## I. Background

### A. Rationale

The DTI's Bureau of Product Standards, as the National Standards Body, conducted limited promotional activities for the industry and the general public then due to its very limited resources. Consequently, this resulted to a very low awareness of the public on the Philippine National Standards (PNS) that specify the quality and safety requirements of the products that consumers use everyday. Subsequently, there is also a low awareness on the quality and safety marks – Philippine Standard (PS) and Import Commodity Clearance (ICC) – on critical products that indicate that they have been tested and have successfully passed the requirements of relevant PNS.

With the influx of substandard products in the Philippine market, the DTI-BPS developed the Standards Blitz Programme, which is an intensified information campaign to significantly increase the understanding of the consumers on product quality and safety based on the PNS.

Through the Standards Blitz Programme, the DTI-BPS aims to promote standards, standardization and conformity assessment activities to high school students and their teachers; to businessmen, government employees and the general public nationwide. The campaign includes fora, contests and seminar workshops on standards, visits to the BPS Testing Center and DTI-accredited and recognized laboratories, and, materials and sessions to integrate product standards in the DepEd secondary curriculum.

The DTI-BPS is guided with its slogan, "Starting them young" to effectively implement this component. It believes that the youth, predominantly in the secondary level, is a strong influence to reckon with considering their age range in molding and building their personalities and principles to understand and live proper yet enjoyable lives.

### B. Components

A Pilot Project of the BPS Standards Blitz was launched in July 2003 that made an impact to the target participants, from the start of the visit to persuade the principals and school administrators to join, to the visit of the pupils and students in the BPS Testing Center and to their attendance in the Consumer Trade Fair in the MegaMall Trade Hall every Consumer Welfare Month celebration in October.

In 2004, with the success of the Pilot Project, the BPS institutionalized the Standards Blitz to strengthen its information campaign and to create more impact to the buying public. The DTI-BPS forged a Memorandum of Agreement (MOA) with the Department of Education (DepEd) and the Philippine Product Safety and Quality Foundation, Inc. (PPSQF) as the industry partner on 20 October 2004 for a wider implementation of the Standards Blitz Programme.

The DTI maintains this public-private partnership to sustain the objective of providing education materials to the teaching sector and the youth. It also maintains the program's four (4) components to ensure that the general public are informed and involved on product quality and safety activities. These components are the Standards Advocacy Club (STAC), the Standards in the Curricula of Formal and Non-Formal Secondary Education (SCUE), the Standards' Essay Writing Contest (SEWC), and, the Konsyumer Atbp. (KATBP) Teleradyo broadcast program.

## II. Developments

### A. Standards Advocacy Club (STAC)

The DTI-BPS opened its testing center to consumers so they can understand how certain critical products are tested for performance and safety. With this activity, the DTI-BPS aims to showcase the tests on products based on PNS for consumers to witness how products are made to perform and be safe for their daily use.

Once a school or office arrives the BPS Testing Center, a short program to introduce the activity is conducted. A STAC form is provided to them to collect participants' information. Then the visitors are divided into small groups to go to the various stops where a BPS test engineer demonstrates a test and discusses its relevance for them. After the tour, the group is requested to convene to fill up their evaluation forms. Then the DTI-BPS distributes collaterals and give-aways to remind them of their visit at the testing center. An infomercial on product testing in CD is provided to them for reference.

Those who participated automatically become STAC members. All the information that they placed in the STAC forms will be included in the STAC database. The DTI-BPS then includes them in its directory to which BPS information materials are sent to.

The DTI-BPS expects that those who participated in the visit will share to their families and friends what they've learned for the day; that they will be sources of data on standards and standardization activities for other consumers.

To widen the accommodation of this project, the DTI-BPS made special arrangements with the accredited laboratories and test institutes of the DTI-Philippine Accreditation Office (PAO), to make their sites available for consumers to visit for education on performance and safety of products.

To date, visits were arranged to be conducted on the first and last quarters of the year since schools and universities have already included their visits to the BPS Testing Center as one of their activities in their class/ school trips. But walk-ins and short notices are still accommodated.

### B. Standards in the Curricula of Formal and Non-Formal Secondary Education (SCUE)

For this component, the DTI-BPS targets to educate the formal and non-formal students and learners in the secondary level with ages from 13 to 16 years old. The students in the formal school are those who attend classes from Monday to Friday in a public or private high school. The mobile learners in the non-formal school or alternative learning system, are those who dropped off from school and decided to finish high school through a modular type of teaching from the DepEd's instructional managers or mobile learners in one-a-week or twice-a-week sessions in barangay halls/ centers or community learning centers (CLCs).

Through a Memorandum of Agreement (MOA), the DTI and the Department of Education (DepEd) generally aim to increase product standards awareness and significance through the education system. DTI and DepEd agreed to instill consciousness on standards to the youth and educate them on these in classes and sessions through standards materials.

An important strategy for this project is the transfer of knowledge related to standards and conformity assessments to the DepEd personnel for their consideration in writing the curricula on standards.

The DTI and the PPSQF provide their expertise on the regulations, standards, and products for the DepEd to write and develop as modules and TSMs. These developed modules and TSMs will then be validated in identified classes in high schools and CLCs for finalization. Once finalized, the copies are presented and taught to select high school and mobile teachers with their students and learners, respectively. Another phase of finalization will be undertaken on the copies before the print of copies and distribution.

The DTI prioritizes the critical products as the subjects for the modules and TSMs. With the DTI's core messages, the DepEd's Bureaus of Alternative Learning System (BALS) and Secondary Education (BSE) integrate them in their learning competencies per subject or learning strand. Once integrated, the DepEd, in a series of writeshops with their writers, illustrators, encoders, facilitators, editors, and, consultants, leads the development of materials.

It is expected that through the SCUE, the students and mobile learners would be formally and effectively educated on standards – its definitions, benefits, uses, impact – and standardization activities.

The first phase of the project resulted to the integration of standards and standardization activities in the curricula of the secondary formal and non-formal education. Subsequently, the first batch of school materials on quality and safety of priority products were produced. The modules and teacher support materials (TSMs) on standards presented the standards requirements of four (4) priority products that will guide the students, learners, instructors, and teachers as consumers for their wise purchases.

1. First batch of priority products

To facilitate the preparation of these educational materials for critical products under the BPS' mandatory certification, the DTI-BPS identified four (4) from the list as the foci of the said materials. The modules and TSMs were on the automotive battery, compact fluorescent lamp (CFL), flat glass, and, LPG cylinder.

The DTI, PPSQF and DepEd-BALS developed and finalized a module for each of the four (4) critical products in the Philippine language, Filipino, for non-formal education learners. They are the following:

| Product | Title of Module | Translation |
|---|---|---|
| | | |
| Automotive battery | "Magic ng Bateryang Pangsasakyan" | "Magic of the Automotive Battery" |
| Fluorescent lamp (CFL) | "Liwanag sa Dilim" | "Light in the Darkness" |
| Flat glass | "Salamin, salamin: Sino ang Salarin?" | "Mirror, mirror: Who's the Culprit?" |
| LPG cylinder | "Tangke ng LPG: Tiyaking Ligtas, Pwede Ba?" | "LPG tank: Make it safe, please?" |

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DepED
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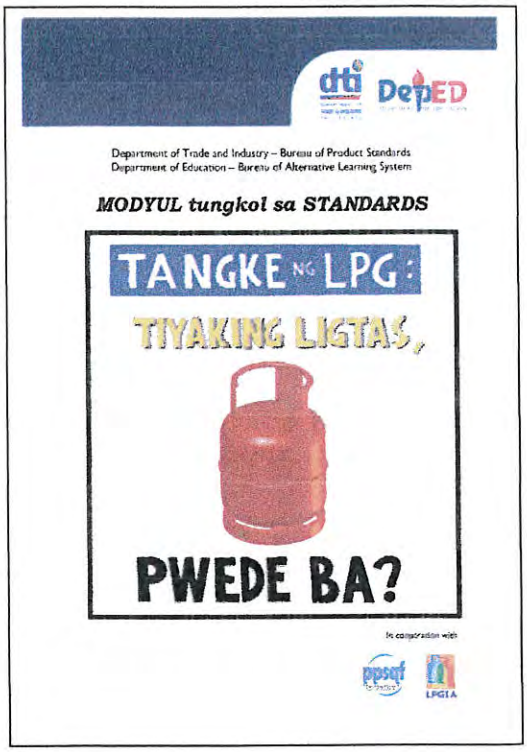
Department of Education – Bureau of Alternative Learning System
MODYUL tungkol sa STANDARDS
MAGIC ng BATERIYANG PANGSASAKYAN
In cooperation with
ppsqf
PABAMA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Department of Trade and Industry – Bureau of Product Standards
Department of Education – Bureau of Alternative Learning System
MODYUL tungkol sa STANDARDS
TANGKE NG LPG:
TIYAKING LIGTAS,
PWEDE BA?
In cooperation with
ppsqf
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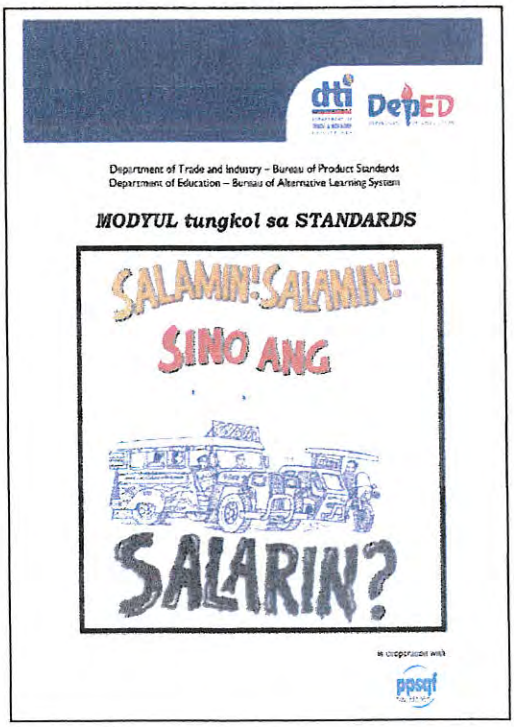
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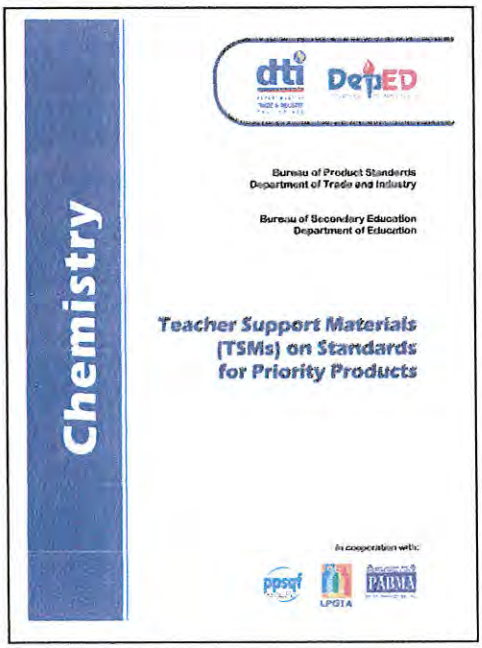
Department of Education – Bureau of Alternative Learning System
MODYUL tungkol sa STANDARDS
SALAMIN! SALAMIN!
SINO ANG
SALARIN?
In cooperation with
ppsqf

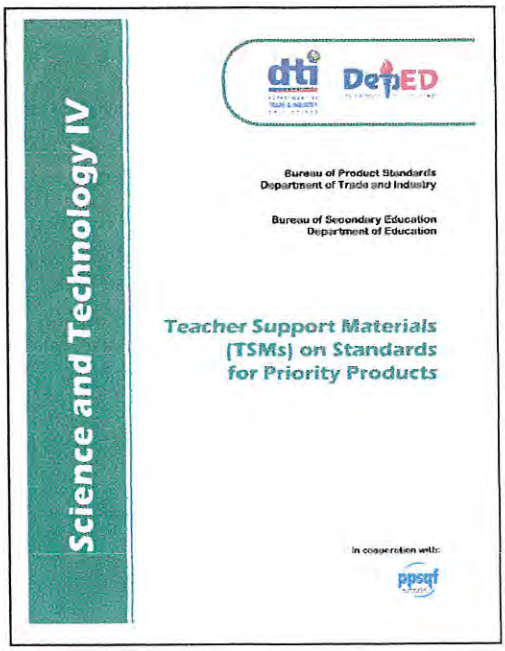
Moreover, the DTI, PPSQF and DepEd-BSE developed and finalized several TSMs for each of the four (4) critical products in the English language, for the formal education students. They are the following:

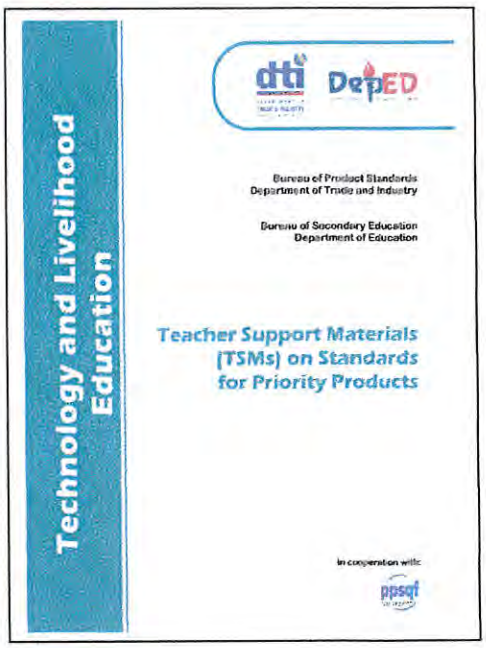
| Subject | Product | Title of Teacher Support Material (TSM) |
|---|---|---|
| | | |
| Chemistry | Automotive battery | "Electrochemical cells" |
| | CFL | "Uses of Chemistry in Daily Life |
| | | |
| Science and Technology IV/ Physics | LPG cylinder | "Gay Lussac's Law" |
| | Flat glass | "Laws of Reflection"<br>"Refraction of Light Planes" |
| | | |
| Technology and Livelihood Education (TLE)/ Industrial Arts | CFL | "You Light Up My Life"<br>"Illumination" |

The DTI and PPSQF distributed 7,514 sets of modules to almost 4,000 CLCs in the country by February 2009. Each set is composed of the four (4) modules in print and CD copies. Immediately, these modules were used by the mobile teachers in their sessions.

Similarly, the DTI and PPSQF distributed 9,044 sets of TSMs to 4,600 public high schools and select private high schools. Each set consists of seven (7) TSMs classified into three (3) subjects in print and CD copies. The TSMs were used by the high school teachers in their classes in June 2009, when the classes started for the country.






To ensure that the materials will be understood by the academe sector, the DTI continued its promotional activities by presenting them to the mobile and high school teachers in their annual training programs. The DTI-BPS also developed brochures on the education materials to help the academe sector understand the advocacy on product quality and safety based on standards.

Furthermore, the DTI and the DepEd-BALS started its monitoring activities on the use of the modules on standards in CLCs. In these activities, the mobile teachers and expressed their appreciation on the education materials developed for them.

The mobile learners and teachers were grateful that they are now informed that certain products are tested for their safe use. All those visited have requested that another set of materials be developed for them so they can also be properly informed on the other critical products.

The DTI and PPSQF have counterpart funds for all the program activities on the first batch of priority products. In total, the programme cost amounted to P9,409,653.00 with DTI (8,284,599.99) and PPSQF (P1,125,053.18) shares.

The DTI's partners for the modules and TSMs on standards for the first batch of priority products are PPSQF, LPG Industry Association (LPGIA), Philippine Automotive Battery Manufacturers' Association (PABMA), Flat Glass Alliance of the Philippines (FGAPI).

2. Second batch of priority products

With the success of the first batch of education materials on standards, DTI and DepEd decided to proceed with another set for the consumer youth. The DTI-BPS identified the second batch of priority products which are cement, ceramic tile, electric iron, lighter, monobloc chair, and, safety match.

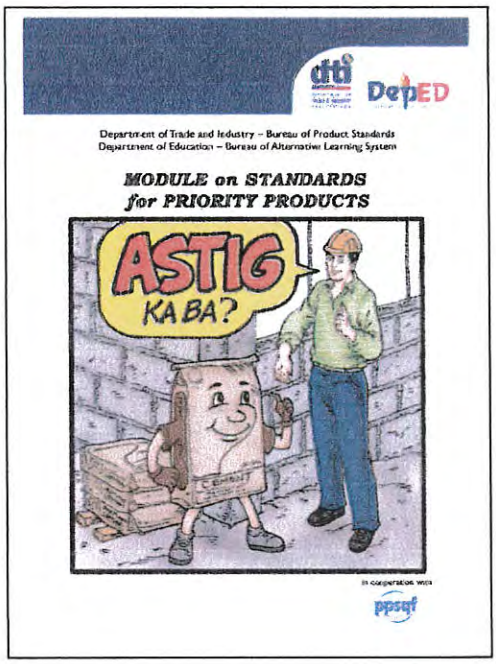
The writeshops for the development of the drafts of the modules with the DepEd-BALS and lesson exemplars with the DepEd-BSE have been conducted in July and August of 2009. The modules and lesson exemplars were reviewed and revised from 2010 to 2011.

In June 2011, the draft copies of the 2nd batch of modules on standards were validated in the cities of Tarlac, Urdaneta, and Baguio in five (5) CLCs with 120 mobile learners, supervisors, coordinators and IMs. Another series of validation activities were conducted in Puerto Princesa City and Palawan in September 2011 to evaluate the usefulness of the draft modules. Almost 200 learners, supervisors, coordinators and instructional managers (IMs) evaluated the materials.

Generally, the draft modules on cement, ceramic tile, electric flat iron, lighter, monobloc chair, and safety match were evaluated as very informative and effective to the learners and mobile teachers/IMs. They revealed that the contents and concepts presented are useful and easy to understand for most of the learners.

The modules and lesson exemplars on standards that DTI, DepEd and PPSQF have developed are the following:

| Product | Draft Title of Module | Translation |
|---|---|---|
| | | |
| Cement | "Astig Ka Ba?" | "Are you Tough?" |
| Ceramic tile | "Hiwaga sa Likod ng Luwad" | "The Mystery of Clay" |
| Electric iron | "Plantsa Mo, Plantsa Ko: Ligtas nga ba?" | "Your Iron and Mine: Is it Safe?" |
| Lighter | "Isang Pindot Ka Lang" | "With Just One Press" |
| Monobloc chair | "Tibay Mo, Kaligtasan Ko" | "Your Stability is my Safety" |
| Safety match | "Isang Kiskis, Walang Mintis" | "One Scratch and You won't Miss" |
| | | |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Department of Education – Bureau of Alternative Learning System
MODULE on STANDARDS
for PRIORITY PRODUCTS
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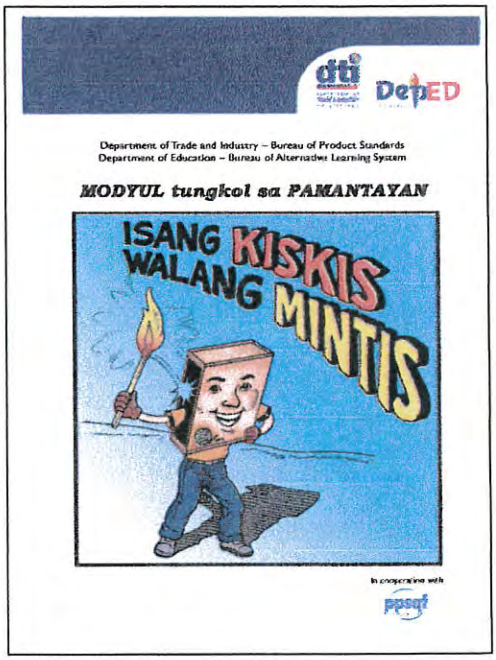
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MODYUL tungkol sa PAMANTAYAN
ISANG KISKIS WALANG MINTIS
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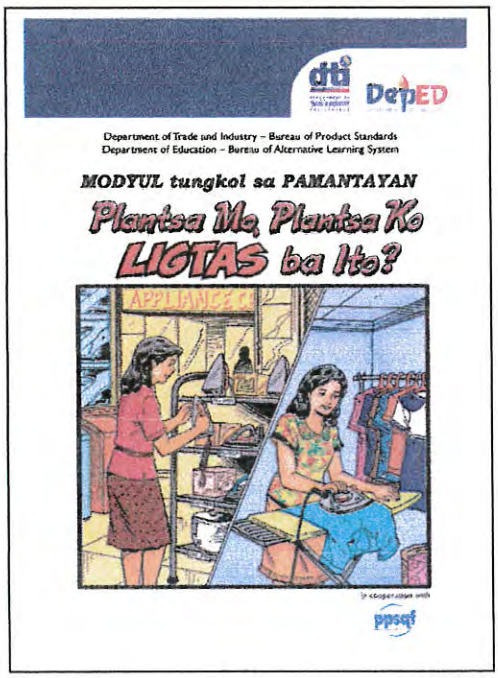
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Department of Education – Bureau of Alternative Learning System
MODYUL tungkol sa PAMANTAYAN
Plantsa Mo, Plantsa Ko
LIGTAS ba Ito?
APPLIANCE
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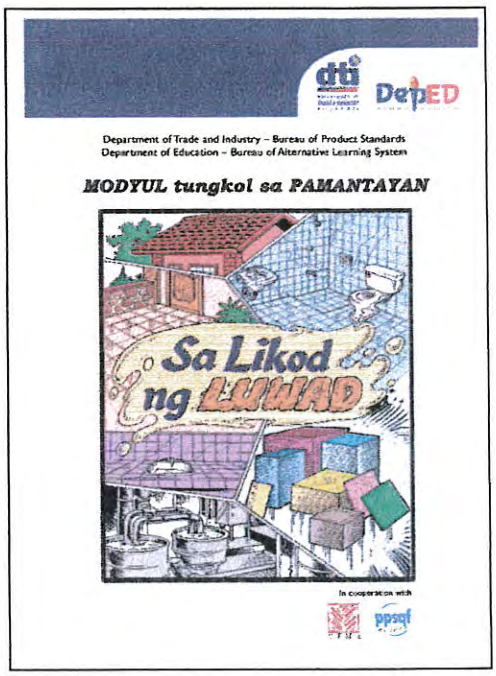
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Sa Likod ng LUWAD
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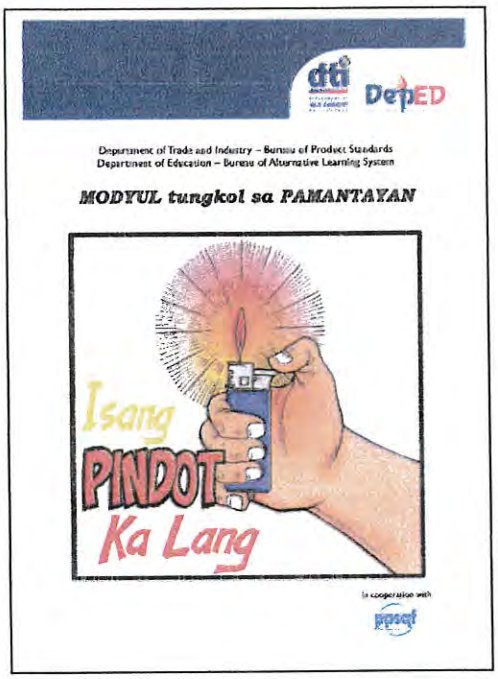

| Subject | Product | Draft Title of Lesson Exemplar (LE) |
|---|---|---|
| | | |
| Science | Ceramic tile | Chemistry (for 3rd year students) |
| | Cement | Chemistry (for 3rd year students) |
| | Lighter | Integrated Science in Chemistry (for 1st year students) |
| | Safety match | Integrated Science in Chemistry (for 1st year students) |
| | Electric iron | Physics (for 4th year students) |
| | Monobloc chair | Physics (for 4th year students) |
| | | |
| Araling Panlipunan (Social Studies) | Product Certification | Araling Panlipunan (for 4th year students) |
| | Cement | Araling Panlipunan (for 4th year students) |
| | | |
| Technology and Livelihood Education (TLE) | Electric Iron | Industrial Arts (for 1st year students) |
| | Monobloc chair | Handicrafts (for 1st year students) |
| | Ceramic Tiles | Civil Technology (for 4th year students) |
| | | |

The DepEd-BALS has already started using the second batch of modules on standards to their mobile learners. These modules add to the first batch that totals the materials with DepEd-BALS to 10.

But the DepEd-BSE has put on hold the LEs on standards. The DepEd-BSE prioritizes the implementation of the K to 12 program. Thus, the finalization of the LEs was delayed.

The DTI-BPS aims to print the copies of the modules and LEs this year for the use of the high school students and learners.

C. Standards' Essay Writing Contest (SEWC)

Considering that the education materials on standards are being used by the teachers, IMs, students and learners, the DTI-BPS took the opportunity to check what knowledge and understanding they have acquired from the said materials.

The DTI-BPS designed an Essay Writing Contest among the high school students and learners to measure their awareness on the relevance of product standards in their everyday lives and on the significant roles the government and other sectors of the society play in safeguarding the welfare of consumers through standards.

Through the DTI, DepEd, PPSQF and media partnership, the contests were operationalized in 2004, 2005, 2006, 2009, and 2010. The DTI submits that mechanics to DepEd that issues a circular on the activity. Eliminations are conducted in participating high schools and community learning centers (CLCs). The winning school/ center representatives vie for the semi-finals for the DepEd divisions. Then those who won from the divisions participate in the final round for the on-the-spot essay writing contest that the DTI conducts.

From the five (5) competitions that were conducted, 15 students and learners became ambassadors of product quality and safety, and consumer protection in their schools and communities and for the DTI-BPS. Their teachers/ IMs were always on hand to guide them in the promotional activities on standards and consumer protection.

*DTI Secretary Peter B. Favila (4th from L) and PPSQF Chairman Meneleo Carlos led the awarding ceremony for the winners of the 2nd Essay Writing Contest (2005 during the opening of the 5th Consumer Trade Fair.*

D. Konsyumer Atbp (KATBP)

The DTI-BPS manages and operates the KATBP, which has provided a venue for an active interaction between DTI and consumers on product quality and safety and on their rights and responsibilities among other related issues.

The KATBP was launched on 19 February 2005, with DZMM's Ms. Winnie Cordero and then DTI-CWTRG's Undersecretary Adrian S. Cristobal, Jr., as hosts. From 23 June 2007 or KATBP's season 10, the said program's format was improved with only three (3) segments namely, Konsyumer Patrol, Ugnayang Konsyumer and Consumer 101. DTI-CWTRG U/ZCM and DZMM station manager Angelo Palmones began anchoring KATBP then. On 18 July 2009, TV Patrol's Alvin Elchico replaced Kuya Angelo in KATBP as the DZMM/ ABSCBN anchor for KATBP. To date, the KATBP tandem is Undersecretary "Tita" Zeny and Kuya Alvin.

For 18 seasons, the DTI maintained a partnership with the Philippine Product Safety nd Quality Foundation, Inc. (PPSQF) and the ABS-CBN Broadcasting Corp. through its DZMM AM Radio 630 KHz. The PPSQF's presence was an assurance of the industry's support in educating the consumers on programs and services for them. However, the PPSQF decided to break its partnership with DTI in a letter dated 15 October 2009 due to lack of funds. Still, the PPSQF pledged to assist the DTI in other programs for consumers.

Without PPSQF, the DTI continued its partnership with the ABS-CBN Broadcasting Corp. through its DZMM AM Radio 630 KHz, and its DZMM Teleradyo Skycable Channel 26 (and more than 250 local cable networks nationwide) as the effective medium for this advocacy program on consumer protection. The DTI decided to proceed with KATBP Season 19 and pay for the airtime costs since then.

On April 2007, the KATBP started its simulcast on its regular timeslot on Saturdays, over DZMM 630 KHz and Skycable channel 26. The KATBP, through DZMM AM radio is heard over Metro Manila, NCR, Regions I, III, IVA and several provinces of CAR, Regions II, IVB, and, V. Simultaneously, the KATBP is viewed through DZMM Teleradyo - Skycable channel 26 and in key cities from Regions I to XI, CARAGA and ARMM nationwide through more than 200 local cable network channels. Moreover, the KATBP is heard and viewed at in the Middle East, United States of America, Canada and other countries through ABSCBN's The Filipino Channnel (TFC).

Usec Zeny and Kuya Alvin are the current anchors of the KATBP Teleradyo program, every Saturday from 10:30 in the morning to 12:00 noon.

Usec Zeny was awarded the 2011 KBP Golden Dove Award for Best Public Service Program Host for Radio last 26 October 2011 at the Aliw Theater, Roxas Blvd. Pasay City.

From February 2005 to December 2013, the DTI-BPS has produced and aired 442 KATBP episodes in 34 seasons. With these episodes, the KATBP has established radio and TV followers nationwide and in other countries.

For 2012, the KATBP was a finalist both in the KBP Golden Dove Awards – Best Public Service Program for Radio and in the Catholic Mass Media Awards (CMMA) – Best Education Program for Radio.

For 2011, U/ZCM was conferred with the Kapisanan ng Brodkasters ng Pilipinas (KBP) Golden Dove Awards – Best Public Service Program Host for Radio. Moreover, the KATBP was again a finalist both in the KBP Golden Dove Awards and in the CMMA.

The KATBP was awarded the 2010 and 2009 Best Public Service Program for Radio by the Kapisanan ng Brodkasters ng Pilipinas (KBP). The KATBP was initially recognized as the 2008 Best Educational Program for Radio by the Catholic Mass Media Awards (CMMA). The DTI-BPS received recognition in operating the KATBP that includes the DTI Creative Award (2005), the Civil Service Commission's Semi-Finalist Lingkod Bayan Award (2006) and the CMMA's Finalist Recognition Award (2006 and 2007).

For the anniversary celebrations of KATBP, the DTI and ABSCBN reach out to more consumers and conduct taped-as-live episodes in cities where consumer and business programs are alive that can be showcased in the program.