

**Subject: Guidance Notes on Developing and Identifying Good Knowledge Products for  
Pantawid Pamilyang Pilipino Program National Program Management Office**

## **I. Rationale**

The Department of Social Welfare and Development is the lead agency in providing Social Welfare and Development programs. Throughout the years, crucial learnings and experiences were gained that may allow improvement on the services offered. The Department has then acknowledged the importance of capturing and storing lessons learned to share them with a larger audience. Consequently, the Department had developed a Knowledge Management Framework or the Administrative Order no. 17, s. of 2011 to provide backbones to the Department's Knowledge Management (KM) efforts.

The Pantawid Pamilyang Pilipino Program (4Ps) has vast experience and a story to tell regarding the program implementation, some of these are the success stories of 4Ps household-beneficiaries, gender mainstreaming initiatives which include Gender Sensitivity Training manual for 4Ps male spouses, implementation of Bata Balik Eskwela to address the concern about "Not Attending School (NAS) children", and among others. Several countries' representatives have visited the Program to benchmark conditional cash transfer implementation. Many organizations and individuals conducted research or studies regarding the program implementation and effectiveness. In line with the AO no. 17, s. of 2011, and recognizing the importance of capturing these experiences and success stories, the program has continuously encouraged each staff to document important activities and develop other materials as references that will contribute to continuous enhancement of the Program towards achieving quality services among its stakeholders and partners.

Indeed, knowledge has been considered as an inevitable component in organizational practices. While sharing knowledge remains important, identification, generation, and use of embedded knowledge in the Program is now just as important, hence, the guidance note on developing and identifying good knowledge products (KPs) must be developed.

## **II. Legal Bases**

This guideline is anchored on the following legal mandates of the DSWD.

**Memorandum Circular No. 11, s. 2008, or *Guidelines on the Conduct of Social Welfare and Development Forum*.** The MC establishes the SWD Forum as one of many mechanisms that the DSWD will use to fulfill its legal mandate as a technical assistance provider and lead agency for SWD. Through the SWD Forum, the agency now has a venue to discuss SWD-related topics with its partners and stakeholders. These discussions are limited to policy issues and concerns, research studies, SWD Legislations, technical sharing, issues and trends on national development plans and international commitments, and orientations on national projects of the DSWD.

**Administrative Order No. 17, s. of 2011, or the *Knowledge Management Framework of the Department of Social Welfare and Development*.** The backbone of the Department's KM efforts, the AO considers collaboration mechanisms as enabling technology that can facilitate more effective decisions, project

quality, and operational excellence. These mechanisms are the Core Group of Specialists (CGS), the Social Welfare and Development Learning Network (SWD-LNet), and the Social Welfare and Development Forum (SWD Forum).

**DSWD Strategic Plan 2018-2022, Strategic Initiative No. 15: Creating a Learning Environment Through Knowledge Sharing and Collaboration.** The DSWD aspiring to become a learning organization focuses on creating and strengthening a learning environment through knowledge sharing and collaboration.

**Memorandum Circular No. 10, s. of 2018, or the *Guidelines on the Provision of Technical Assistance and Resource Augmentation to Local Government Units Through Local Social Welfare and Development Offices.*** Some Knowledge Sharing Sessions are utilized to provide technical assistance to DSWD intermediaries, including LSWDOs.

**Administrative Order No. 4 s. of 2021, or the *Guidelines in Conducting the Department of Social Welfare and Development's Knowledge Sharing Sessions.*** The Administrative Order guides the conduct of Knowledge Sharing Sessions for the Department of Social Welfare and Development.

**Pantawid Pamilyang Pilipino Program COVID-19 Response and Recovery Plan 2020 – 2022.** Under the Recovery Plan – alternative delivery of capacity-building activities.

**Memorandum from the Office of the Undersecretary for Protective Operations and Programs Group on Knowledge Product Development Process Guide dated October 5, 2018.** The guide covers all knowledge products (KPs) produced, developed, authored, and/or sponsored, by the Department of Social Welfare and Development, regardless of the media used to present it.

**Memorandum Circular No. 09 s. of 2015, or the *Guidelines on the Implementation of the DSWD Brand Design and its Consistent Application in All Agency Collaterals, Communications, and Marketing Materials.*** The memorandum circular provides the pertinent specifications needed to maintain the Brand's identity in producing information, education and communication tools, and other advocacy collaterals of the Department.

**Republic Act No. 11310, or the *Act Institutionalizing the Pantawid Pamilyang Pilipino Program (4Ps).*** This allows the establishment of programs that invest and harness the country's human capital and improvement of the delivery of basic services to the poor, particularly education, health, and nutrition to break the intergenerational cycle of poverty.

### **III. Coverage and Scope**

This guideline covers knowledge products produced, developed, authored, and/or sponsored by the Pantawid Pamilyang Pilipino Program National Program Management Office (4Ps NPMO).

#### IV. Objectives

This guide aims to provide reference on developing, identifying and packaging knowledge products that were produced through 4Ps activities.

Specifically, it aims to

- Describe qualities of good knowledge products
- Define salient parts of 4Ps knowledge products
- Define recommended packaging of 4Ps knowledge products
- Identify processes vital in developing and identifying good knowledge products

#### V. Definition of Terms

1. **Knowledge.** A fluid mixture of experiences, values, contextual information, and expert insight provides a framework for evaluating and incorporating new skills and information.<sup>1</sup>
2. **Knowledge Products (KP)** - materials that are developed to convey knowledge. Knowledge from lessons learned, researches, and experiences of internal and external parties are captured to cater to the needs of prospective users in taking action effectivity to create development results. Refer to Annex 1 for the list of Types of Knowledge Products.<sup>2</sup>
3. **National Program Management Office (NPMO).** The National Program Management office of the Pantawid Pamilyang Pilipino program executes all plans, policies, services, and activities in the implementation of the program to achieve the overall goal towards contributing to poverty reduction and human capital investment primarily through effective management, monitoring, evaluation and provision of technical assistance.”
4. **Pantawid Pamilyang Pilipino Program.** The Pantawid Pamilyang Pilipino Program is the national poverty reduction strategy and a human capital investment program that provides conditional cash transfer to qualified household beneficiaries. It is also a human development program which provides social protection, social assistance, social development and other complementary support services in partnership with concerned agencies, local government and other stakeholders towards improving the health and nutrition, education and socio-economic aspects of their lives.
5. **Packaging** - the process of designing, compiling and presenting of knowledge products developed.

<sup>1</sup> Department of Social Welfare and Development. (2011). Knowledge management (KM) framework of the Department of Social Welfare and Development. Retrieved from [https://www.dswd.gov.ph/issuances/AOs/AO\\_2011-017.pdf](https://www.dswd.gov.ph/issuances/AOs/AO_2011-017.pdf)

<sup>2</sup> Memorandum from the Office of the Undersecretary for Protective Operations and Programs Group on Knowledge Product Development Process Guide dated October 5, 2018.

## VI. Implementing Mechanism

### 1. Criteria of Good Knowledge Products

The 4Ps knowledge products should adhere to the criteria of good knowledge products (Annex 2)<sup>3</sup> defined in the Knowledge Products Development Process Guide, which will be reviewed and rated by the Social Welfare Institutional Development Bureau (SWIDB). Below are some guide to be able to meet the said criteria:

- A. Language - this criteria should allow people to easily understand the words used in the KPs. According to the Knowledge Products Development Process Guide<sup>4</sup>, the following are the qualities of good knowledge products as to language:
  - I. Directness - the language used could clearly identify the expected action and the doer.
  - II. Plain Words - language that strives to be easy to read, understand, and use.
  - III. Grammar and Punctuation - good KPs should follow the rules and syntax of the language used. They should follow the practice of good Standard English.
  - IV. Readability - language used is simple enough for the KP to be easier and quicker to understand

KPs should also use gender fair/sensitivity, non-sexist, and non-discriminatory language. Further, KPs that are meant to be given to or used by Program beneficiaries such as pamphlets, leaflets, and other publication materials shall be written in local language for a more inclusive approach.

- B. Design - this criteria provides visual impact of the document. Good KPs should use exceptional typography, design elements, and white spaces. This criteria should meet to the following:
  - I. Legibility - Are the fonts used easy to read and does the design and layout aid in the KPs' readability?
  - II. Graphic Elements - Does the KP use highlighting techniques to aid in improving its accessibility?
  - III. Structure - Is the KP strategically organized such that its users engage in the processes they are expected to?
  - IV. Impression - Does the interface of the KP entice the intended audience to use it?
- C. Relationship - this criteria establishes a relationship with its users. The use of appropriate style and language, and details of technical vocabulary must appeal to its intended audience.

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<sup>3</sup> Memorandum from the Office of the Undersecretary for Protective Operations and Programs Group on Knowledge Product Development Process Guide dated October 5, 2018.

<sup>4</sup> Memorandum from the Office of the Undersecretary for Protective Operations and Programs Group on Knowledge Product Development Process Guide dated October 5, 2018.

- I. Who from - Is the origin of the KP apparent in it?
  - II. Contact - Are there clear communication channels in the KP when the user needs to contact someone?
  - III. Audience fit - Is the KP and all its components suitable to its intended audience?
  - IV. Tone - Are the tone and style used in the KP suitable to its message and intended audience?
- D. Content - This criteria has relevant content and clear subjects for its target audience. The expected action from its intended audience must be clearly communicated.
- I. Relevance - Does the KP address the needs and expectations of its intended audience?
  - II. Subject - Is the intended message in the KP not prone to misinterpretation?
  - III. Action - Is the call of action in the KP clear?
  - IV. Alignment - Does the KP adhere to the Department's core values and goals?

## **2. Qualities of a good Knowledge Products**

- A. Charismatic – the Knowledge products should appeal interesting and likeable to the target participants
- B. Clear - Knowledge Products ensure that the audience fully understands what it aims to convey. It should have no specific parts that may be subjected to different interpretations. Every audience who will read/watch/hear the KP must receive the message the KP was intended to communicate.
- C. Concise- Knowledge Products should be kept short and simple. Consider that audiences include staff and policy makers who have a lot of things to do, thus keep it simple and make important information easily accessible. Use simple words, avoid jargon, and redundancy
- D. Concrete- Knowledge Products should give its audience a clear picture of its message and the details needed to be understood.
- E. Correct- Knowledge products should have accurate and consistent information.
- F. Coherent - Knowledge Products should have a logical flow of information. Remove stray topics.
- G. Complete- Knowledge Products should provide detailed information that will enable its audience to take action when necessary.
- H. Courteous - Knowledge Products should be professional, open, and honest. It should be sensitive and considerate to the different cultures, beliefs, preferences, etc. It should also correctly acknowledge references.

### 3. Salient Parts of 4Ps Knowledge Products

The following are the recommended parts of knowledge products:

- **Acknowledgment** - Good knowledge products properly recognize contributors or those who provided valuable contributions to the KP.
- **Objective** - Good knowledge products intend measurable outcomes that readers/users will achieve through learning in these KPs.
- **Summary** - Good knowledge products should provide summarization that could convince the audience to read the content. A one-pager summary is recommended.
- **Table of Contents** - Good knowledge products have a table of contents to allow the audience to find the area of their concern quickly.
- **Background** - Focused on the context of the knowledge product. It is recommended that the background is a half-page in length only.
- **Definition of Terms** - Good knowledge products provided definitions of terms when jargon or terms were used in a different context.
- **References** - Good knowledge Products provide references if any. References are appropriately cited, including links.
- **Contact Information of Author or Best Practitioner**- Good knowledge Products provide information about the author, the expert, and/or the best practitioner. This information will allow the audience to contact them if they have any questions or clarifications.
- **Keywords or Tags** - Good knowledge products provide keywords or tags that could be used for search engines. Keywords and tags also allow that audience to be assisted if the knowledge product could provide data or information they need. For hard copy KPs, it can be scanned with Optical Character Recognition Scanner so the readers may easily find the words when searching

### 4. Recommended packaging of 4Ps Knowledge Products

Below are the guides on developing and packaging knowledge products for printed/published materials only. The guideline/s from Social Marketing Division (SMD) will be followed for KPs such as Information, Education, and Communication (IEC) materials, Audio Visual Presentations (AVP), Podcast and the like.

- **Cover Page** - the cover page should have the following:
  - **DSWD logo**: usage of the logo should follow the MC No. 09 s. of 2015 or Guidelines on implementing the DSWD Brand Design and its consistent Application in All Agency Collaterals, Communications, and Marketing Materials. For packaging of 4Ps Knowledge Products, cover pages should always include the DSWD logo with the minimum size of 2 inches by .566 inches
  - **4Ps Logo**: The height of the 4Ps Logo should be at the same height or smaller and not bigger to avoid the misconception of which logo is more significant

- Title: Should be in Caps lock form; use any font style and size as deemed appropriate
- Subtitle (if any): this includes a critical message that could draw attention to its users; use font size smaller than the title
- Insert name of author and/or proponent Division
- Insert date of publication
- Limit font styles to 3 only
- **Body**
  - Font size: use font size 10 to 12 only.
  - Font Style
    - use Times New Roman or Arial
  - Use boldface, italics, caps lock and underlining as deemed necessary
  - Paragraph/s must be in Justified text to give document a clean edges and looks more polished
  - Practice correct alignment
  - White Space - an area not taken up with text or images. Also called “blank space”.
    - avoid too much white space
    - Use “page breaks” and not “enter” button to separate some of the sections of the material
- **Visuals (if any) - anything in pictorial form, such as photographs, drawings/illustrations, clip art, graphs and charts, and among others.**
  - Use legible and non-pixelated image
  - Apply visual hierarchy
  - Use inclusive, culturally appropriate, non-discriminatory, and gender-fair visual image/representation
- **Compliance to DSWD Handbook of Style:**
  - Proper abbreviations: spell out the full name or term at the first mention, followed by its abbreviation in parentheses. If a word is plural, pluralize its abbreviation by adding an “s” to its shortened form.
  - Annexes are standalone documents or attachments at the end of a publication that adds information to the main text. Often, these annexes are authored by external parties and not by the creator of the document to which they are attached. As external documents, annexes cannot be edited or modified by the author; they also do not have to follow the DSWD’s Handbook of Style. Annexes must be listed on the Contents page. Each annex should be numbered and given an appropriate title. “Annex” should be capitalized when accompanied by a number.

## VII. Institutional Arrangements

### 1. Capacity Building Division (CBD)

- Monitor and provide technical assistance to NPMO Divisions in packaging their KPs
- Check completeness of KPs
- Review KPs if in line with the recommended packaging
- Monitor and update the submission at the SWIDB TA Portal
- Set up and maintain an online document repository of KPs for all NPMO
- Endorse KPs to Social Welfare Institutional Development Bureau and Office of the Undersecretary for Operations

### 2. Social Marketing Division (SMD)

- Provide technical assistance to 4Ps NPMO in packaging their KPs

### 3. Pantawid NPMO Divisions

- Prepare or coordinate the development of KPs.
- Store documents and reference materials for KPs
- Designated KM Focals to ensure KPs will be officially endorsed to CBD for proper documentation
- Responsible for the implementation, reviewing, and meeting the criteria stipulated herein.

### 4. Social Welfare Institutional Development Bureau (SWIDB)

- Provide technical assistance for the development of KPs in compliance with the DSWD's Knowledge Management Policies.
- Review and rate submitted KPs according to the given criteria

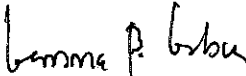
### 5. Field Offices

- To copy furnished 4Ps-CBD on their submitted KPs.

## X. Effectivity Clause

This guideline shall take immediately and shall continue to be valid unless rescinded. Previous issuances or office orders inconsistent herewith are now revoked.

Issued this 27<sup>th</sup> day of January, 2022, Quezon City, Philippines.



**GEMMA B. GABUYA**

National Program Manager  
Pantawid Pamilyang Pilipino Program





## Annex 1

### Types of Knowledge Products

The types of KPs defined below are not differentiated by the media by which they are produced but by the purpose each one serves.

- 1. Advocacy Materials**  
Educates, persuades, and mobilizes the Department's partners and stakeholders to support the Department's policies, programs, projects, and activities that promote the welfare and development of our clients.
- 2. Learning Materials**  
Supports existing materials for LDIs; used for the conduct of the latter with accompanying Facilitator's Notes (e.g. modules, case studies, graphic stories, etc.).
- 3. Good Practice and Success Story Documentations**  
Documents the positive results and impact of particular approaches or methods in real practice, i.e. practices that have been proven to improve innovation and productivity in the workplace.
- 4. Research and Development Materials**  
Illustrates the impact or potential improvement of the Department's activities/projects/programs/services (e.g. Theses, M&E results, Lessons Learned Papers, Concept Papers, etc.)
- 5. How-to-Guides**  
Provides guidance and methodological support on the conduct of activities/programs/projects/services related to the Department and/or its staff (Operations Manuals, User's Manuals, Training Manuals, Guidelines, Operating Procedures, etc.)
- 6. Lessons Learned Documentations**  
Documents reflections on past practices (on programs, projects, etc.) that provide concrete recommendations for improving DSWD's performance in the future.
- 7. Needs Identification and Verification Materials**  
Aids in identifying necessary requirements for the delivery of quality and appropriate services/activities/interventions for our clients which may or may not be a part of the Department (Learning Needs Assessment, Satisfaction Survey, etc.)
- 8. Institutionalization Documents**  
Aids in establishing conventions or norms that are important to the functions of office (e.g. sustainability plans, business process models, ongoing budget and staff allocations, etc.)

**9. Internal Evaluation Materials**

Expresses thoughts and ideas on past actions or activities/projects/programs/services that may contribute to the enhancement of future work (e.g. exit interviews, feedback reports, post-activity evaluations, etc.)

**10. Uptake and Implementation Materials**

Exhibits what and how jobs are done per office (e.g. job roles, job descriptions, stipulated job outcomes, IPCs, etc.)

Annex 2

Department of Social Welfare and Development  
 Social Welfare Institutional Development Bureau  
 Knowledge Management Division

## Inputs and Recommendations on Knowledge Product

<b>KP TRACKING NO</b> :	
<b>DATE REVIEWED</b> :	
<b>TITLE</b> :	
<b>OFFICE</b> :	
<b>CLASSIFICATION</b> :	
<b>SUMMARY</b> :	

### I. RATING ACCORDING TO KP DEVELOPMENT PROCESS GUIDE

	CRITERIA		REMARK
<b>LANGUAGE</b>	<b>Directness</b>	Does the language used clearly identify the expected actions and the doer?	
	<b>Plain words</b>	Does the language used avoid jargon for a wider audience to understand it?	
	<b>Grammar and punctuation</b>	Does the KP follow the rules and syntax of the language used?	
	<b>Readability</b>	Is the language used simple enough for the KP to be easier and quicker to understand?	
<b>DESIGN</b>	<b>Legibility</b>	Are the fonts used easy to read and does the design and layout aid in the KPs' readability?	

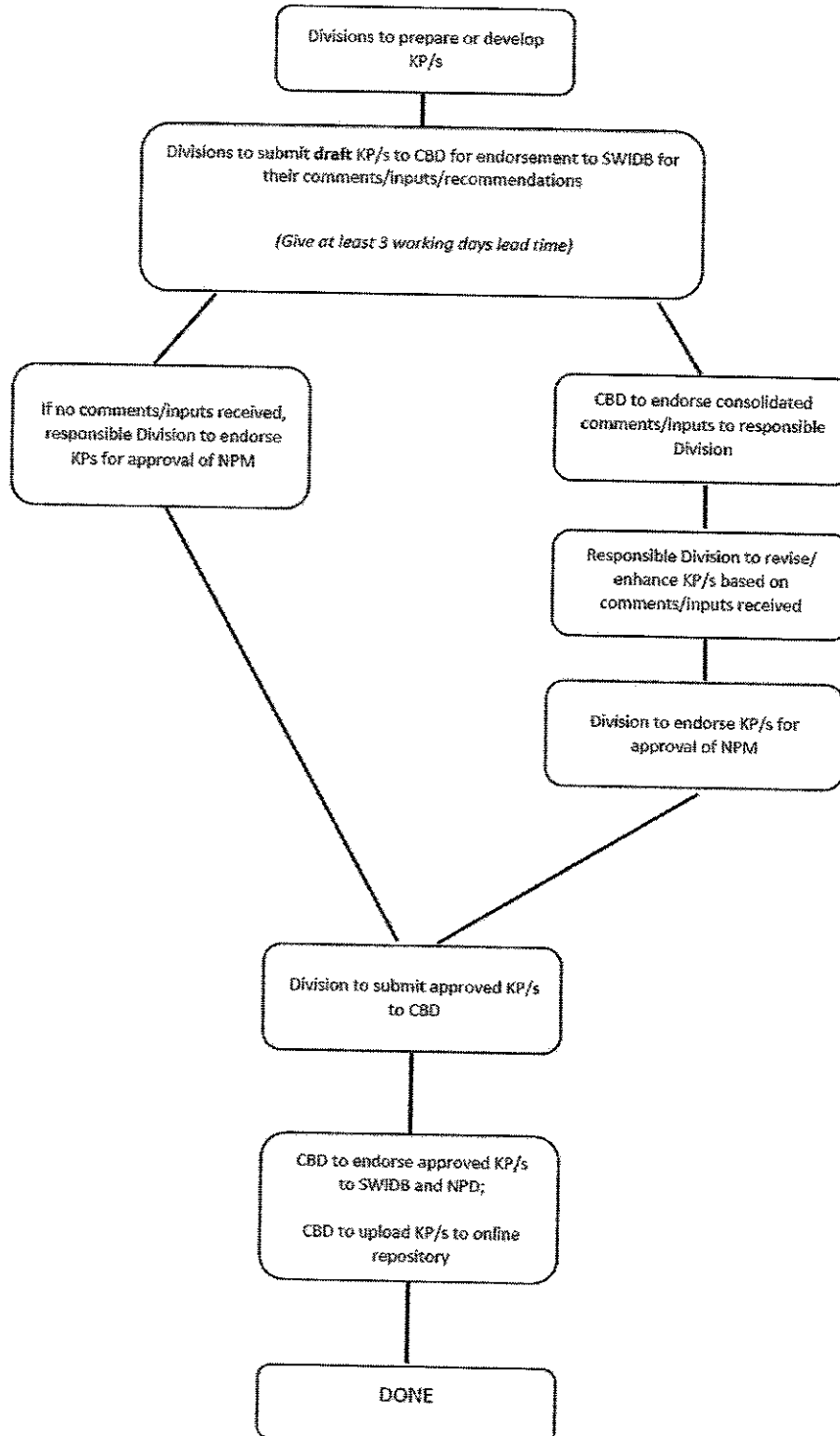
	<b>Graphic elements</b>	Does the KP use highlighting techniques to aid in improving its accessibility?	
	<b>Structure</b>	Is the KP strategically organized such that its users engage in the processes they are expected to?	
	<b>Impression</b>	Does the interface of the KP entice the intended audience to use it?	
<b>RELATIONSHIP</b>	<b>Who from</b>	Is the origin of the KP apparent in it?	
	<b>Contact</b>	Are there clear communication channels in the KP when the user needs to contact someone?	
	<b>Audience fit</b>	Is the KP and all its components suitable to its intended audience?	
	<b>Tone</b>	Are the tone and style used in the KP suitable to its message and intended audience?	
<b>CONTENT</b>	<b>Relevance</b>	Does the KP address the needs and expectations of its intended audience?	
	<b>Subject</b>	Is the intended message in the KP not prone to interpretation?	
	<b>Action</b>	Is the call of action in the KP clear?	

	<b>Alignment</b>	Does the KP adhere to the Department's core values and goals?	
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**II. OTHER REMARKS**

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**PROCESS FLOW**



<b>TABLE OF ACRONYMS</b>	
<b>4Ps</b>	Pantawid Pamilyang Pilipino Program
<b>AO</b>	Administrative Order
<b>CBD</b>	Capability Building Division
<b>CGS</b>	Core Group Specialist
<b>KM</b>	Knowledge Management
<b>KPs</b>	Knowledge Products
<b>KSS</b>	Knowledge Sharing Session
<b>MC</b>	Memorandum Circular
<b>NAS</b>	Not-Attending-School
<b>NPMO</b>	National Program Management Office
<b>SMD</b>	Social Marketing Division
<b>SWD</b>	Social Welfare and Development
<b>SWD-LNet</b>	Social Welfare and Development Learning Network
<b>TA</b>	Technical Assistance

**COMMENTS AND INPUTS TO THE GUIDANCE NOTE ON DEVELOPING AND IDENTIFYING GOOD KNOWLEDGE PRODUCTS**

**OBSU**

OBSU	Topic/Item/ Section	Comments/Inputs	Remarks
OSM	Rationale & Objectives	<p>To include what specific knowledge products for 4Ps implementation we would like to capture, such as success stories of our 4Ps household-beneficiaries on how the program helps them improve their level of well-being, gender mainstreaming initiatives (GST manual for 4Ps male spouses, implementation of Bata Balik Eskwela to address the concern about "not attending school children," and the like). It would be great if we could specify why we want to capture knowledge products for the 4Ps.</p> <p>Documenting the success stories of our 4Ps household beneficiaries will assist the Department in demonstrating what factors have helped enhance their lives</p>	Done/accepted
	Institutional Arrangements	<p>It is beneficial to incorporate in the guidelines the duties and responsibilities of the Field Offices to conduct this initiative more efficiently and successfully.</p> <p>Consider uploading knowledge products created through the DSWD Knowledge Exchange Center (KEC) and the DSWD CO and FO website for easy dissemination and publication to our target audience.</p> <p>You may want to include what assistance you require from SMS, SWIDB, and ICTMS, from documentation through publication or dissemination via the internet and other media platforms</p>	Decline: for 4Ps NPMO only. FOs directly submit their KPs to SWIDB and were only requested to copy furnished the 4Ps-CBD to their submitted KPs.
PMB	Definition of Terms	2. Knowledge Products (KPs) - in bold letters	Done/accepted
	VI. Implementing Mechanism	<p>2. Design</p> <p>3. Relationship</p> <p>4. Content</p> <p>For Each Criteria: Suggest to place question mark (?) if the description or function of the criteria connotes in a question form</p>	Done/accepted
	Inputs and Recommendations on Knowledge Products	3rd Column: Description of the Criteria Suggest to place question mark (?) if the description or function of the criteria connotes in a question form	Done/accepted
IAS	IV. Objectives	<p>To consider including in this section the ff. objective:</p> <ul style="list-style-type: none"> <li>Identify roles and responsibilities for each component of NPMO vital in the program implementation</li> </ul>	Done/accepted but enhanced
	Implementing Mechanism	<p>Contents of this section are more of the requirements. Consider breaking it into general and specific requirements, relabel and put as a separate section.</p> <p>For IM to describe the procedures in identifying and developing KP, moreover,</p>	Done/accepted



		responsible person/office, timeline, MOVs must also be indicated herein	
	The 4Ps knowledge should adhere to the criteria of good knowledge products xxx	This section may consider the following concerns: <ol style="list-style-type: none"> <li>1. Adoption of an integrated approach to the planning, and functions in the development of the product taking into consideration the various areas of which it is composed of;</li> <li>2. Persons responsible to promote and coordinate the knowledge product development and ensure it makes an effective contribution; and</li> <li>3. Roles and responsibilities of those involved in the planning, management and implementation/execution stages of knowledge products.</li> </ol>	Decline: This section was only adopted in SWIDB's KP Process Guide
	Institutional Arrangements <ul style="list-style-type: none"> <li>• No provision indicated</li> <li>• (Roles and responsibilities of KM Focal Person were not stated)</li> </ul>	To consider SWIDB also as one of the OBSs to: 1) provide TA insofar as developing and packaging of knowledge product is concerned, i.e., Compliance to DSWD Handbook of Style (this office is the developer), etc.; and, 2) provide a wide range of knowledge given its repository function and the Knowledge Exchange Center under its roof.  To consider including in this section the roles and responsibilities of KM Focal Person, if necessary.	Done/Accepted
	Others	Include copyright provision to establish the right of the proponents/creator/s	Done/accepted
SB	Rationale	To further elaborate some illustrations/study on how the Knowledge Management Framework improves the programs and services of the Department, and that this should be adopted by the Pantawid National Program Management Office (NPMO).	Done/accepted
	Legal Bases	To include the 4Ps Act otherwise known as Republic Act No. 11310 as one of the legal basis despite that this is not part of DSWD issuances, this will further strengthen the guiding notes as to the purpose and contribution in the program implementation, improvement and development.	Done/accepted
	Coverage and Scope	To also include Offices/Units covered by this guideline.	Decline: for 4Ps NPMO only
	Implementing Mechanism	To include NPMO's division/unit that will be responsible in the implementation part and also in reviewing and meeting the criteria stipulated therein.	Done/Accepted
	General Comments	It is encouraged to establish steps and procedures on how to implement the guiding notes.  In the Title to change "NPMO" to "National Program Management Office" to define properly in the first use in this guideline.	Done/Accepted

KC- NCDDP	Implementing Mechanism 1. Language	Add a portion on the importance of using gender fair/sensitivity, non-sexist, and non-discriminatory language  Also, add "Cohesion" and "Comprehensive" in alignment with other principles	Done/accepted  Decline: this section was only adopted in SWIDB's KP Process Guide
	Implementing Mechanism 1. Design	Add these following design principles: <ul style="list-style-type: none"> <li>• Limit the font styles to three (3)</li> <li>• Practice correct alignment</li> <li>• Apply visual hierarchy</li> </ul>	Done/accepted but included in the <b>Recommended packaging of 4Ps Knowledge Products</b> section
	Implementing Mechanism 1. Content	Add this criterion: <ul style="list-style-type: none"> <li>• Sustainability – What could be the initial and anticipated impact that the KP might bring in the future and how to sustain it</li> </ul>	Decline: this section was only adopted in SWIDB's KP Process Guide
	Salient Parts of 4Ps Knowledge Products	Add this section: <ul style="list-style-type: none"> <li>• Implementation (steps or processes, tools, and techniques, and resources)</li> <li>• Results/impact (positive results or evidence of success)</li> <li>• Recommendations (to those who are to adopt/replicate the KP)</li> </ul>	Decline: not all KPs have processes; and were success stories
	Recommended packaging of 4Ps Knowledge Products <ul style="list-style-type: none"> <li>• Visuals</li> </ul>	Add this safeguard: <ul style="list-style-type: none"> <li>• Use inclusive, culturally appropriate, non-discriminatory, and gender-fair visual image/representation</li> </ul>	Done/accepted
	Institutional Arrangements	Why limit it to NPMO only?  If it will be program wide, add roles and the Regional Program Management Office as they are the counterpart in the FOs, especially the Capability Building Unit/TS and the Social Marketing Unit/IO	FOs directly submit their KPs to SWIDB and were only requested to copy furnished the 4Ps-CBD to their submitted KPs.
	Inputs and Recommendations on Knowledge Products 1. Rating according to KP Development Process Guide	Add the actual rating guide for each criteria. Would there be any rubric or scorecard for the rating?	Decline: this section was only adopted in SWIDB's KP Process Guide. SWIDB will be the one to rate the submitted KPs
STB	Implementing Mechanism 3. Relationship <ul style="list-style-type: none"> <li>• Tone</li> </ul>	Suggesting that the "Tone" be subsumed under item 1. <b>Language</b> than to item 3. <b>Relationship.</b>	Decline: this section was only adopted in SWIDB's KP Process Guide.
	Implementing Mechanism 4. Content- <ul style="list-style-type: none"> <li>• Subject</li> </ul>	Suggesting to rephrase as: "Is the intended message in the KP not prone to <b>misinterpretation</b> "	Done/accepted
	Salient Parts of 4Ps Knowledge Products	Suggesting to insert a <b>Table of Acronyms</b> to guide the readers on the terms used throughout the knowledge product	Done/accepted
	Salient Parts of 4Ps Knowledge Products	In relation to "keywords", suggesting that KPs be scanned with Optical Character Recognition Scanner so the readers may easily find the words when searching	Done/accepted

Recommended packaging of 4Ps Knowledge Products	This is also related to pages 8-9 (Types of Knowledge Products). Please note that based on the must indicators under Knowledge Management, Knowledge Products are not limited to printed/published materials only. KPs are also produced in audio visual/digital forms (e.g. Training Modules AVP/podcasts)	Done/accepted: indicated in the section that these are only for printed/published materials only.
Institutional Arrangements: Social Marketing Division	Recommending to include the conduct of workshop on developing knowledge products (content, writing, designing, etc) to Field Office counterparts	Decline
Institutional Arrangements: Capability Building	To include the reviewing (layout and proofreading) of submitted Knowledge products if it passed consistency and the criteria.	Decline: endorsed KPs to 4Ps-CBD will be submitted to SWIDB. SWIDB will be the one to review and rate the KPs of 4Ps
General Comments	<p>We highly support the issuance of this guidance notes as it puts together the various issuances for packaging and developing Knowledge Products. However, we noted that one of the rationale is the improvement of business process but there were no discussions on procedures aside from those mentioned in the institutional arrangements.</p> <p>Given the number and nature of Knowledge Products that may be produced and disseminated by Pantawid such as researches, studies, data analytics, success stories, good practices and manuals, a division may be assigned through this guidelines to develop a Knowledge Management / Communication Plan to prioritize annual targets and to plan the dissemination of these knowledge products.</p> <p>Also, the SWIDB conducts reviews on the Knowledge Products submitted and per our experience in submitting KPs, there are KPs that were already printed but still commented by SWIDB, hence, it may be included in the guidelines, the procedures and policies for dissemination and printing.</p> <p>We also noted that the FOs were not included in the institutional arrangements but good practices and success stories often come from the FOs.</p>	<p>Noted and accepted</p> <p>FOs directly submit their KPs to SWIDB and were only requested to copy furnished the 4Ps-CBD to their submitted KPs.</p>

FO	Topic/Item/ Section	Comments/Inputs	Remarks
FO CAR	III. Coverage and Scope – This guideline covers all knowledge products produced, developed, authored, and/or sponsored by the 4Ps NPMO	Does this mean that the guidance note will not cover the KPs produced, developed, authored by the Field Offices?	FOs directly submit their KPs to SWIDB and were only requested to copy furnished the 4Ps-CBD to their submitted KPs.
	Institutional Arrangements	If it will also cover KPs of Field Offices, it might also be better to enumerate the functions expected of them.	Done/accepted
	Criteria/ Rating Guide	For clarification - the criteria were presented in the guidance note, but will there be corresponding numerical points for each? If yes, kindly include. And what rating should be met in order to say/ conclude that the document submitted is a good KP.	Decline: this section was only adopted in SWIDB's KP Process Guide.
	Process Flow	If we can include the process flow (with timelines) from the development of KPs until the submission and/or endorsement of the KPs to SWIDB for information and reference also of the Field Offices/divisions.	Done/accepted
FO NCR	Implementing Mechanism 1. Language / Design	Knowledge Products that are meant to be given to or used by Program beneficiaries such as pamphlets, leaflets, and other publication materials shall be written in local language for a more inclusive approach.	Done/accepted
	Implementing Mechanism 4. Content	A needs assessment shall be conducted before creating, designing, and implementing a knowledge product to ensure that the target audience will be able to relate and engage properly.	Can be based on SWIDB's KP Process Guide
	Design a. Legibility	For visuals like charts and graphs, graphics and colors to be used must be pleasant to the eyes of the readers. Color and design of graphics should ensure handicapped / older persons/ child friendly visible and readable.	Done/accepted but included in the <b>Recommended packaging of 4Ps Knowledge Products</b> section
	Salient Parts of 4Ps Knowledge Products	Objective – KPs should clearly identify the gains/benefits of the target participants during implementation ( <i>it should answer why they should participate?</i> )  Activities – activities that will be conducted during the implementation and/or practice of KPs shall be indicated	done/accepted but revise meaning  Decline: not relevant
	Qualities of Good Knowledge Products	Charismatic – the Knowledge products should appeal interesting and likeable to the target participants  Clarity – knowledge products shall be explained and discussed with clarity for better understanding of the target participants	Done/accepted
	Cover Page	Title should have a specific "Font style" and "Font size" not any so that all format should be uniform and pleasing to the eyes of the reader.	Decline
	Visuals	Specify the specific preferred size of the illustration, so that they can maximize the	Decline

		space that is only allotted for the photos or illustration.	
	Annex 1 – Types of Knowledge Products	This page focuses of the definition and how the different knowledge products vary with each other. We can add some examples as basis in the guidance notes (Some of the best captured / submitted Knowledge product by the regions).	Decline: this section was only adopted in SWIDB's KP Process Guide.
	inputs and Recommendations on Knowledge Products	The rating scale must be indicated here to serve as guide/reference.	Decline: this section was only adopted in SWIDB's KP Process Guide. SWIDB will be the one to review and rate the KPs of 4Ps

#### 4Ps NPMO Divisions

Division	Topic/Item/ Section	Comments/Inputs	Remarks
CVD	Rationale	<ol style="list-style-type: none"> <li>Write the acronym beside the word before using the acronym. <ul style="list-style-type: none"> <li>Knowledge Management (KM)</li> <li>Pantawid Pamilyang Pilipino Program (4Ps)</li> <li>Knowledge Product (KP)</li> </ul> </li> </ol> <p>It was reflected in the next sections but were already used in the rationale.</p> <ol style="list-style-type: none"> <li>Write a strong background in the first paragraph.</li> </ol>	Done/Accepted
	Implementing Mechanism	Revise the direct question formats or revise it as a check list.	Decline
	institutional Arrangements	Delete "at the National Program Management Office"	Done/Accepted
	Whole document	<ul style="list-style-type: none"> <li>Use Present tense</li> </ul> <p>Write in active voice and avoid passive voice</p>	Done/Accepted
MCCTD	Rationale	To consider putting together paragraphs 3 and 4.	Done/Accepted
	IV. Objectives	To consider improving the objectives to reflect the identifying aspect of the Guidance Note.	Done/Accepted
	1.b Plain Words 1. bullet 2 Concise	Both have same meaning/definition	Done/accepted: revise the definition of <b>Plain Words</b>
	Background It is recommended that background is half page in length only	<p>To consider including the number of words that can be used.</p> <p><i>It is recommended that the background is half-page in length only or at least no. ___ of words.</i></p>	Decline
	VI. Implementing Mechanism	Please review the numbering/order of items.	Done/Accepted
IPD	Legal Bases	Correction on the Administrative Order From Administrative Order s. of 2020 to Administrative Order 4 Series of 2021 "Guidelines in Conducting the Department of Social Welfare and Development's Knowledge Sharing Sessions"	Done/Accepted
	Definition of Term	Update definition of the Pantawid Pamilya based on RA 11310 to read as... "Pantawid Pamilyang Pilipino Program- is the national poverty reduction strategy and a human	Done/Accepted

	<p>capital investment program that provides conditional cash transfer to qualified household beneficiaries. It is also a human development program which provides social protection, social assistance, social development and other complementary support services in partnership with concerned agencies, local government and other stakeholders towards improving the health and nutrition, education and socio-economic aspects of their lives."</p> <p>Update the definition of the National Program Management Office as indicated on the page 193 of the 4Ps Operations Manual 5<sup>th</sup> edition to read as...</p> <p>"National Program Management Office- the National Program Management office of the Pantawid Pamilyang Pilipino program execute all plans, policies, services, and activities in the implementation of the program to achieve the overall goal towards contributing to poverty reduction and human capital investment primarily through effective management, monitoring, evaluation and provision of technical assistance."</p>	
Salient Parts of 4Ps Knowledge Products	merge 'Acknowledgment' with 'References' part since it refers to the same: citing references	Decline: have different meaning
Institutional Arrangements	<p>On Pantawid NPMO Division</p> <ul style="list-style-type: none"> <li>The Designated KM Focal to ensure that the KPs will be officially endorsed to CBD for proper documentation</li> </ul>	Done/Accepted
Institutional Arrangements On Pantawid NPMO Divisions Set up and maintain an online document repository for KPs Store documents and reference materials for KPs	CBD as the clearing house of Pantawid NPMO Knowledge Products should provide the platform to serve as repository/storage.	Done/Accepted
Others	Suggests providing access to the online repository to serve as accessible reference to Pantawid staff (NPMO and RPMOs possibly via website similar to KM portal or ISO resource site	Done/Accepted