobilize support and encourage sharing of available local resources to hasten the implementation of community-based rehabilitation program; and
4. Create an enabling environment to encourage collaboration among the community partners to effectively implement the Community-Based Rehabilitation Program.

### **Section 2. IMPLEMENTATION STRATEGIES**

The program intends to focus on three major interventions: 1) on prevention in order to supplement demand reduction strategy through advocacy and education campaign, 2) supply and demand reduction through reporting, and 3) provision of assistance to implement the community-based rehabilitation program.

The implementation strategies by major interventions are described as follows:

#### **1. Demand Reduction Strategy through Advocacy and Education Campaigns**

Advocacy and education campaigns in various media shall be introduced to reinforce the existing campaigns of the national and local government against illegal drugs. The Advocacy and Education campaigns initiated by the MASA MASID Team shall be localized and developed to give due consideration into the prevailing situation and pressing issues.



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**2. Demand and Supply Reduction through Information Gathering and Reporting**

A system of reporting shall be established at the local level. MASA MASID Team shall take the lead by encouraging local residents to be vigilant about incidents related to illegal drugs in their neighborhood.

A reporting system such as the use of hotline and the like will be encouraged to gather information. Validation of data and eventual referral to concerned authorities would be a vital component of this strategy.

**3. Community-Based Rehabilitation Program**

The MMT shall spearhead the implementation of the integrated rehabilitation approach for drug dependents called Community-Based Rehabilitation Program (CBRP) designed as a holistic intervention for recovering drug dependents with focus on the healing of the body and soul, involvement of the support of families, and the community.

The MMT shall secure the support of volunteers in the community, particularly experts and practitioners in the field of medical, psycho-social, family care and life skills. The network of volunteers shall be called Community Rehabilitation Network (CRN), a barangay-based group of volunteers organize to handle the implementation of the CBRP in the local community.

**Section 3. COMPOSITION, TASK AND RESPONSIBILITIES OF THE EXPANDED UBAS TWG**

The expanded UBAS TWG shall be chaired by the DILG City Field Officer with members coming from the church or faith-based organization; Liga ng mga Barangay City Federation President; City Police Director or his representative; and representative of the City Anti-Drug Abuse Council (CADAC) or the Naga City Dangerous Drugs Board (NCDDDB). It shall manage and steer the implementation of the MASA MASID Program in the city with the following tasks:

1. Convene and mobilize the MASA MASID Team;
2. Provide appropriate technical and administrative assistance to the program; and
3. Implement a systematic monitoring and reporting mechanism



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**Section 4. COMPOSITION AND SPONSIBILITIES OF MASA MASID TEAM**

**A. Composition**

- Members of UBAS Barangay Action Teams (BATS) who are representatives of the following organizations:
  1. Faith-Based Organizations;
  2. Civil-Society Organizations (CSOs);
  3. Non-Government Organizations (NGOs);
  4. People's Organization (POs); and 5. Other Volunteers in the Community
- CSO and NGO members of the:
  1. Barangay Anti-Drug Abuse Council (BADAC); and
  2. Barangay Peace and Order Council (BPOC).

**B. Roles and Responsibilities**

1. On Advocacy and Education Campaigns
  - Conduct information and education campaigns ,
  - Organize forums, seminars and related activities on prevention and demand reduction;
  - Secure the support of local media such as radio, print, and on the use of social media;
  - Coordinate and partner with the schools for possible partnership on information drive against illegal drugs;
  - Forge partnerships with local organizations whose primary mission is to fight illegal drug and illegal drug activities; and
  - Encourage the support of Interfaith leaders to incorporate anti-illegal drug advocacy in their services;
2. On Information gathering and Reporting
  - Encourage the support of the community on gathering and reporting information on any incident related to illegal drug activities; and
  - Institute reporting mechanism in consultation with the local PNP and church/or faith-based organizations.