



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



*Sama-Sama  
sa DECS*

*Tanggapan ng Kalihim  
Office of the Secretary*

April 12 2000

DECS MEMORANDUM  
No 183, s 2000

READING AWARENESS CAMPAIGN

To Undersecretaries  
Assistant Secretaries  
Bureau Directors  
Directors of Services/Centers and Heads of Units  
Regional Directors  
Schools Division/City Superintendents  
Private Elementary and Secondary Schools Principals

1 The Atlas Publishing Company the publisher of MOD and other quality publications recently launched a Reading Awareness Campaign to encourage the youth to read more instead of getting involved in drugs

2 This is in response to the alarming report of the Philippine National Police Narcotics Group that drug addiction has been responsible for the worsening of the crime situation by 50% affecting about one-third of the country's population mostly persons in the 20 s age bracket

3 The Company launched the campaign by publishing various reading slogans in all its magazines comics and other publications encouraging the youth to develop the habit of reading as an alternative to drug abuse Copies of the slogans have also been sent to newspaper magazine and book publishers for them to participate in the said campaign

4 In support of this campaign this Department encourages the school administrators teachers students and pupils to read and join the campaign by reproducing the slogans as one Atlas slogan says, **Say No To Drugs, Say Yes To Reading!** and publishing them or posting them in their offices or classrooms

5 Immediate dissemination of this Memorandum is desired

*Andrew B Gonzalez*  
ANDREW B GONZALEZ FSC  
Secretary

Reference None  
Allotment 1—(D O 50-97)  
To be indicated in the Perpetual Index  
under the following subjects

✓ CAMPAIGN

✓ Learning Area READING