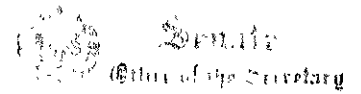


SIXTEENTH CONGRESS OF THE REPUBLIC)
OF THE PHILIPPINES)
Second Regular Session)



15 FEB 10 P2:15

SENATE
S. No. 2644

RECEIVED BY: *js*

Introduced by Senator Miriam Defensor Santiago

AN ACT
TO AUTHORIZE PUBLIC AWARENESS CAMPAIGNS TO PROMOTE THE
PERSISTENT QUEST FOR KNOWLEDGE AND INCREASED EDUCATION
AMONG YOUTH

EXPLANATORY NOTE

Republic Act No. 9344 aka the “Juvenile Justice and Welfare Act of 2006” states:
“The State recognizes the vital role of children and youth in nation building and shall promote and protect their physical, moral, spiritual, intellectual and social well-being. It shall inculcate in the youth patriotism and nationalism, and encourage their involvement in public and civic affairs.”

The Juvenile Justice and Welfare Council (JJWC), which is attached to and under the administrative supervision of the Department of Justice and chaired by an undersecretary of the Department of Social Welfare and Development, is the government agency tasked to implement the Juvenile Justice and Welfare Act of 2006. JJWC is also mandated to formulate and recommend policies and strategies in consultation with children for the prevention of juvenile delinquency and the administration of justice, as well as for the treatment and rehabilitation of the children in conflict with the law.

The purpose of this bill is to promote, through the JJWC, the persistent quest for knowledge and increased education among youth, thus, decreasing the influx of youth in penitentiaries in the Philippines by exposing youth to the value of increased education.¹

Miriam Defensor Santiago
MIRIAM DEFENSOR SANTIAGO
RP

¹ This bill was originally filed by Rep. Steve Cohen in the U.S. House of Representatives (112th Congress).

SENATE
S. No. 2644

RECEIVED
FEB 10 2015

Introduced by Senator Miriam Defensor Santiago

Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:

1 AN ACT
2 TO AUTHORIZE PUBLIC AWARENESS CAMPAIGNS TO PROMOTE THE
3 PERSISTENT QUEST FOR KNOWLEDGE AND INCREASED EDUCATION
4 AMONG YOUTH

5 SECTION 1. *Short Title.* – This Act shall be known as the “Positive Reduction of
6 Incarceration by Maximizing Education Act” or the “PRIME Act.”

7 SECTION 2. *Public Awareness Campaigns for Continuing Education Among*
8 *Youth.* –

9 (a) *Public Awareness Campaigns.* – The Secretaries of Justice, and Social Welfare
10 and Development, through the Juvenile Justice and Welfare Council (JJWC), shall utilize
11 existing resources allocated to it to establish national, regional, and local public
12 awareness campaigns focused on promoting the advantages of continued education
13 among youth, including the decreased likelihood of incarceration for youth who continue
14 to pursue education. In carrying out this Act, the JJWC may use advertising through
15 television, radio, print media, billboards, posters, the Internet, and any other methods as
16 the council may determine to be appropriate.

17 (b) *Report.* – Not later than 1 October of each year after the date of effectivity of
18 this Act, the JJWC shall submit to the chairperson and members of the Committees on

1 Justice of the House of Representatives and the Senate a report that describes the
2 activities carried out under this Act during the preceding year.

3 SECTION 3. *Separability Clause.* – If any provision of this Act shall be declared
4 unconstitutional, any other provision not affected thereby shall remain in full force and
5 effect.

6 SECTION 4. *Repealing Clause.* – All laws, decrees, orders, rules and regulations,
7 or parts thereof inconsistent with this Act are hereby repealed or amended accordingly.

8 SECTION 5 *Effectivity.* – This Act shall take effect fifteen (15) days after its
9 publication in at least two (2) newspapers of general circulation.

Approved,

/fldp30jan2015