

Bayanihan sa Edukasyon Kontra Droga Campaign Plan (BEKOD)

BEKOD General Objectives

The overall objective of the campaign is to reduce the threat and actual demand of dangerous drugs at the individual, family and community levels. Specifically we shall aim to:

1. Improve awareness of target audiences on drug use abuse and its ill-effects.
2. Enhance understanding on how drugs destroy life, liberty, property and future.
3. Elicit feedback on the drug abuse problem – at individual and societal levels.
4. Promote target hardening of families, schools and communities against the threat of drug use and its proliferation.
5. Promote the efforts of PDEA and the current leadership's program in implementing the anti-drug law, so it can be a model in other areas.

BEKOD Specific Objectives

1. Raise awareness on drug use and abuse, its short and long-term ill effects;
2. Enhance understanding on how drugs destroy life, liberty, property and future;
3. Elicit feedback on understanding of the drug abuse problem-at individual and societal levels.

BEKOD Strategies

- Strengthening their capacity to address dangerous drugs problem and reduce delinquency, violence, and insecurity;
- Promoting drug prevention initiatives, implemented in collaboration with central and local authorities, the drug justice system, the private sector and civil society;
- Encouraging city networks in order to facilitate the exchange of expertise and good practices, and disseminating lessons learned in close collaboration with partners from the North and South;
- Preparing and implementing capacity-building programs; and
- Targeting three main areas of prevention; actions aimed at groups at risk, situational prevention and reform of the drug justice system.

Bekod Project Components

Target Audience	Strategies//Materials	Remarks
Barangay leaders (punong barangays, councilors & tanods)	Safer communities leadership training/drills/provision of handbooks/flyers/pamphlets	In cooperation with Liga ng mga Barangay and NGOs
Youth (both public and private schools and out of school youths)	Digital movie/Workshops and competitions on the theme drug-free communities	In cooperation with SK and student councils
Law enforcement (police, PDEA and municipal agents)	Drug-Free Communities Leadership Trainings/drills/provision of handbooks	In cooperation with the LGU/NBI/BC and PNP
Abusers, potential abusers and their families	Drug helpline/Hotline	In cooperation with the NGOs and LGU
General public (children, other sectors)	Public Information Campaign (roadshows, school appearances) with Pasaway and Sagip Mascots	Joint Socio Civic Activities
Teachers and PTA (Parents and Teachers Associations) school leaders	Drug-Free Communities leadership training and fieldtrips to rehabilitations and jails	In cooperation with DepED, DOH, BJMP and PNP

Bekod Methodology

1. Identification and mobilization of key partners at the local level who can contribute effectively to the reduction and prevention of dangerous drugs;
2. Creation of a local safety coalition led by a public figure and supported by a technical coordinator, who ensures continuity and focuses on strategic objectives;
3. A rigorous assessment of the drug situation through a local safety appraisal based on institutional, informal, and social research data. The appraisal identifies, assesses, and prioritizes safety problems and policies, and aims to generate consensus among partners. If in-depth data are needed, scientific tools are available, such as victimization surveys, and women's safety audits;
4. Formulation and development of a local strategy that includes a detailed plan of action, setting out the social, institutional, and situational measures to be taken;
5. Implementation of the local strategy through a range of short- and long-term initiatives, which addresses the causes, manifestations, and fears of dangerous drugs; and
6. Institutionalization of the participatory local drug prevention approaches through the incorporation of cross-cutting dimension analysis throughout the structures of local government and the drug justice system. This could require institutional reform.

Bekod Target Audiences

- High school students (public and private)
- Grade V & VI students (public and private)
- Parents and Guardians (as allies)
- NGOs (as allies)
- Media (as allies)
- LGUs (as gate keepers)
- Law enforcement agencies (as gate keepers)