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REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF FINANCE  
**BUREAU OF CUSTOMS**

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06 June 2025

**CUSTOMS MEMORANDUM CIRCULAR**

NO. 117-2025

**TO :** ASSISTANT COMMISSIONER  
ALL DEPUTY COMMISSIONERS  
ALL DIRECTORS AND DIVISION CHIEFS  
ALL DISTRICT AND SUB-PORT COLLECTORS  
ALL OTHERS CONCERNED

**SUBJECT:** PARTICIPATION IN THE 2025 INTERNATIONAL DAY AGAINST  
DRUG ABUSE AND ILLICIT TRAFFICKING (IDADAIT)

This has reference to the e-mail dated 24 May 2025 from the Dangerous Drugs Board (DDB) regarding the invitation to participate in the observance of the 2025 IDADAIT on 25 June 2025.

The annual observance, pursuant to the United Nations General Assembly resolution adopted on 7 December 1987, aims to strengthen action and foster cooperation towards the goal of achieving a drug-free world.

In connection herewith, all Offices are enjoined to undertake activities in support of the 2025 IDADAIT, including but not limited to:

1. Promote the 2025 IDADAIT Theme;
2. Support and Participate in the Online Advocacy;
3. Organize IDADAIT Celebration/Activities;
4. Encourage Participation in the DDB Theme Songwriting Contest

Entries must be submitted on or before 15 June 2025 via email at [petid@ddb.gov.ph](mailto:petid@ddb.gov.ph).

For full contest mechanics, offices may refer to the DDB website or contact Ms. Maria Lina G. Reyes of the Information Section at [mlg.reyes@ddb.gov.ph](mailto:mlg.reyes@ddb.gov.ph) or Viber number 0969-4751928.

For records purposes, please disseminate this Circular throughout your respective offices and submit the necessary confirmation within fifteen (15) days from receipt hereof.

For your information and guidance.

**BIENVENIDO Y. RUBIO**  
Commissioner



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CMC no. 117-2025



REPUBLIC OF THE PHILIPPINES  
OFFICE OF THE PRESIDENT

**DANGEROUS DRUGS BOARD**

Reference No. PETID/2025/05/20/09

May 20, 2025

**General GREGORIO PIO P. CATAPANG JR., AFP (Ret.), CESE, CCLH**  
Director General  
Bureau of Corrections  
NBP Reservation,  
Muntinlupa City

Dear **Director General Catapang**:

Greetings from the Dangerous Drugs Board!

On December 7, 1987, the United Nations General Assembly adopted a resolution declaring June 26 of every year as the *International Day Against Drug Abuse and Illicit Trafficking* (IDADAIT). The annual observance aims to strengthen action and foster cooperation in achieving the goal of a world free of drug abuse.

In line with this, the Dangerous Drugs Board will undertake the following activities in observance of the 2025 International Day Against Drug Abuse and Illicit Trafficking:

**1. Parade of Youth Advocates Against Drugs**

This will serve as the main highlight of the 2025 IDADA T observance. Students from various cities and municipalities will gather together for a festive grand parade, accompanied by their respective drum and bugle corps, filling the air with energetic rhythm.

Wearing colorful and lovely shirts or costumes, participants will carry banners and placards bearing impactful anti-illegal drugs slogans or messages.

The parade aims to celebrate youth empowerment and to serve as a collective call to action, emphasizing the importance of choosing a healthy and drug-free lifestyle.

**2. DDB Theme Songwriting Contest**

Open to individual participants or groups (maximum of five members), this contest invites professional singers/composers to submit original entries that echo the spirit of IDADAIT. The winner/s will be declared and awarded on June 24, 2025. We encourage talented individuals from your office to participate. The deadline of submission of entries is on or before June 15, 2025. See attached mechanics for details.



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### 3. Training of Trainers on Life Skills Enhancement for Supreme Student Leaders of Region I

This capacity-building initiative aims to engage student leaders with essential skills that promote drug resistance, strengthen personal commitment and develop social competency in pursuing a healthy and drug-free lifestyle. Participants to this training will include selected 3<sup>rd</sup> and 4<sup>th</sup> year Supreme Student Council officers from Higher Education Institutions (HEIs) across Region I.

Anent this, we encourage your good office to amplify efforts to combat the global drug problem and take part in the campaign by undertaking the following suggested activities:

- **Promote the 2025 IDADAIT Theme:**

Stakeholders are highly encouraged to display tarpaulins, banners, or streamers in strategic places within their offices. Templates and campaign materials are available for download at the DDB website ([www.ddb.gov.ph](http://www.ddb.gov.ph))

- **Support and participate in the online advocacy:**

Stakeholders may show their support through online platforms by sharing content and using the official hashtag: #WorldDrugDay.

- **Organize your own 2025 IDADAIT Celebration/Activities:**

Agencies and organizations are likewise encouraged to conduct their own initiatives aligned with the IDADAIT objective to further contribute to the nationwide campaign.

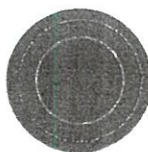
We highly encourage your active participation in these endeavors.

For updates on the 2025 IDADAIT observance, please visit the DDB website and official social media pages. For further inquiries, please contact the Preventive Education, Training and Information Division (PETID) of the Dangerous Drugs Board through Ms. Maria Lina G. Reyes of the Information Section through her Viber number 0969-4751928 or email at [mlgreyes@ddb.gov.ph](mailto:mlgreyes@ddb.gov.ph).

Thank you for your continued support and partnership in our collective advocacy for a drug-free Philippines.

Very truly yours,

Secretary OSCAR F. VALENZUELA  
Chairperson //



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REPUBLIC OF THE PHILIPPINES  
OFFICE OF THE PRESIDENT  
**DANGEROUS DRUGS BOARD**

## DDB THEME SONGWRITING CONTEST

### Echo Your Voice. Inspire Change.

Let music strengthen our collective effort against illegal drugs! Calling all singers/composers to submit original entries that echo the spirit of International Day Against Drugs and Illicit Trafficking (IDADAIT): Working towards healthy and safe communities.

The deadline of submission of entries is **on or before JUNE 15, 2025 (Friday)**. One (1) winner will be declared and awarded on June 24, 2025.

See Contest Mechanics to know more.

### CONTEST MECHANICS

#### Eligibility

1. The competition is open to all singers/composers
2. Participants may join as individuals or as a group (maximum of five members)
3. Each participant or group may submit only **one entry**.

#### Awards & Recognition

1. One (1) winning entry will receive **PHP 50,000.00**
2. The winning song will be launched during the IDADAIT 2025 opening ceremonies and in various DDB programs, projects, and activities

#### Song Requirements

1. The song must reflect the general theme of drug abuse prevention and control echoing the spirit of IDADAIT.
2. The lyrics may be in English, Filipino, or a mix of both
3. The entry must be an **original composition**. It should not have been published, performed, or submitted to any other competition.
4. The song must be within 3 to 4 minutes long.
5. The song can be of any genre suitable for a high-energy anthem (e.g., pop, rock, hip-hop, or fusion) and should be dynamic and uplifting.
6. The song must have positive and inspiring lyrics that encourages self-awareness, determination, empathy, life skills, and shared destiny. The use of derogatory, vulgar, homophobic and sexist languages will automatically disqualify an entry.



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**Submission Requirements**

1. A full recording of the song (demo or final version) in MP3 or WAV format. (Professional studio recording is not required, but clarity is essential.)
2. A typed lyric sheet in PDF or Word format.
3. A short composer's statement (100–150 words) explaining the inspiration behind the song and how it embodies the theme.
4. A duly accomplished entry form with the participant's full name(s) and contact details.
5. All submissions must be sent via email to [opetid@ddb.gov.ph] with the subject line: **DDB Theme Song – [Composer's/Group Name]**.

**Deadline for Submission**

1. Entries must be submitted via the official competition email or online portal
2. All entries must be submitted **on or before JUNE 15, 2025**. Late entries will not be accepted.

**Judging Criteria**

Entries will be evaluated based on the following criteria:

1. Relevance to Theme (30%):
  - How well the song captures the essence of *Drug Abuse Prevention and Control*.
2. Musicality (30%):
  - Melody, harmony, rhythm, and overall musical arrangement.
3. Lyrics (20%):
  - Depth, creativity, and clarity of the lyrics.
4. Originality (10%):
  - Uniqueness and creativity in composition.
5. Emotional Impact (10%):
  - Ability to evoke emotions and connect with the audience.

**Additional Guidelines**

1. All entries become the property of the DDB and may be used for promotional purposes.
2. By joining, participants grant the DDB the right to use their names, likeness, and entries for publicity and documentation.
3. Plagiarism or infringement of intellectual property rights will result in disqualification.
4. The decision of the board of judges is final and irrevocable.