

**The Role Of Communication In Child And Family Welfare :
Philippines Experience (Parts I-V)**



CHILD WELFARE LEAGUE OF THE PHILIPPINES

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PHILIPPINE SITUATION

I. Population, Land Area and Density of the Population:

- A. Population: 1975 - 42,071 (in thousands) M-21,276,224 F-20,794,436
- B. Land Area: 1975 - 300,000 (square kilometer)
- C. Density : 1975 - 140.2 (persons/square kilometer)

II. Population - the first 5 highest Age Groups:

- A. 5-9 years - 6,330,637 M-3,249,452 F-3,081,185
- B. 10-14 " - 5,681,852 M-2,895,474 F-2,786,378
- C. 1-4 " - 5,267,189 M-2,700,837 F-2,566,352
- D. 15-19 " - 4,950,580 M-2,454,432 F-2,496,148
- E. 20-24 " - 3,837,688 M-1,893,903 F-1,943,785

1-24 years - 26,067,946 or 62% (Youth Population)

III. <u>Employed Population:</u>	<u>Nov. 1976</u>	<u>Male</u>	<u>Female</u>
(in thousands)	14,517	9,650	4,603
A. Agri-forestry, fishing-hunting	7,676	5,970	1,706
B. Manufacturing	1,593	912	681
C. Commerce	1,399	585	814
D. Government, community, business & recreational services	1,393	719	674
E. Domestic services	983	318	675

IV. <u>Literacy of Population</u>	<u>1970 %</u>	<u>Male %</u>	<u>Female %</u>
	76.39	76.90	75.90
A. Urban	86.60	86.95	86.29
B. Rural	71.47	72.30	70.63

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V. <u>Housing Units and Households: 1970:</u>	<u>Occupied</u>	<u>%with Radio</u>	<u>%with TV</u>
A. 6,099,844 dwelling units	6,010,837		
B. 6,163,128 households in DU		48.65%	5.48%
C. <u>Occupied Household Dwellings with water supply:</u>		<u>Urban</u>	<u>Rural</u>
Supply used	6,163,128	1,884,291	4,278,837
Piped water	1,481,040	1,023,138	557,902
Artesian well	526,336	179,759	346,577
Pump	1,774,985	477,287	1,297,698
Open well	1,379,089	107,931	1,271,158
Spring	710,968	36,845	674,123
Rain water	157,302	49,822	107,480
Others	133,408	9,509	123,899
D. <u>HODU* Type Cooking fuel:</u>			
Electricity	169,985	155,590	14,395
Kerosene (gas)	672,266	490,237	182,029
Gas (air)	352,130	283,911	68,219
Wood	4,884,869	929,080	3,955,789
Charcoal	23,571	14,714	8,857
Others	60,307	10,759	49,549
E. <u>HODU with Toilet facilities:</u>			
Flush/water sealed	1,392,007	911,171	480,836
Antipolo/Closed Pit	979,689	369,318	619,371
Open Pit	1,413,469	225,152	188,317
Public Toilet	114,386	63,557	50,829
None	2,263,577	324,093	1,939,484

SOURCE: National Census Statistics Office, 1970, Census of Population and Housing (May, 1970)

* Households Occupied Dwelling Units



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Part I

THE ROLE OF COMMUNICATION IN CHILD & FAMILY WELFARE - PHILIPPINE EXPERIENCE

A Glimpse of Philippine Situation:

If it is your first visit to the Philippines and you happen to be in Manila, you will possibly conclude that the Philippines has the appearance of Westernization, specifically Americanization, this impression is often misleading. The Philippines is an Asian country, with an Asian culture, and approach in life. The following factors will entice you to believe in Westernization:

1. English is widely spoken.
2. Western dress is worn.
3. Western goods, movies and television shows, specially American, predominate and western trends are widely copied.
4. Catholicism is the predominant religion.

However, such similarities with Western culture are merely a veneer. Important areas such as social interaction and child-rearing, the Philippines has much more in common with the East. Yet the Philippines is unique, because of its geography and its history.

Geography:

The Philippine archipelago is made up of 7,107 islands, scattered over an area of about 500,000 square miles. Of the 7,107 islands, only

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1,000 are populated and only 462 are a square mile or larger. The archipelago was once part of the Continental Shelf of Asia.

The Philippines has two seasons:

1. The rainy season (typhoon season) which lasts from June to October.
2. The dry season - November thru May.

The average rainfall is about 259 centimeters. The humidity ranges from 65 per cent to 90 per cent. In Manila, April and May are the hottest months of the year. But sometimes, typhoon will surprise during this period.

The Philippines is loosely divided into three island groups: Luzon, Visayas, and Mindanao. Manila is located on the largest, most northern island - Luzon. Fifty different ethnic groups populate the archipelago, each with its own language and customs. While the people have basically the same roots, (predominantly Malay), each group maintains its regional biases. This compounds the problems of developing national identity and a common language.

Roots:

The overwhelming majority of the people are the Indonesian and Malay ethnic groups. The earliest inhabitants were the descendants of the Negritos and Aetas who walked into the area when it was still part of the Asian Continental Shelf. This group was pushed back into less inhabitable areas by the successive waves of Indonesian and Malaysian migrations. The first Indonesian migration, which occurred 5,000 - 6,000 years ago, belonged to the early Stone Age. Successive migrations occurred about 1,500 B.C. and 800-500 B.C.

Advanced Malay migrations began about 300 to 200 B.C., and continued through the 15th century. During this time, the carabao and the horse were introduced to the Philippines, as well as weaving, pottery, and the cultivation of fruits and spices. The 13th century migrations were Muslim. (The Muslim culture predominates in South Western Mindanao today.)

The later infusion of, and trade with the Arabs, Chinese, Indians, Spaniards, and Americans, brought various influences, which remain in evidence today. Like the U.S., the Philippines is a melting pot of many cultures.

Indian influences came from three sources. Because the Malays borrowed freely from the Indian civilization, those migrating to the Philippines brought Indian influences with them. The Arab traders also brought with them Indian beliefs and wares. Many Indians settled in the Philippines in the 1800's. They arrived with the British aboard ship, and many chose to remain. The writing system brought to the Philippines in the 13th century, was Indian origin, with many Indian words later borrowed. Many of the supernatural beliefs and folk tales in existence today, are thought to have originated in India.

The Chinese learned of the Philippines from the Arab traders, and like them, were interested in trade. Chinese interests were commercial, as opposed to religion or political, and their main influence was economic. The acceptance of filial piety, and ideas of correct behavior in interpersonal relations, are Chinese in origin. Many Chinese words were also borrowed. The Chinese founded colonies and intermarried from the 11th century onward. There remains a thriving Chinese

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community not in Manila but almost principal towns in the Philippines.

The Spaniards colonized and governed the Philippines for almost four centuries. Spain's strongest influence was felt in the areas of government and religion. Spain instituted the concept of "nation-making" the various islands and people into one country. Its introduction of Catholicism to the Philippines was one unifying factor, with the tradition of "town" fiestas being another. Catholicism, and its subsequent sway over daily life, is an integral part of the Philippine culture today. More superficial, are other Spanish influences: Spanish surnames, cuisine, architecture, and many Spanish words in use.

Though the Spanish galleon trade with Mexico, the Philippines acquired Mexican influences as well. Artisans were brought from Mexico to work in Manila's cathedrals (which explain why Aztec motif is found in parts of our San Agustin Cathedral in Intramuros). Certain similarities in our market day customs are very noticeable.

America's influence on the Philippines is recent. It is seen in the separation of church and state, as well as the mechanics of government, and the development of the public health services, and mass education. American missionaries introduced the Protestant Faith to the Philippines, and with it, new philosophies based on pragmatism and independent thinking. American educators replaced Spanish with English as the language of instruction. Many American companies opened branches in the Philippines, and introduced American technology and products. The present legal structure of the Philippines was patterned after that of the U.S., as well.

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The current wave of nationalism has lessened the effects of Spanish and American colonization, as Filipinos demonstrated pride in being Filipinos and in being Asian. Pilipino has replaced English as the official language of the country. (Pilipino is based on Tagalog-dialect of the people in and around Manila, - combined with other main dialects.

Language:

Over 70 languages and dialects are found in the Philippines, with nine spoken by 89% of the population. Most belong to the Malayo-Polynesian language family, so there are certain similarities in sound and grammar. However, most are mutually incomprehensible; a Filipino raised in the Visayas would not be able to communicate with his counterpart in Manila. Therefore, English, and increasingly, Pilipino, serve as a common language.

Population:

The country has a young population. In 1977, the population numbered 45 million people; 57% were under 20 years of age, the median age being 17. The life expectancy for men is 57, and for women, 60.

The delineation of wealth is sharp, with the preponderance of the population living at a subsistence level. A small middle class has emerged since World War II, as industry has begun to develop in certain areas.

The government offers free elementary school education to all, and in addition to public schools, there are many private schools and universities. About 83% of the population over age 10 can read and write.



The government provide low-cost medical care for the poor, only to the degree its resources can allow. Staple foods are plentiful, but malnutrition is a problem. Tuberculosis, gastroenterities, and pneumonia are leading causes of death with a high infant mortality rate.

The concept of family planning has become more popular in recent years. However, the traditional values (a wife is more "womanly" and a husband more "manly" if they have many children), the influence of the Catholic Church, and Filipinos sincere love for children, keep the size of families large.

Philippine Values:

To better understand the Filipino family, I will share with you four Philippine values: pakikisama, utang na loob, hiya, and amor proprio; and the Philippine extended family, where these values are nurtured.

The Philippine extended family includes not only blood relatives, but also "compares" - sponsors at a child's baptism and wedding who assume family responsibilities for that child. The family is the basic unit of society. It offers its members tremendous support and security. Filipinos find security in interdependence coming from within the family group, where family members are responsible for one another. Wealthy family members, and those in positions and in power are expected to assist less fortunate family members. Major decisions are rarely reached independently, and generally, the decision reflects the concensus of the family. Likewise, family obligations take precedence over one's responsibility, obligations to one's employer, or on's own personal preferences.

The father is recognized as the head of the household, but it is the mother who regulates day-to-day affairs regarding home and finances. Children are given very little independence, and are encouraged to be quiet, submissive, and cooperative. Initiative is not traditionally rewarded, nor is indolence punished.

Just as Filipinos are interdependent within the family unit, they are interdependent in society as well. Interdependence is fostered through a series of utang ng loob relationships. Utang ng loob is translated as "debt of gratitude" or "reciprocity". It is a network of favors asked and favors repaid. The favor maybe as direct as finding someone employment, or it may mean performing duties a Western would consider "his job". A Filipino is under an obligation to repay these favors in which ever way he can. An individual is "charged" according to his ability to pay. (While a poor employee may never be able to repay a large loan, she can, for example, volunteer her services in preparing for a family celebration.) A Filipino is honored to be asked a favor. On the otherhand, he is not ashamed to ask for a favor in return.

PAKIKISAMA (smooth social interaction) is a most important Philippine value. Filipinos believe that relationships = whether with a store clerk, business associate, or a family member, should not have open conflict. To maintain pakikisama, an individual will yield to group opinion, would avoid saying "no" directly, and will act pleasant, when in fact, he voices criticism only with the utmost tact. On the job, he must couch any reprimands in euphemistic language in order to preserve a working relationship. In a Filipino organization, it is important to preserve good relationships as it is to get a job done. The individual who gets along best with his co-workers, is as apt to be, regarded as the one who does the best work. To compliment someone's skill at pakikisama, is the highest compliment that one can give.

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Americans encounter difficulties in dealing with Filipinos because their (usually-admired) frankness is considered tactless. Whereas Americans find it acceptable (even enjoyable) to disagree, Filipinos consider it a breach of etiquette. Americans tend to express strong opinions; the Filipino is afraid being insulting if he gives a candid view.

A Filipino is expected to be sensitive to the feelings of others, so that AMOR PROPRIO (self-esteem) of others is not hurt. A Filipino will go to great lengths to avoid causing others HIYA (shame or embarrassment), because he is so sensitive to embarrassment himself. He is much more easily offended than his Western counterpart, and apologies do not always repair the damage done. According to Sociologist, Fr. Frank Lynch in his publication of the Philippines Institute of Culture, that "where there is emotional involvement, there is Amor Proprio, and to prick AMOR PROPRIO is to ask for trouble." Much of the sudden violence in Filipino interpersonal relations can be traced to pricked amor proprio.

Bahala na is loosely translated as "what will be will be". It sums up a Filipino conviction that an individual has no control over his life and that his fate is determined by supernatural powers. Such a fatalistic resignation places more emphasis on living a life that does not incur the wrath of God (or "Lady Luck") than on hard work and long range planning. It also makes a person content with his lot in life, regardless of its difficulties; a Filipino will rarely manifest signs of impatience. He is a believer in Numerology, and may put great faith in fortune tellers' ability to help him plan his future.

Filipino Verbal Mannerisms:

Filipino English is slightly different from American or British

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English. It is based upon the American English (dialect, but with strong influences of the indigenous languages. Grammar and pronunciation are noticeable affected. Additionally, some words have restricted meanings:

- Superiors are addressed by "sir" or "ma'am", or by their title or profession (Engineer Aquino)
- "Oo" means "Okay"
- When a question is asked, an apology is offered first (I'm sorry to bother you, but....)
- Clucking (like giggling) is used to show sympathy
- "Sst-sst" is used to get attention
- "for a while" means "one moment please"
- "I will be the one to..." indicates "I will"
- "Maybe" means oftentimes "no" and "I try", "I don't think I can".

These euphemisms are employed to maintain smooth social interaction.

Commonly used words:

- "Blowout" - a treat or celebration
- "Brownout" - an electrical power outage
- "Colgate" - toothpaste
- "Comfort room" - restroom
- "Despedida" - going-away party
- "Dirty kitchen" - second kitchen, usually the maid's kitchen
- "Frigidaire" - refrigerator
- "Lanai" - covered or indoor patio
- "Lavandera" - helper doing washing and ironing

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"Merienda" - a morning/afternoon refreshment break

"Pasalubong" - gift given as a souvenir after a trip

"Sala" - living room

"Yaya" - a helper for children's care

Fiestas:

Philippine fiestas and festivals are an important way of life. While most festivals have religious overtones, some however, reflect ancient historical and pagan traditions. Some fiestas are restricted to the barrios (small neighborhood, and some are townwide).

Special foods are an integral part of fiesta celebration. To quote a newspaper columnist (Julie Daza) - ...

"We love the act and the fact of eating because we are a sociable gregarious people. Food is an elementary social intercourse as much as an alimentary requirement, proof of which is that two friends who have not seen each other in a long time invariably say, "Let's go have a bite..... a celebration means food."

Most Filipino diets consists mainly of rice, supplemented with little fish and vegetables. Because rice is an easily digestible starch, we eat five times a day: breakfast, lunch, dinner, and two meriendas. Wealthy Filipinos, naturally attitudes towards food slightly differ. Yet food remains a time-honored way to say, "I care."



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Part II

PHILIPPINE SITUATION

1. National Aspiration and Goals:

The achievement of a much improved quality of life of every Filipino is the national aspiration. Towards this end, the conquest of mass poverty because the immediate, fundamental goals of the Philippines. It means that development efforts over the next decade towards 2000 will be a massive effort to provide the basic needs of the majority of the population and to secure their enjoyment of the fruits of economic and social well-being in the comforts of a congenial habitat.

Economic development will be achieved and sustain for the promotion of social justice, according to all Filipinos a due and rightful share in benefits and obligations.

The next ten years, 1978-1987, will be the most critical period in quarter-century of economic, social and demographic revolution. The first five years, emphasis will be rural development with agrarian reform as the cornerstone program and labor-intensive industrialization.

2. National Policy:

The last years in the country was a shift towards a multi-directional foreign policy as new ties were forged particularly socialist and other developing countries; and as old relationships were redrawn towards greater relevance and mutual esteem. Reforms were continually instituted to steer the country away from disorientation of the past and to increase the capacity of the government as a catalyst in development.

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The period was also marked by more effective government social programs in education, health, family planning and nutrition. The performance of the economy reflected the marked influence of development in the world economy as it followed a similar course, though different in extent and relative effects.

The most pervasive counterinfluence during the period was the oil crisis. The quadrupling of oil prices inflated the import bill and strained the country capacity to import. Inasmuch as 90% of the country's energy requirement are based on imported petroleum, the upsurge in oil prices pushed up production costs in wide area of economic activities. The government response was to secure essential supplies including concomitant financing while at the same time introducing energy conservation measures to dampen unessential demand of oil. The search for oil and non-oil based energy resources picked up substantially because of government encouragement and partly because of higher oil price rendered oil exploration and the development of non-oil energy sources relatively more viable.

This period also the government steadily pursued a development-oriented policy with economic and social development constituting about 2/3 of the national budget. Infrastructure projects, involving transport, power, irrigation, school building and hospitals were heavily emphasized and supported.

3. Problems and Challenges:

Despite the achievements in the economic, social and political spheres, the economy continues to face the following problems and challenges.



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- a. Inadequacy of Needs: The increase in the real per capita GNP of more than 3% per year in the last four years has not appreciably alleviated the condition of the urban and rural poor who comprise more than half of the population. A relatively large segment of the population especially in the rural areas continue to want in the basis of needs in life, i.e., food, clothing, shelter and minimum education. To a large extent this may be attributed to the severity of the various crisis that confronted the country in the recent years. The problem remains severe notwithstanding government subsidy in rice, fuel, transport, basic wage goods, housing and other social services.
- b. Income Inequality: Limitations in the purchasing power of most Filipinos exist in spite of the marked growth of the country's economy. This indicated the personal and geographical maldistribution in 1975 revealed that the top 30% of income recipients in the country account for 63.9% of the total income. The middle 40% and lowest 30% of families received only 26.4% and 9.7% of income, respectively. Although improvement over the 1971 distribution was registered, future development efforts will have to be decisively directed towards a more equitable dispersal of the benefits of economic progress.
- c. Unemployment and Underemployment: As of August, 1976, the unemployment rate for the whole country was 5.2% of the force or 790,000 people. This seemingly low unemployment rate is negated by large underemployment rate of 10.7% of the total employed or 1.6 million persons. This indicates the shortage of productive employment in the country. In most instances, even the income of those employed is not enough to rise them above the level of poverty. More and better income-earning employment opportunities must therefore be created to raise the general standard of living and effect a more equitable income distribution.

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- d. Heavy Pressure of a Rapid Population Growth: Although fertility has begun to fall in recent years, the most optimistic projection still places population growth at 2.3% in the next decade. The bulk of the population increase is expected within the urban areas. The social and economic costs of absorbing the addition to the country's population will be consequently large. Unless reduced to a more manageable level, rapid population growth will compound problems currently facing the country and make solutions more difficult to reach.
- e. Balance of Payments and Price Instability: The Philippines being an opened economy will continuously be affected by disturbances in the external sector. Some uncertainties are inevitable as the world economy moves towards a new international economic order. Advances made towards reater liberalization of world trade contine to be offset by the increasing influence of regional blocks, economic protectionism, growing resource nationalism and constant threat to the stability of the international monetary system. The impact of these events will be heavily felt in the country's balance of payments and international reserve position, as well as in the corresponding fluctuation of domestic prices.
- f. Energy Constraint: The smooth sustenance of the country's growth momentum is continuously threatened by an unstable supply of energy. About 90% of the country's energy requirement are based on imported petroleum. Thus, an upsurge in oil prices strains the country's balance of payments and pushes up production costs in a wide area of economic activities.
- g. Environmental Problems: The rapid expansion of human settlements and accelerated development activities in agriculture, mining, forestry, and manufacturing have resulted in a number of environmental problems. These problems are apparent in

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drying lakes and rivers, soil erosion, floods and other economic growths envisioned in the succeeding years will not impair the environmental quality. At the same time, these environmental protection measures must be carefully chosen so as not to hamper economic development.

- h. Regional Growth Disparities: A number of regions in the country lag behind the more developed ones in terms of growth, employment provision of basic services to the growth, employment and provision of basic services to the growing population. These depressed regions especially the rural areas became the seat of discontent in many instances in the past.

The rapid migration of population to a few urban areas of more developed regions resulted in serious employment, housing health, and other congestion problems. This premature migration made urbanization more an aspect of poverty than a symbol of growth.

3. Strategy for Development:

- a. Attainment of a dynamic and balanced economy, particularly through increased agricultural and industrial production, trade diversification and rationalization, transformation of the energy structure, application of science and technology and proper management of natural resources and environment.



CHILD WELFARE LEAGUE OF THE PHILIPPINES

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Part III

CURRENT SITUATION OF CHILDREN IN THE PHILIPPINES

The observance of the International Year of the Child ended in 1979. In the Philippines 1980 is the start of the fourth year celebration of the Decade of the Filipino Child. The term child in the Philippines refers to a person below 21 years of age. Of the total population of 42,070,660 as of 1979, 56.85% are persons below 21 yrs. of age. Approximately 70% of these children live in rural areas while the remaining 30% are in the urban areas.

Law and The Welfare of Children

Long a neglected and ignored group, mute but not voiceless, bereft of political power and more of a consumer than a producer, the children just like women in our society, was a "majority suffering the discriminations of the minority" - until the state decided to positively exercise its sovereign right of guardianship over children under the doctrine of parents patriae.

The rising visibility of the Filipino children image, in the national consciousness reached its apex with the enactment of Presidential Decree No. 603, The Child and Youth Welfare Code, on December 11, 1974. In observance of Human Rights Day and in the same year that UNICEF declared a global emergency for children.

This forward-looking statute recognizes the child as one of the most important assets of the nation. It serves to codify the scanty and scattered laws on the rights and responsibilities of children below 21 and of parents; it embodies substantive and procedural provisions

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with respect to the role of such institutions as the home, the school, the church, the guild or "samahan", and the community in general; and it catalogues the kinds of children who should receive special treatment in view of their peculiar needs. These are the dependent, abandoned, neglected, physically handicapped, mentally retarded, emotionally disturbed and gifted children, and youthful offenders.

A council for the welfare of children was likewise created under the office of the President and was charged with the task of coordinating the implementation and enforcement of all laws related to promotions of child and youth welfare.

Parental Authority

All rights and obligations which the parents have in relation to the person and property of their children, until their majority age or emancipation, and even after this under certain circumstances, are anchored on parental authority which was derived from the Patria Potestas of Roman and Germanic Law. Originally a right of life and death over children, called the Jus Vitae Ac Necis of the Roman Law, Patria Potestas has now evolved into a more humane institution due to the influence of Christian faith and doctrines.

In the Philippines, "The father and mother exercise jointly just the reasonable parental authority and responsibility over their legitimate or adopted children. In case of disagreement, the father's decision shall prevail unless there is a judicial order to the contrary."

Amending the Civil Code, the Child and Youth Welfare Code now provides that "in case of the absence or death of either parent, the present or surviving parent shall continue to exercise parental authority over

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such children, unless in case of the surviving parent's remarriage, the court, for justifiable reasons, appoints another person as guardian."

Before the amendment, the widow who contracts a subsequent marriage automatically loses her parental authority over her children.

Foremost of the rights of parental authority over the person of the child is the right of the parents to the company of their children and, in relation to all other persons or institutions dealing with the children's development, the primary right and obligation to provide for their upbringing.

Many a time has the Supreme Court been called upon to exercise Solomonic wisdom in awarding custody of the child to feuding parties. The Court has not hesitated to award custody to third persons where the mother, for instance, is morally unfit to raise the child, such as when she is living with a man in common-law relationship, or has had successive liason with several men with whom she has had children whom she has been in the habit of giving away to others or has been using a leverage to obtain concessions, financially and otherwise, from discarded lovers and other persons.

However, where the parents are separated, no child under five years of age shall be separated from his mother, unless the court finds compelling reasons to do so.

The parents have the rights to discipline the child as maybe necessary for the formation of his good character, and may therefore require him obedience to just and reasonable and moderate. Evidently, spanking, which is now outlawed in Sweden, is allowed here as long as it is done moderately.

The relations between the teacher, who exercises substitute parental authority in school, and the pupil are fixed by government regulations and

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those of each school or institution. In no case shall corporal punishment be countenanced.

Parental Responsibilities

Correlative to the rights of the parents over person of the unemancipated child are their responsibilities, the primary one being the duty to support the latter. "Support" includes a balanced diet, adequate clothing, sufficient shelter, proper medical attention and an education commensurate with the child's abilities, until he completes his education or training for some profession, trade or vocation, even beyond the age of majority. Aside from these material amenities, the parents are enjoined to give him affection, companionship and understanding and extend him the benefits of moral guidance, self-discipline and religious instruction.

The Child and Youth Welfare Code provides that, whenever proper, parents are urged to allow the child to participate on family affairs, especially in matters that particularly concern him. In cases involving his discipline, the child shall be given a chance to represent his side. No longer may the parents make unilateral decisions crucial to the child. They may not impose their choice of a career on him, nor unduly influence him to marry a person he has not freely chosen his own career and future spouse, the two most important matters in any individual's life.

Children's Responsibilities

In order to effect the proper balance, the self-same law that bestowed numerous rights upon the youth likewise imposed the correlative duties. For instance, if they have the right to support from their parents, they in turn owe the latter love, respect and obedience. While they have the right to utmost to develop their potentialities for service by undergoing



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formal education suited to their abilities in order that they may become assets to themselves and to society. The parents may be obligated to extend to them the benefits of moral guidance and religious instruction, but they are committed to leading an upright and virtuous life in accordance with the tenets of said religion and the teachings of their elders mentors.

Parental Responsibility For Children's Fault

The father and, in case of his death or incapacity, the mother are responsible for the damages caused by the minor children who live in their company. This vicarious liability springs from the obligation of the parents to supervise their minor children in order to prevent them from causing damage to third persons through their fault or negligence. As long as the children are unemancipated and remain under the custody of their parents, the latter must exercise what is call in the law the "diligence of a good father of a family" in supervising them.

However, through marriage, a minor becomes emancipated from parental authority over his person. He shall administer his property as though he were of age, but he cannot borrow money or alienate or encumber real property without the consent of his father or mother or guardian. Outside of these enumerated acts, he is not disqualified from entering into transactions by himself. Likewise, he can sue and be sued in court only with the assistance of the above mentioned elders.

The Child At Work

In the Philippines, of a total labor force of 14.2 million, 36% are unemployed and 62% of this belong to the age group 10 - 24 years of age. It is within the age bracket 25-44 that the labor force participation rate the highest and within the 10-14 range where it is lowest.



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Given such appalling figures, the National Plan of Action for Labor during the Decade of the Filipino Child focused its attention on the 2.6 million working youth who enter the labor force annually.

Over the past years, surveys undertaken of the unemployed have revealed that more than one-third of the total national unemployment figures consisted of out-of-school youths, most of them coming from the rural areas. In other words, one of three unemployed persons is an out-of-school youth. Annually, during the Decade, according to NEDA projections, about one million 7-14 year olds and 3 million 15-24 year olds will be out of the formal educational system. Hence, the scenarion for the next ten years calls for an increase in employment opportunities in the economic sector, and in the educational sector, intensified efforts to meet industrial and agricultural manpower skills requirements.

To ease unemployment among the youth, they have to be trained for gainful employment. The Labor Code created the National Manpower & Youth Council. It's vocational preparation training program specially covers a range of training activities aimed at the youth. The National Manpower and Youth Council is assisted in this phase of its work by the Ministry of Education and Culture through its vocational school.

A more recent enactment, Letter of Instruction No. 740, launched the Batarisan Program of the Pambansang Katipunan ng mga Kabataang Barangay and the National Manpower and Youth Coincil. All private companies with the necessary capabilities and resources are enjoined to provide and made available these resources, facilities, and technology for the training of out-of-school youth in technical and related skills. They shall grant among other, the needed allowances, stipend and other material support needed.

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We all know that our streets and sidewalks are full of these working teenagers who play hide and seek with the cops. They are the newsboys, watch-your-car boys, cigarette peddlers and the younger elements of the light-fingered gentry. The others are factory workers, hospitality girls and minor prostitutes of both sexes. Generally, they belong to families below the poverty line of bottom 30 percent of the lowest income group.

At the other extreme are the favored few, the ones whom the gods smiled upon, the kiddie superstars of the motion-picture and TV industries. Their problem is not lack of employment opportunities but exploitation. Since they flash out in the celluloid firmament all too briefly, they fade away into oblivion, the people around them exert their utmost to parlay these ephemeral talents into cold cash again. Not alone are these confined to the producers and film-makers, but parents themselves get carried away unmindful of the undesirable consequences of the child stars. These include hazards to the health and frequent absences, if not actual dropping out, from school.



CHILD WELFARE LEAGUE OF THE PHILIPPINES

ESTER B. GAJO
Executive Director

Part IV

ROLE OF COMMUNICATION

I. Against this background, how do we reach their families, and those concerned with their upbringing and development? What is the role of communication? In the Philippines, when we say communication, two major fields come to our mind: the Broadcast Media and the Print Media. According to Mr. Teodoro Valencia, Chairman of the Association of Broadcasting in the Philippines:

1. Broadcast media (television and radio) in the 80's will collaborate with the development projects in: Health, Nutrition, Population Control, Rural Economy, and Philippine Culture;
2. Provide the positive push, emphasizing the "how" and "when" that people of all walks of life must put into the common effort to economize on imported oil and help produce substitute energy from the sun, the hot springs, the waterfalls, devices like windmills and biogas installations. Television will help. Radio will excite people about the possibilities.
3. With the seriousness of the economic crisis (oil) broadcast media will be needed to convince the nation to share in a common effort that will mean changing habits, life styles, and even doing without the comforts many has taken as their rights.

II. Status of Broadcast Media

After going through its most trying four years immediately after the

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declaration of Martial Law, the industry painfully submitted itself to a thorough soul-searching and self-evaluation; it is now free of recklessness and the destructive self role it played as an irresponsible member of the Philippines press in the old society. They are now more responsible and mature.

In the development efforts, it's role to perform the sensitive task of preparing the people to face the difficulties expected from energy crisis.

It has improved its services in the development of information support to all radio stations (300) announcers. Through painstaking research, interesting and useful information on varied topics are instantly available to announcers to give their listeners at varied intervals. It removed non-sensical remarks that used to offend radio listeners.

Another improvement is the handling quality media services of calamities and emergencies.

Media identify their goals with national aspirations and join program to unify the people against threat of instability of the nations which means sacrifice of profitable sources of income.

Challenge Ahead: need more cultural shows, healthy wholesome children's programs both in radio and television; to firm up national identity and continuing love for country. There are 300 radio stations, 5 national TV networks with 42 channels.

III. Print Media

a. There are 12 major daily newspapers, biggest circulation being "Bulletin Today" with 580,405 followed by "People's Journal" 507,967; 12 weekly

b. Magazines:

Weekly in English	- - - - -	11
Forthnightly	- - - - -	3
Monthly	- - - - -	65

Bi-Monthly - - - - - 20
Quarterly - - - - - 20
3 times a year - - - - - 1
Annually - - - - - 13

c. Comic magazines in the vernacular - 47 regularly circulated.

These regularly circulated comic magazines are the most popular medium reaching the children and the masses. Circulation runs from 10,000 copies to 141,384 copies. Private social service agencies are therefore maximizing the potentials of the comic magazines to reach their target clientele. Schools are also starting to use comic magazines to supplement social studies textbooks. Family values, etc, are being webbed into serialized life situations in comic strips.

Media and Crime Prevention

- PAPI (Publishers Asso. of the Phil., Inc.) closely monitored the publications in the country, reporting to PCPM (Phil. Council for Print Media) violations of the guidelines on sex, violence, rumor-mongering, image-building, and sensationalism role on anti-smut campaign.
- August 31 - September 2, 1977, the National Police Commission, the Integrated National Police, the broadcasters and the publishers group of the Philippines jointly sponsored the national symposium on the Role of the MassMedia in Crime Prevention:
 - to orient the participants to the goals and objectives of the government's crime prevention program; and,
 - maximizing the role of media in reducing crime and juvenile delinquency .



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IV. Regular communication tools are being used by social work practitioners include the extensive use of not only the broadcast and print media but other communication tools such as:

- * audio-visuals
- * special events
- * Meetings, seminars, workshops, conferences
- * soci-drama (street drama)
- * word of mouth

V. An exciting happening in communications came about on December 17, 1980 to support the dissemination of child and family development programs as well as other national priorities. This wins the total support extended by the government arm for information, the National Media Production Center, when it launched what is now known as the National Grassroots Information Program (NGIP) which aimed at strengthening both private and government sectors drive for intensified rural development and dispersal of information to the countryside. By the end of 1979, the International Year of the Child, tangible results in terms of its effects on the grassroots level have already been overcome evident thru feedbacks from agencies and field workers utilizing these communications strategies and approaches.

The NGIP geared its operations to the grassroots (which is 70% of total Phil. population) through the Barangay (smallest political unit) as the base of the total communication network. The NGIP calls for full use of multi-media resources; press, radio, TV, film, with particular emphasis on radio (as transistorized radios can now be found in the hinterlands of the country) specialized print materials such as magazines, posters, leaflets, comic books, comics, "Periodikit" (paste-on newspaper) films, (shown thru A-V Units, and portable projector)

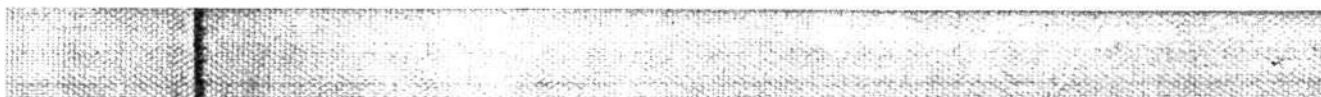
and other unique and innovative communication approach and techniques to disseminate variety of specific messages on child and family well-suited to all people at all levels and in various parts of the country.

Among the new innovative communication approaches and strategies being used by both private and government sectors for their development projects are:

1. **Puppet Theater:** Started in 1978, the Puppet Theater has proved to be very highly successful as an information and entertainment medium. Initially envisioned as a medium for disseminating nutrition messages, its has since then included themes on population, agrarian reforms, values of children , the role of rural women in development and proper health habits. In 1979, the National Media Production Center Puppet Theater accomplished the following: presented a total of 60 performances to more than 100,000 children and adults in Metro Mla. In Central Luzon, conducted a total of 19 trainign workshops for extension workers, teachers, mothers clubs and youth organizations in Metro MnlA and Central Luzon; established at least 10 community based Puppet Theater Groups.

The NMPC Puppet Theater proved to be successful because of its built-in appeal not only for children on the pre=school and school level but also for adult audiences, and in order to attain greater audience outreach, plans for a Puppet TV series were laid out in 1979, to be produced in 1980 with cooperation with the Communication Foundation for Asia. The TV series will primarily carry messages and themes on children's values in relation to their families, schools and community.

2. **Low-cost Rural Theater:** Experimentation with the use of low-cost rural theater began in 1977. With research data serving as indicators of the viability of traditional theater forms fro sensitive



programs such as agrarian reform, nutrition, social mobilization and political development, NMPC began in 1977 its theater activities.

For 1979 the NMPC Theater Group undertook the following:

- * Conducted Theater Workshops for various occupational groups sponsored and coordinated by the Communications for Asia.
- * Toured 6 provinces and mounted local productions of "Alingasngas" a play bearing agrarian messages, child and welfare code, abused children, abandoned children, abandoned children and their plight, family unity, etc.
- * Established a community theater composed of Tondo out-of-school youths
 - * Mounted sketches, variety shows, and improvisational skits
 - * established linkages with various agencies and theater groups
 - * Prepared an anthology of development plays for publication and distribution to NMPC provincial Theater chapters and to private agencies meeting such references.

3. PAHAYAGAN SA BARANGAY (Community Newsprint Newspaper)

The inherent strength of the print medium in communications cannot be underestimated. It has the capacity to sustain community literacy. However, use of the print medium in the rural areas has been found to be too expensive. It is in this regard that the use of low-cost print materials such as cloth and wall posters, and the blackboard newspapers. A cloth poster is set up in a strategic location in the community where the townpeople usually converge and socialize. In 1979, 420 low-cost "Newspapers" were provided by NMPC all over the country with messages to keep them abreast of national development especially focus our child Welfare and women development since 1979 was International Year of the Child and 1980 is mid-decade for women.

4. KUWENTUHAN SA BARANGAY (Storytelling)

One of the dynamic and vibrant dramatic traditions the Filipinos practice up to the present is the art of "Kuwentuhan" or storytelling. The potential of this folk culture as a channel of information is now being adapted by both sectors, private and public. Planned and careful integration of development messages in the folk stories proved to be an effective means of conveying development themes. For instance, NMPC's regional media centers have implemented this communications technique 840 times in various barangays. Integration of development themes with casual folk narrations in the areas's talking points presented some problems regarding conservative sectors in a community who considered such communications strategy an intrusion to their traditions. Proper motivation of the part of the regional officer bridged this problem.

5. INFORMATION BRIGADES

Different youth organizations organized by private sectors called "Bali-katan ng mga Kabataan" cooperated with NMPC in providing information officers with much needed assistance during its peak activities. These brigades are very useful during states of calamities and emergencies when information on the state of damaged areas is of prime importance among affected populace.

6. SAMUT-SARING SERBISYO SA BARANGAY

One innovative communications strategy which has proved to be an effective link in bringing the government closer to the people through a combined conduct of delivering public information and development services is the Samut-Saring Serbisyo sa Barangay. NMPC experience showed that information on various development programs are better received when

direct and tangible action and services are provided for by agencies. For this, Samut-Saring Serbisyo ... is implemented in the countryside as an integrated effort among different government and private offices of catalyzing development programs. Using a Philippine Navy boat, it adopts a caravan format and stays in the designated area for 7 - 10 days of full-ranged service and information work. This makes the project not only a unique delivery system of information; it is government-in-action itself. This year, Samut-Saring serbisyo went to depressed areas in Samar and Antique.

7. PAGLILINANG SA KAKAYAHAN

Talents in the rural areas used to be untapped. Opportunities to develop and encourage talented personage in the community were not availed of. In 1979, the regional media centers started "Paglilintang sa kakayahan", a program that provides out-of-school youth, students, housewives and other interested sectors with opportunities to develop their talents and make use of them for their self-development and their country's. There were 5,500 "Paglilintang sa Kakayahan" projects implemented by the regional media centers all over the country. This communications approach has been found to be a contributing factor in alleviating living conditions in the community and at the same time encouraging commitment and involvement in the development programs of the government.

8. FLOATING MEDIA

Many areas of the country are inaccessible to land transportation. To meet the information needs of these places, NMPC launched the floating media project in the regions in cooperation with private shipping and land transportation companies. Using specially built pumpboats, NMPC brings audio-visual facilities such as a film and slide projector and

the VTR cassette system to enable showing in these areas.

9. SINEHAN SA BARANGAY (PORTABLE MOVIE HOUSE)

A highly successful informational, educational, and entertainment approach envisioned at the grass-roots level is the Sinehan sa Barangay. Film showings in the schools at daytime and in the Barangays in the evenings by the 65 NMPC audio visual mobile vans supplemented by private audio visual reached an average of 25,000 viewers monthly. The film showing basically touches on development with reference to the current basic needs. The NMPC media centers has a close tie-up with other private agencies.

10. PULONG-PULONG SA BARANGAY

This is an approach that utilizes the strategy of group discussion which has proved to be a very effective approach in information-dissemination. The discussions are about any topic pertinent to any development program and the people's reactions towards them. The women's club, youth groups, parents groups make use of this strategy.

11. BACKGROIUND NEWSPAPER

Started by the NMPC regional media centers, the use of blackboard newspapers is now being followed by private agencies. This blackboard newspaper is very easy to manage and produce. It comes in as an effective alternative to national newspapers as an information channel for both national and community news. It is placed in the center of every community and thus serves as a very innovative medium for the grass-roots.

12. TALKING POINTS

This approach has proved to be very effective in eliciting audience participation and interest. After the audio-visual showings or clip-

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pings, showing of issues or showing of posters, the communication field officers conduct discussions on pre-selected issues, local and national with the audiences. The "Talking Points" is now an institutionalized information dissemination and feedback approach utilized by child and family development workers.

13. Recently, private and public sectors experts under the leadership of the National Commission on the Role of Filipino Women has come out with various modules on children, values, women development, etc. to strengthen families. The module will be used by both public and private school to inculcate values, child rearing practices, human dignity, etc. Some samples brought here are the modules of optimizing women's intellectual potentials, optimizing women's physical capabilities, rights and responsibilities of the Filipino women, women's quest for a better status, etc.



CHILD WELFARE LEAGUE OF THE PHILIPPINES

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Part V

ROLE OF COMMUNICATION IN CHILD & FAMILY WELFARE

i. Mass Media: In general its role is and will be to communicate knowledge and information supporting and achieving objectives of the development, nurturing of children; strengthening families: health education, nutrition, values, economics, etc.

Likewise, it will be a channel for preservation of indigenous cultures and the cultivation of artistic expression. It is and will continue to inculcate values and enrich influence the direction of the life of the family and community.

a. Television & Radio: Both media are able to gratify people with normal senses of sight and hearing that, literary is not a requisite.

TV provides the most dynamic medium of dissemination of information. The use of music and catchy visuals made advertising messages a show itself. It provides the venue of a high degree of recall and even internationalization as evidenced of re-interpretations of jingles. Do Radio and TV serve as worthy source of children's (being the group that spend so much time) information, reaction, and stimulation? Whatever is the answer, there remains a strong conviction that TV must pay heed to the need of the children. Energy, time, and expertness need to be channeled to improve TV children's program. In the Philippines for examples of this: Batang Pinoy and Kulit Bulilit.

TV producers therefore must be more conscious and sensitive

in planning and producing children's programs, not only because the majority of TV viewers are children, but because it is society's inherent responsibility to look after the development of children. Our children deserve to be singled out for special attention. They are our wealth.

- b. Comics, magazines, etc.: Both media particularly printed in vernacular are the widely read and distributed reaching out the very rural areas.

These media are widely read by young people for their enhancement and entertainment. It sometimes helps the children comprehend nature in terms understandable to their level.

Several children's literature reflecting boyhood adventures of national heroes, draw inspiration and awakened them to their true and real identity. Other print media for children were meant to demonstrate its role in shaping national destiny, as well as developing moral values.

2. Theaters, drama, skits, plays, etc.:

The theater is human society in miniature. It generates problems of everyday living and provides innumerable challenges of adjustment to the physical and social environment. It is also an answer to the restlessness of bright and sensitive children and their cravings for action and recognition. It motivates them to learn the values of life in a practical way than the formal classroom. It challenges them to study more seriously and to develop their intellectual powers to the utmost. It even requires them to take better care of their health. It teaches them to learn how to work with others and to make moral and aesthetic choices

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that they had not thought of before. To summarize the role of these media:

- a. human understanding - a better understanding of oneself, of one's social responsibilities towards others; and a system of moral values;
 - b. creative thinking and self-confidence which will be the basis of creating living in adulthood.
 - c. intellectual development: the development of verbal activities of reading and speaking as well as the ability to carry on abstract thinking while working out solutions to problems of production.
 - d. artistic consciousness: children's participation in plays or patronage of theatre will develop their love for the arts and thus lead them to realize early in life the meaning of Goodness, Truth, and Beauty.
3. Films, Audio-Visuals, slides: These have similar roles as the TV except that its portability may reach areas and families without TV and radio coverage. Since these media needed manpower personally to operate, it further provides opportunities for dialogues and discussion, exchange reactions, immediate feedback.

PROBLEMS IN COMMUNICATIONS

1. Communication materials for children's welfare:
 - a. Lack of distributing agency that specializes in children's books, magazines, and other printed materials.
In the Philippines, only the comic book/magazines has a specialized network that covers all the province and towns of the country. But, there is no local bookseller/distributor that specializes with a network of distribution through out the country.
 - b. Poor children's library development program - both public and private and school libraries - needs adequate government funding.
 - c. Low purchasing power of the general public.
 - d. Lack of massive promotion of reading (other than textbook)
 - e. Lack of government support and subsidies.
 - f. Few writers/artists, editors, publishers, booksellers, specializing in children's books, magazines, etc.
 - g. High tariff on paper for books, paper shortage, poor quality of paper;
 - h. Poor quality of printing techniques and services.
2. Lack of trained manpower to interpret, demonstrate, and effect transfer of knowledge, appreciation, and assimilation, etc. particularly in the rural areas.
3. Over-load and overconcentration of knowledge, technology, and manpower in urban areas and priority growth centers.
4. Overload of knowledge among executive s, program specialists and

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supervisors.

5. Conflict of messages/information use of certain products such as milk (breast feeding vs. artificial milk); alcohol, cigarettes.
6. Need to balance advertising and educational aspect in media content specially TV and Radio.