



REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
DECS Complex, Meralco Avenue
Pasig City, Philippines



Sama Sama
s/ DECS

Tanggapan ng Pangalawang Kalihim
Office of the Undersecretary

September 8, 1999

DECS MEMORANDUM
No 383, s 1999

1999 CONSUMER WELFARE MONTH

To Regional Directors
Bureau Directors
Schools Division Superintendents
Private Elementary and Secondary Principals

1 The National Consumer Affairs Council (NCAC) in coordination with the Department of Education Culture and Sports (DECS) announces the 1999 Consumer Welfare Month (CWM) as mandated by Presidential Proclamation No 1091 to formally start on October this year and the consecutive years thereafter

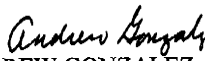
2 The CWM theme for this year is *Konsyumer Proteksyon Nasaan Na Iayo Nkayon?* (Consumer Protection Where Do We Stand?) which aims to

- a promote effectively the interest and general welfare of the Filipino consumer
- b assess how far the eight (8) basic consumer rights have been recognized nationally and
- c increase awareness on the part of the consuming public and our Philippine government that the basic consumer rights require continuous action

3 Regional Directors are enjoined to encourage schools to participate in the CWM observance by integrating the topic in class discussions particularly in Technology and Home Economics (THE) Mathematics and other related subjects

4 Teachers Parents Teachers Association (PTA) officers and members are likewise enjoined to instill consumer rights to the youth and its importance to our daily lives. Inclosed are lists of the eight basic consumer rights and the suggested activities for the celebration

5 Immediate and wide dissemination of this Memorandum is desired


ANDREW GONZALEZ FSC
Secretary

Incls As stated

Tel # 633 72 59
(22 72)

Incl.:

As stated

Reference:

None

Allotment: 1--(D.O. 50-97)

To be indicated in the Perpetual Index
under the following subjects:

CELEBRATIONS & FESTIVALS
SCHOOLS



Basic Consumer Rights

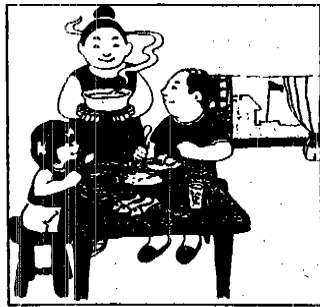
- Do your share in caring for our environment by practicing the 3 R's of environmental protection:
 - ▣ REDUCE - the source of solid wastes by buying earth friendly products. These are products that could be disposed properly without harming our environment
 - ▣ REUSE - products and containers as much as possible
 - ▣ RECYCLE - because using recycled products and recycling per se, will prolong the life of our landfills

IF YOU ARE NOT SATISFIED:

- Write to the local officials and to consumer organizations if you are aware of dynamite fishing or illegal logging being committed in your area.
- Organize an earth-friendly group in your area. The main task of which is to ensure that your surroundings have clean air and clean water. Also, encourage the people in your neighborhood to practice proper waste disposal, use of recycled and recyclable materials and the use of environmentally safe materials

**"A WELL-INFORMED AND VIGILANT CONSUMER
IS THE BEST PROTECTED CONSUMER"**

DEPARTMENT OF TRADE AND INDUSTRY



THE RIGHT TO BASIC NEEDS

The first consumer right is THE RIGHT TO BASIC NEEDS which guarantee survival, adequate food, clothing, shelter, health care, education and sanitation.

YOU MAY LOOK FORWARD TO:

The availability of basic and prime commodities to consumers at affordable prices and of good quality.

WHAT TO DO:

- Prioritize your needs
- Look for quality, not quantity
- Be quality conscious, not brand conscious
- Do not engage in panic-buying
- In times of crisis/calamity, be vigilant in ensuring that basic commodities are available in the market

IF YOU ARE NOT SATISFIED:

- Keep in mind that the highest-priced or most expensive product in the market may not necessarily be the best in quality.
- Be vigilant in ensuring your continuous access to a wide assortment of competitively-priced goods and services
- Ensure also that in times of crisis, the prices of commodities do not increase exorbitantly

THE RIGHT TO SAFETY

The second consumer right is THE RIGHT TO SAFETY which is the right to be protected against the marketing of goods or the provision of services that are hazardous to health and life.



YOU MAY LOOK FORWARD TO:

- Manufacturers of consumer products to undertake extensive safety and performance testing before selling their products in the market
- Labels which contain the proper information as regards the product, its use and how to operate it, if the need arises, and also precautions or warning signs.

WHAT TO DO:

- If you have sensitivity to a certain ingredient, it would be very beneficial if you read all labels and product circulars before using a certain product
- If you are in a store and have doubts about the product's effectiveness, ask for a person who knows how the product works or how to operate
- Keep certain products out of the reach of young children. Watch out for special warning signs in the label of the product like "NOT SUITED FOR CHILDREN BELOW FOUR (4) YEARS" or "POISON: For external use only etc."

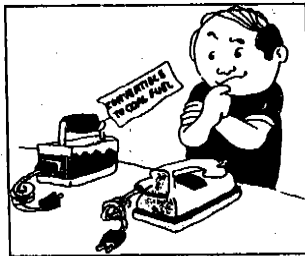
FIVE (5) CONS

1. CRITICAL AWARENESS

The responsibility to be more alert and questioning about the use of, and the price and quality of goods and services we use

2. ACTION

The responsibility to assert ourselves and act to ensure that we get a fair deal. As long as we remain passive consumers, we will continue to be exploited



YOU MAY LOOK FORWARD TO:

- A wide array of goods and services which are offered in the market with diverse brands, sizes, shapes and colors and with differences in the price, quality and use.

WHAT TO DO:

- Specify what you really want. The biggest size may be cheaper but it may not be what you need.
- Canvass price before purchasing a product or signing a contract
- Read the manuals or instructions carefully to be able to compare one product with another because in this way, you will not miss the fine prints which might contain the information you need to determine which product would serve you better.
- If product testers are available, be sure to try one.
- Be wary of special offers like free items or buy 2 take 1 free. Compare them with the regular priced items to be sure that you are not paying for the said free items.

IF YOU ARE NOT SATISFIED:

- Get in touch with the store owner/ manufacturer in case you have a query regarding the product.
- As regards services rendered, you may write the manager of the company and suggest ways in which to improve their service.

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5. SOLIDARITY

The responsibility to organize together as consumers to develop the strength and influence to promote and protect our interest

- Before buying products especially in cases when only large containers are available, it would be best if you ask for a sample or tester
- Be on guard regarding products which are found to be hazardous, you can scan newspapers regularly for newsbits on this topic.

IF YOU ARE NOT SATISFIED:

- If no one in the store can explain to you satisfactorily things about the product, try to contact the manufacturer and give the pertinent details needed in determining the product easily such as code numbers and date of purchase for easy product identification
- If you have doubts about the safety or proper performance of a product, go back to the store with your official receipt. To save time, jot down your questions.

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THE RIGHT TO INFORMATION

The third consumer right is THE RIGHT TO INFORMATION which is the right to be protected against dishonest or misleading advertising or labelling and the right to be given the facts and information needed to make an informed choice.

YOU MAY LOOK FORWARD TO:

- A complete information about the product to be purchased including its use, ingredients/chemical contents, precautions, if any, limitations and expiry date

WHAT TO DO:

- Before purchasing a product, it is very important for you to read the label carefully so that you would be able to know its use, content (chemical ingredients), number of pieces, how to care for the product
- Before signing any document like warranties or guarantees, credit items or service contracts, it is important to read and understand all provisions in the documents especially the fine prints
- It is very important to read newspapers, buying guides, magazines before purchasing a product. Also, consult with friends who you know have purchased a similar product
- If you need to clarify something regarding the use of the product, don't hesitate to write the company so that you can obtain a detailed information
- It is imperative to look for the name and address of the manufacturer in case the need arises

IF YOU ARE NOT SATISFIED:

- It would be advisable to contact the manufacturer directly which will be in the best position to give you detailed information.

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THE RIGHT TO CHOOSE

The fourth consumer right is THE RIGHT TO CHOOSE which is the right to choose products at competitive prices with an assurance of satisfactory quality.

UMER RESPONSIBILITIE

3. SOCIAL CONCERN

The responsibility to be aware of the impact of our consumption on other citizens, especially disadvantaged or powerless groups, whether in the local national or international community

4. ENVIRONMENTAL AWARENESS

The responsibility to understand the environmental consequences of our consumption. We should recognize our individual and social responsibility to conserve natural resources and protect the earth for future generations



THE RIGHT TO REPRESENTATION

The fifth consumer right is THE RIGHT TO REPRESENTATION which is the right to express consumer interests in the making and execution of government policies.

YOU MAY LOOK FORWARD TO:

- Legislators would propose laws that would ensure that consumers would have the chance to live a better life by getting the best value for their hard-earned peso.

WHAT TO DO:

- Read newspapers, bulletin boards in private and government offices, especially in your locality for announcements of public hearings.
- Take time to attend public hearings or even meetings conducted in your area where consumer issues are being discussed.
- Be aware of how the consumer laws and regulations are being implemented in your locality.

IF YOU ARE NOT SATISFIED:

- Write a letter to your barangay chairman, especially if the issue concerns your locality. The barangay chairman is in the best position to recommend your proposal to the council.
- Be a member of a consumer group because there is strength in number and your collective voices will be heard loud and clear.

THE RIGHT TO REDRESS

The sixth consumer right is THE RIGHT TO REDRESS which is the right to be compensated for misrepresentation, shoddy goods or unsatisfactory services.



YOU MAY LOOK FORWARD TO:

- Manufacturers/Storeowners would replace defective goods pursuant to the provision on "No Return, No Exchange" provided in the Implementing Rules and Regulations of Republic Act 7394, otherwise known as the Consumer Act of the Philippines.

WHAT TO DO:

- In case you bought a defective product, try going back to the store where you bought the item and look for the Consumer Welfare Desk.
- You may request a replacement, refund or if needed, have the defective item repaired.
- If the manager or store representative does not act on your complaint, proceed to the agency which has jurisdiction over your case.
- Bring the necessary documents like complaint letter and a copy of your receipt and other documents you deem are vital for the mediation.
- Be sure to attend the mediation conference.

IF YOU ARE NOT SATISFIED:

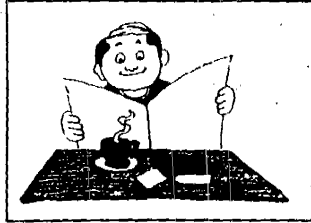
- If mediation fails, arbitration follows. The process used is similar to the process being implemented by the regular courts. You will be duly informed of the developments of your case.

- On the first day of the hearing, the Consumer Arbitration Officer (CAO) shall talk to the parties for a last attempt to mediate/conciliate the complaint. If no settlement is reached,

appeared to the Department Secretary concerned within 15 days from receipt of such order.

(REFERENCE: JOINT DTI, DOH, DA ADMINISTRATIVE ORDER #1, SERIES OF 1993)

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THE RIGHT TO CONSUMER EDUCATION

The seventh consumer right is THE RIGHT TO CONSUMER EDUCATION which is the right to acquire the knowledge and skills necessary to be an informed customer.

YOU MAY LOOK FORWARD TO:

- The three sectors of society: business, government and consumer would embark on an information campaign through tri-media on consumer-related issues.
- A series of seminars, conferences, fora, trainings, and public hearing for the welfare of consumers
- Consumer Education being integrated in the school curriculum from elementary, secondary and tertiary level as mandated by Republic Act 7394, otherwise known as the Consumer Act of the Philippines

WHAT TO DO:

- Scan newspapers, magazines and other reading materials for articles or newsbits which educate consumers on how to get the best value for their peso
- Involve yourself in public hearings or even meetings conducted in your area wherein consumer-related issues such as access to basic goods and services, product quality and safety, sustainable consumption and the like are being discussed.
- Participate in seminars, conferences and fora conducted by government agencies, consumer groups and business/industry sector regarding new laws and regulations for consumer welfare.

- Companies have consumer departments and department stores have consumer welfare desks wherein you can inquire on additional information regarding a product or share your views on goods and services that they are offering.
- Inquire about the consumer education activities being undertaken by the schools
- Inform government officials in writing on issues or legislation that you think will greatly affect you as consumer.

8

THE RIGHT TO A HEALTHY ENVIRONMENT

The eighth Consumer right is THE RIGHT TO A HEALTHY ENVIRONMENT which is the right to live and work in an environment which is neither threatening nor dangerous and which permits a life of dignity and well-being.



YOU MAY LOOK FORWARD TO:

- The government exerting an iron hand regarding the alarming increase in the degradation of the environment especially our forests, dying wildlife, depleted land fill space and environmental contamination to prevent further damage
- Constant monitoring of our seas, coral reefs, forests, and waste disposal being committed by factories to check if there is a violation of the laws on environmental protection.

WHAT TO DO:

- Be aware of the kind and extent of pollution occurring in your locality like air pollution, noise/odor etc. so that you would be able to address the problem.

SUGGESTED ACTIVITIES
(1999 CONSUMER WELFARE MONTH)

OCTOBER 4, 1999 – 1ST MONDAY

Reading of the Presidential Proclamation No. 1098 declaring the whole month of October every year as Consumer Welfare Month.

OCTOBER 11, 1999 – 2ND MONDAY

Reading of the highlight of the overview of RA 7394, otherwise known as the Consumer Act of the Philippines.

OCTOBER 18, 1999 – 3RD MONDAY

Reading of the Consumer Rights.

OCTOBER 25, 1999 – 4TH MONDAY

Reading of the Consumer Responsibilities.