

**[DDB BOARD REGULATION NO. 5, S. 2007,
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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 ATS 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 project's 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 Barkadahan 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

- a. To establish a Barkada Kontra Droga movement;
- b. To train the people in advocating a healthy and productive drug-free lifestyle;
- c. To create a fully drug-free environment in the home, school, workplace and community
- d. To encourage productive use of time and alternative activities; and
- e. 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
 - 1) Posters
 - 2) Jingles
 - 3) 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
 - 1) RA9165
 - 2) Medical Aspect
 - 3) Preventive Aspect
 - 4) Roles of the BKD Members
 - 5) 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

- a) Conduct of sports and other wholesome activities
- b) Conduct of contests

2) Provision of livelihood projects

- a) Small scale industries
- b) 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