

# COMICS



DOORS OF  
**CHANGE**



MALACAÑAN PALACE  
MANILA

## Message



My warmest greetings to the **Philippine Drug Enforcement Agency (PDEA)** as it publishes its **Drug Abuse Prevention Comics**.

I recognize the contribution of PDEA in our collective efforts to put an end to the proliferation of illegal drugs in the Philippines. Drug abuse and addiction are among our country's major problems, which create a negative impact on the lives of many Filipinos, including the youth.

May this publication serve as a medium to effectively disseminate information on how to keep our people away from drugs. This initiative will surely help the government not only in eliminating this social menace, but also in encouraging drug users to undergo counselling and rehabilitation so that they may return to normalcy and become productive members of society.

I am confident that, by working together, we will win this war on drugs and lead our citizenry towards more comfortable, dignified and prosperous lives.

I wish you a successful project. Mabuhay ang PDEA!

RODRIGO ROA DUTERTE

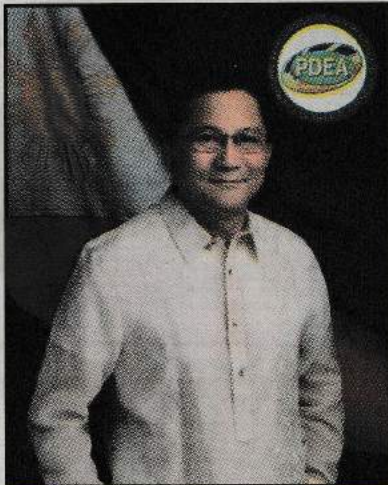


Republic of the Philippines  
Office of the President

**PHILIPPINE DRUG ENFORCEMENT AGENCY**

PDEA Bldg. NIA Northside Road, National Government Center,  
Barangay Pinyahan, Quezon City 1100 | [www.pdea.gov.ph](http://www.pdea.gov.ph) | (02) 927-9702

## Message



It is the mandate of the Philippine Drug Enforcement Agency to lead the fight against the drug menace.

Drug abuse prevention and education are effective methods in information dissemination as it creates awareness on the ill-effects of illegal drugs to our family, loved ones and community. Also, DAPE provides essential data on the current drug situation. Part of PDEA's drug prevention advocacy is the production of Information, Education and Communication materials or IECs. IECs effectively promotes and enhances sharing of knowledge to target audiences. A non-traditional IEC that is well conceptualized will be an effective way of catching attention.

With this, the Philippine Drug Enforcement Agent launches the first ever Drug Abuse Prevention Comics that is meant to educate our children and other sectors of our society on the prevalence of illegal drugs. This is part of PDEA's holistic approach to curb illegal drugs. Telling real-life stories through text and images create scenarios that people face and channel thoughts to construct a better picture of how we behave and handle crisis that inevitably happens. The comic strips are words and pictures that work together, exposing the readers to the anti-drug campaign being undertaken by the government that would better equip them to resist drugs. Rather than just imparting knowledge, the Drug Abuse Prevention Comics aims at building self-esteem, skills in problem-solving and communication.

I am honored to endorse this comics to help increase awareness and give deeper understanding on the various initiatives and programs undertaken by the government to address the drug problem.

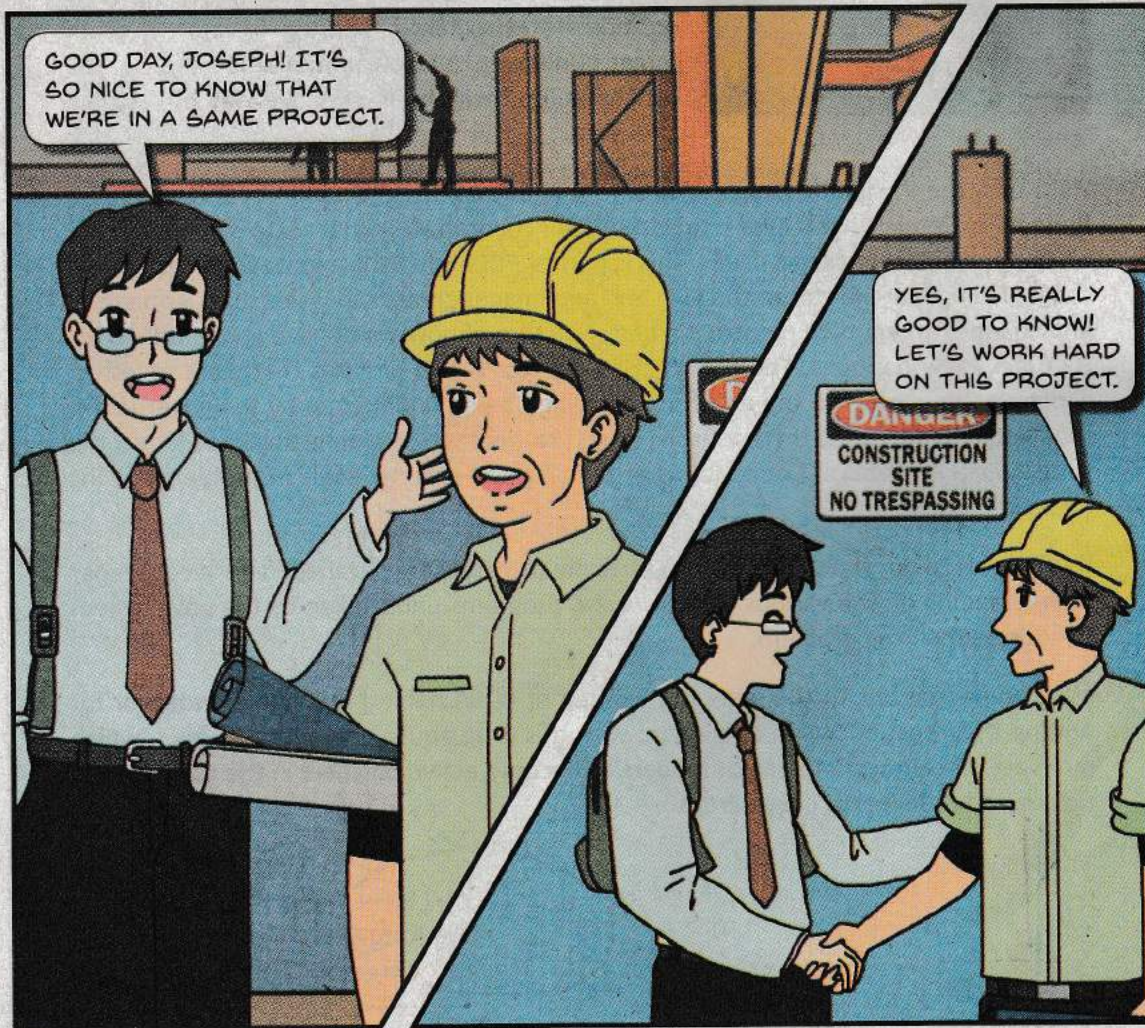
My commendations to the men and women of PDEA behind this noble endeavor for putting their best efforts in coming up with this drug abuse prevention comics, which motivate, encourage and enrich readers to become active partners in the campaign to rid our communities of illegal drugs.

Mabuhay!

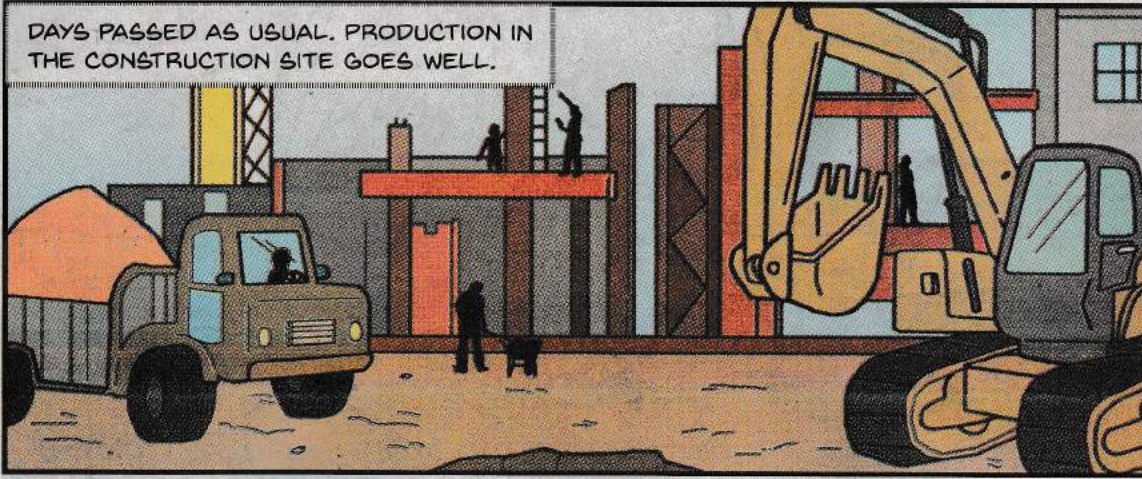
A handwritten signature in black ink, appearing to read 'AARON N. AQUINO', is written over a large, stylized circular graphic element.

**AARON N AQUINO**  
Director General

JOSEPH IS AN ENGINEER AND ANTHONY IS A YOUNG EXECUTIVE IN ABC CONSTRUCTION FIRM. THEIR PATHS CROSSED WHEN THEY WERE ASSIGNED ON THE SAME PROJECT.



DAYS PASSED AS USUAL. PRODUCTION IN THE CONSTRUCTION SITE GOES WELL.



MARTIN, HOW'S THE DELIVERY? IT SHOULD BE HERE BEFORE THE END OF THE WEEK. WE CAN'T AFFORD TO HAVE LATE TRANSACTIONS, WE HAVE TIGHT DEADLINES.

YES, SIR. THE CONTRACTOR SAID THAT THE MATERIALS WILL BE DELIVERED BY THURSDAY.

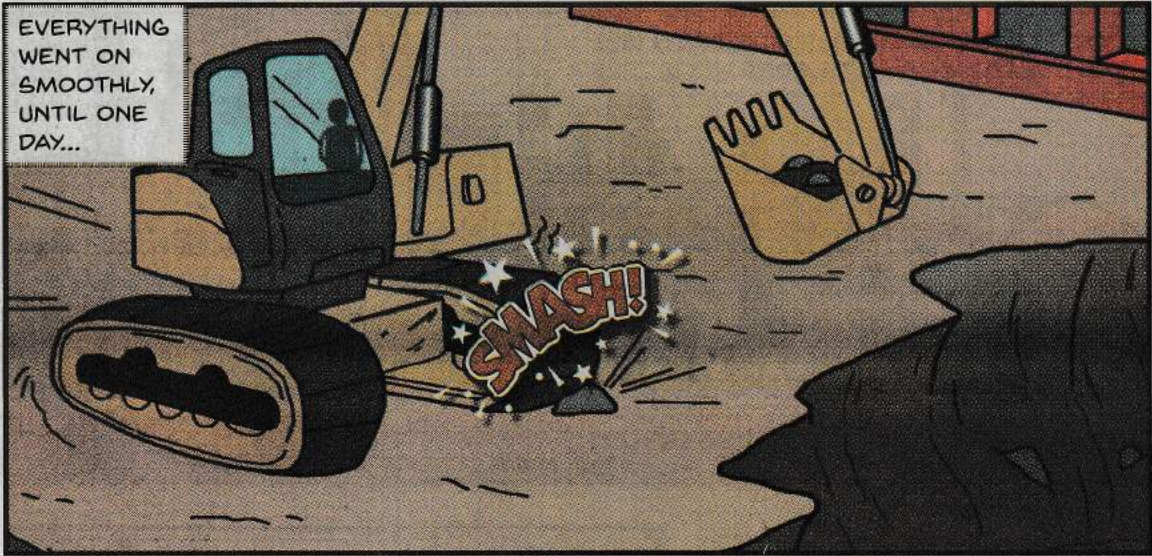


PETE, ARE YOU DONE WITH THE FINANCIAL FORECASTING? WE NEED TO HAVE OUR WEEKLY BUDGET REPORT BEFORE THE GENERAL MEETING ON MONDAY.

YES, SIR, IT'S ALMOST DONE.



EVERYTHING  
WENT ON  
SMOOTHLY,  
UNTIL ONE  
DAY...



EVERYONE WAS DEVASTATED. THE ACCIDENT RESULTED TO MULTIPLE INJURIES AND THE DEATH OF AN EMPLOYEE.

WE ALREADY RECEIVED THE RESULT OF THE INVESTIGATION. IT TURNED OUT THAT THE OPERATOR OF THE EXCAVATOR WAS UNDER THE INFLUENCE OF SHABU.

THAT IS DISAPPOINTING TO HEAR.

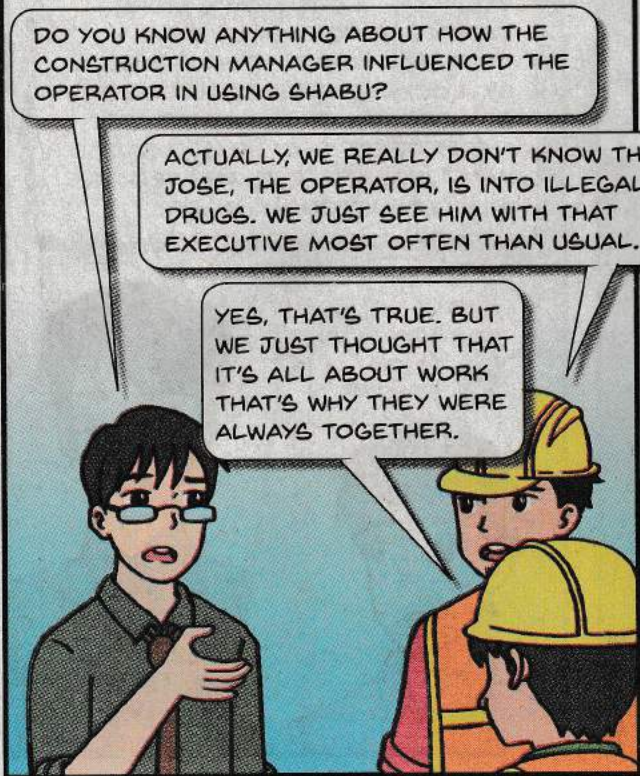
YES, REALLY. BUT WHAT'S MORE DISAPPOINTING IS THAT THE OPERATOR WAS JUST INFLUENCED BY A CO-WORKER WHO ALLEGEDLY STRUGGLED WITH PRESSURE WITH THE PROJECT THAT HE IS CURRENTLY HANDLING. AND HE IS AN EXECUTIVE, A CONSTRUCTION MANAGER.

OH! I GUESS WE HAVE SO MUCH WORK TO DO.

YES, I AGREE. LET'S START DIGGING UP IMPORTANT INFORMATION WITH REGARD TO THE ACCIDENT.

WE HAVE TO FIND OUT IF THERE ARE OTHER EMPLOYEES WHO ARE INTO ILLEGAL DRUGS, AND BUILD A CONTINGENCY PLAN.

ANTHONY AND JOSEPH WASTED NO TIME. THEY SEPARATELY TOOK TURNS IN INVESTIGATING THE ACCIDENT. BUT LITTLE DID THEY KNOW, THE EMPLOYEES ARE DEALING WITH DEEPER PROBLEMS.



DO YOU KNOW ANYTHING ABOUT HOW THE CONSTRUCTION MANAGER INFLUENCED THE OPERATOR IN USING SHABU?

ACTUALLY, WE REALLY DON'T KNOW THAT JOSE, THE OPERATOR, IS INTO ILLEGAL DRUGS. WE JUST SEE HIM WITH THAT EXECUTIVE MOST OFTEN THAN USUAL.

YES, THAT'S TRUE. BUT WE JUST THOUGHT THAT IT'S ALL ABOUT WORK THAT'S WHY THEY WERE ALWAYS TOGETHER.



SIR, I THINK YOU NEED NOT TO FOCUS ON JOSE AND SIR CARLO ONLY. TRY TO GIVE ATTENTION TO OTHER EMPLOYEES, TOO.

WHAT DO YOU MEAN?

SIR, WE THINK THAT IT'S NOT ONLY JOSE AND CARLO WHO ARE INTO ILLEGAL DRUGS.

WHEN ANTHONY HAD A CONVERSATION WITH THE FOUR EMPLOYEES, HE JUST WANTED TO INVESTIGATE ABOUT THE ACCIDENT AND ASK ABOUT THE CONNIVANCE OF JOSE AND CARLO ON ILLEGAL DRUGS. BUT UNFORTUNATELY, WHAT HE HEARD WERE THE EMPLOYEES' CONFLICTS AND STRUGGLES IN WORK. HE THOUGHT THAT HE HAS TO MAKE A WAY TO RESOLVE THE CURRENT SITUATION THEY ARE IN.



JOSEPH, WHAT SHOULD WE DO? WE ARE FACING A DILEMMA.

WHAT IS IT ABOUT?

I'VE LEARNED THAT SOME OF OUR EMPLOYEES ARE STRUGGLING, NOT ONLY ON THEIR WORKLOADS BUT I HEARD THINGS LIKE FAMILY PROBLEM, FINANCIAL DIFFICULTY, STRESS AND PRESSURE AT WORK, AND EVEN MONOTONY AND BOREDOM. THEN, SOME OF THEM TEND TO DEPEND ON ILLEGAL DRUGS AS A COPING MECHANISM.

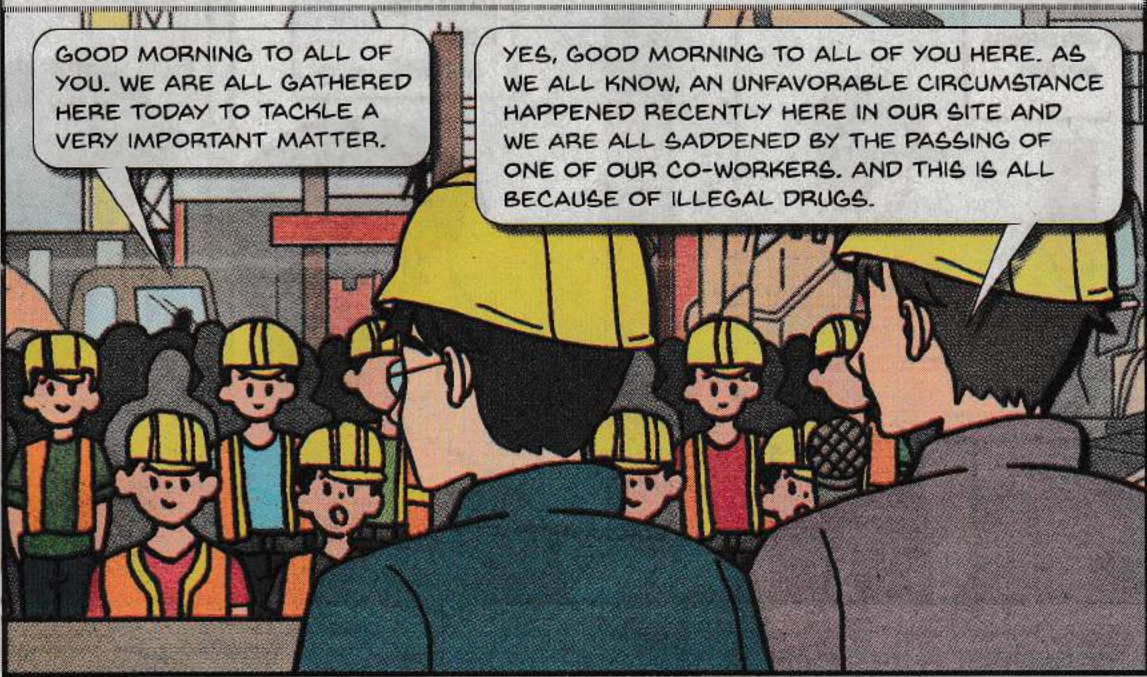
OH! THAT'S A LOT. I THINK WE HAVE TO MAKE A WAY TO RESOLVE THIS SITUATION.

ANTHONY AND JOSEPH THOUGHT HARD ABOUT THE SITUATION. IT MADE THEM RECALL THEIR OWN RESPECTIVE STRUGGLES IN LIFE AND WORK AND RELATE TO THE INDIVIDUAL CIRCUMSTANCES OF THEIR EMPLOYEES.





ANTHONY AND JOSEPH BOTH REALIZED THAT ANYBODY IN THEIR COMPANY ARE AT RISK OF GETTING INVOLVED IN ILLEGAL DRUGS. THEIR WORKING ENVIRONMENT ALONE MAKES THEM VULNERABLE TO THE TEMPTATION OF ILLEGAL DRUGS, PARTICULARLY WHEN EXPERIENCING CHALLENGING ISSUES.



GOOD MORNING TO ALL OF YOU. WE ARE ALL GATHERED HERE TODAY TO TACKLE A VERY IMPORTANT MATTER.

YES, GOOD MORNING TO ALL OF YOU HERE. AS WE ALL KNOW, AN UNFAVORABLE CIRCUMSTANCE HAPPENED RECENTLY HERE IN OUR SITE AND WE ARE ALL SADDENED BY THE PASSING OF ONE OF OUR CO-WORKERS. AND THIS IS ALL BECAUSE OF ILLEGAL DRUGS.

WITH THIS, WE SUGGESTED THE MANAGEMENT THE NEED TO PROMOTE DIFFERENT DRUG-FREE WORKPLACE PROGRAMS ESPECIALLY A DRUG TESTING PROCEDURE.



ANTHONY IS RIGHT. WE HAVE TO PROMOTE SCHEMES LIKE EMPLOYEE ASSISTANCE PROGRAMS, COMPANY POLICIES AND PROCEDURES, CAREER DEVELOPMENT AND JOB ENRICHMENT PROGRAM, EMPLOYEE EDUCATION, PUBLIC INFORMATION ON HARMFUL EFFECTS OF DRUGS, AND EVEN POSITIVE ALTERNATIVES SUCH AS RECREATION AND SELF-EXPRESSION.

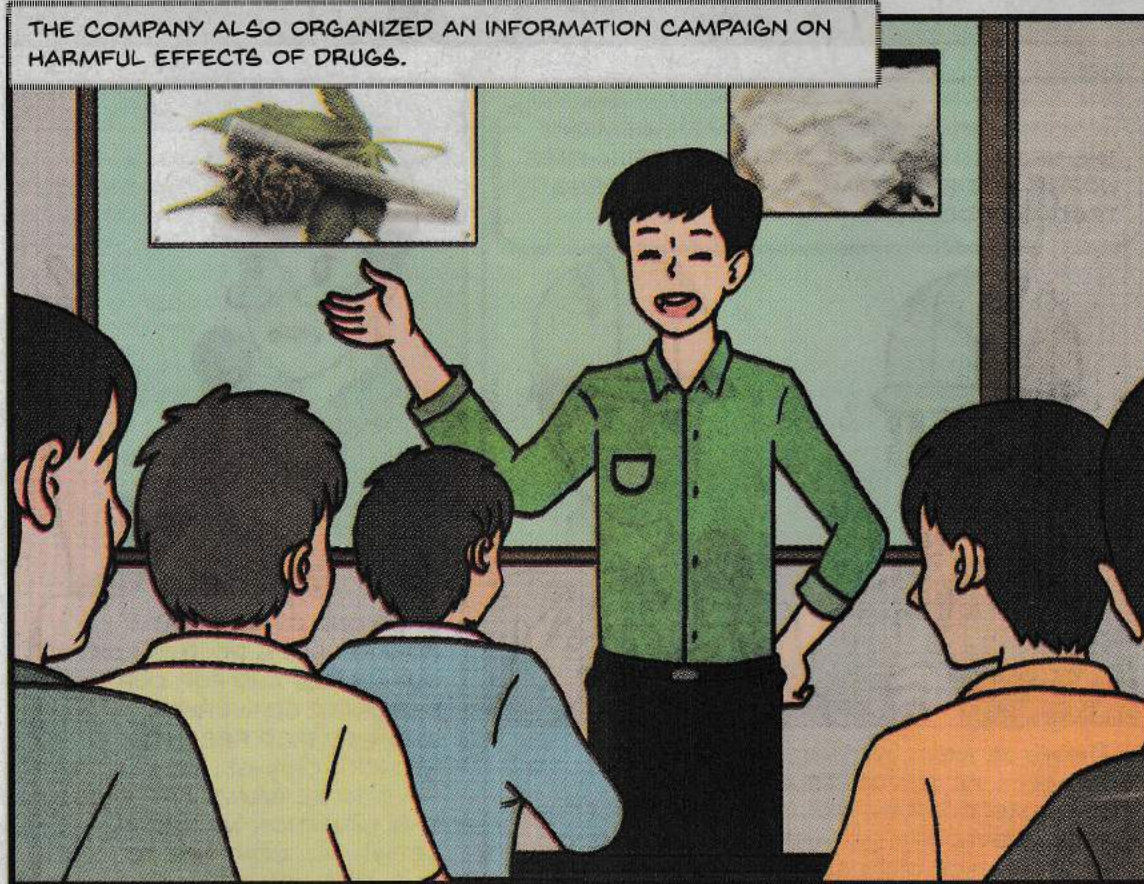


EACH ONE OF US SHOULD ADHERE. LET'S DO THIS FOR OURSELVES AND FOR OUR BEREAVED CO-WORKER WHO WHO DIED RECENTLY. WE NEED CHANGE; WE ALL HAVE TO BE BRAVE AND FACE THIS SITUATION WE ARE IN. LET US ALL CONTINUE TO LIVE APPROPRIATELY AND HARMONIOUSLY BY MAKING THINGS RIGHT.

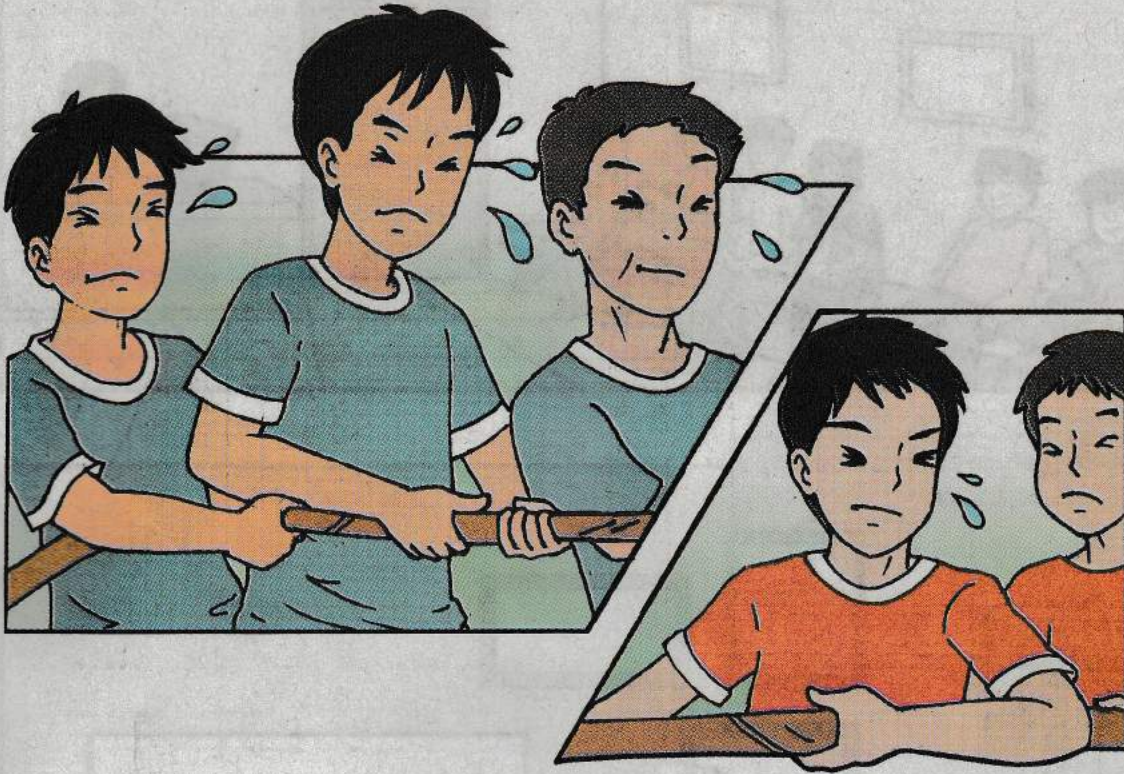
THE COMPANY REQUIRED EACH EMPLOYEE TO UNDERGO DRUG TESTS AND OTHER LABORATORY TESTS.



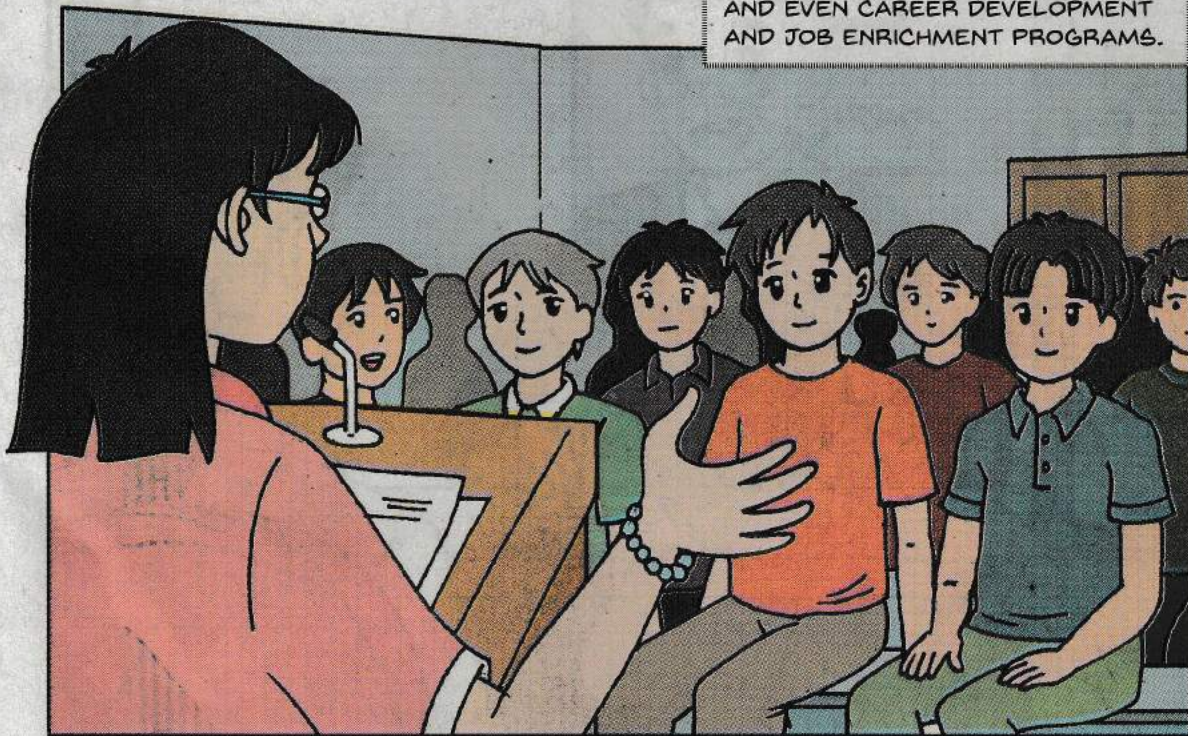
THE COMPANY ALSO ORGANIZED AN INFORMATION CAMPAIGN ON HARMFUL EFFECTS OF DRUGS.



THE COMPANY ALSO CAME UP WITH A POSITIVE ALTERNATIVE LIKE A TEAM BUILDING...



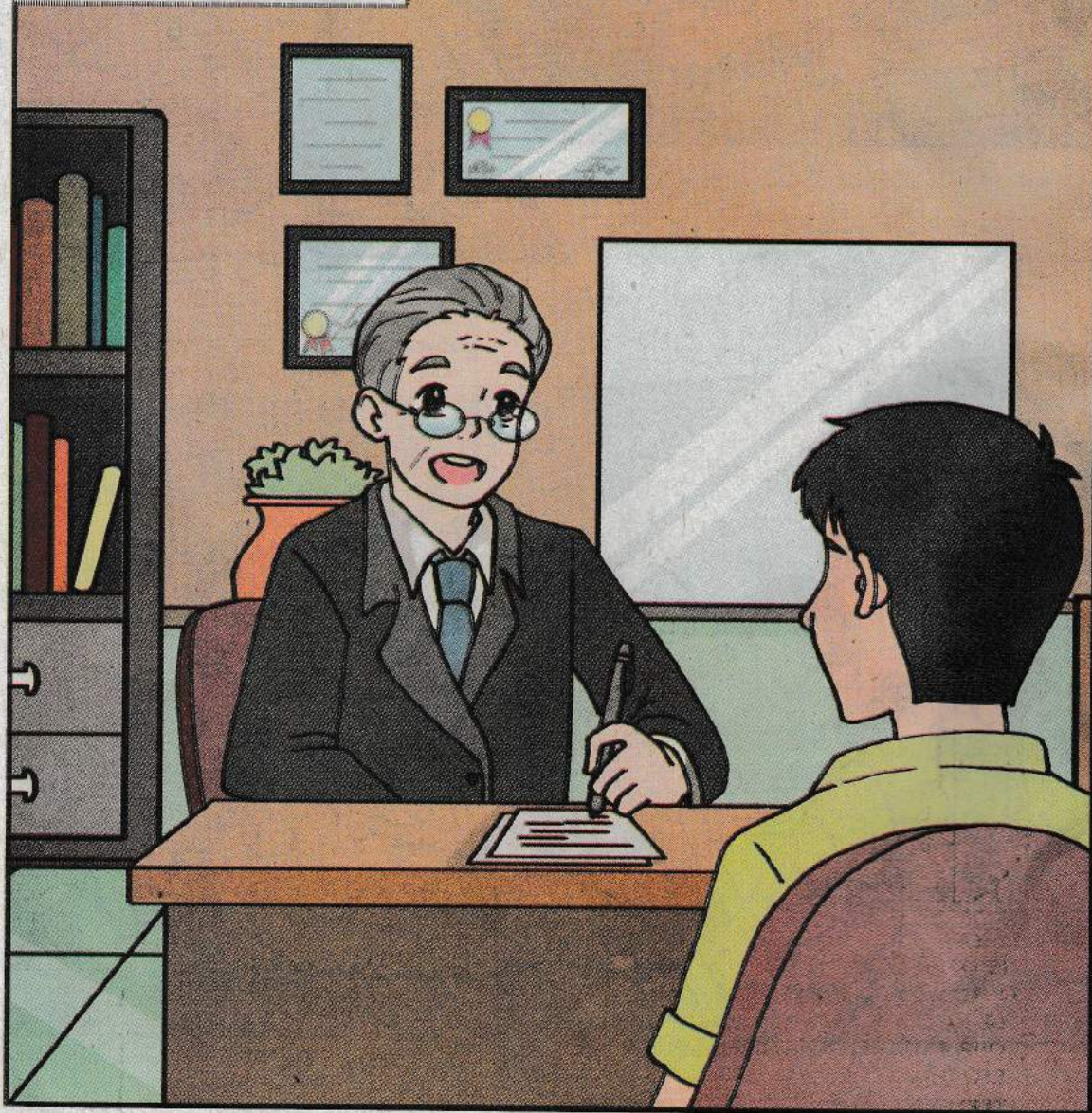
AND EVEN CAREER DEVELOPMENT AND JOB ENRICHMENT PROGRAMS.




THEY ALSO PROVIDED EMPLOYEE EDUCATION...



AND EMPLOYEE ASSISTANCE.




THE INCIDENT OF DRUG ABUSE IN ABC CONSTRUCTION FIRM PROMPTED THE EMPLOYEES TO BECOME ADVOCATES OF CHANGE. THOUGH IT'S INDEED A LONG PROCESS, BUT THROUGH EACH ONE'S UNIFICATION, EVERYTHING CAME IN RIGHT LITTLE BY LITTLE.



HEY, JOSE AND CARLO! IT'S SO NICE TO SEE YOU AGAIN.

GOOD AFTERNOON, SIR JOSEPH. IT'S GOOD TO SEE YOU, TOO!

SIR, WE REALLY WANT TO THANK ALL OF YOU HERE IN THE COMPANY. I REALLY THOUGHT THAT WE WILL NOT ESCAPE OUR FIGHT IN ELIMINATING ILLEGAL DRUGS.



SERIOUSLY GUYS, I'M VERY PROUD OF YOU. SEEING YOU BECAME BETTER, EVERYTHING PAID OFF.

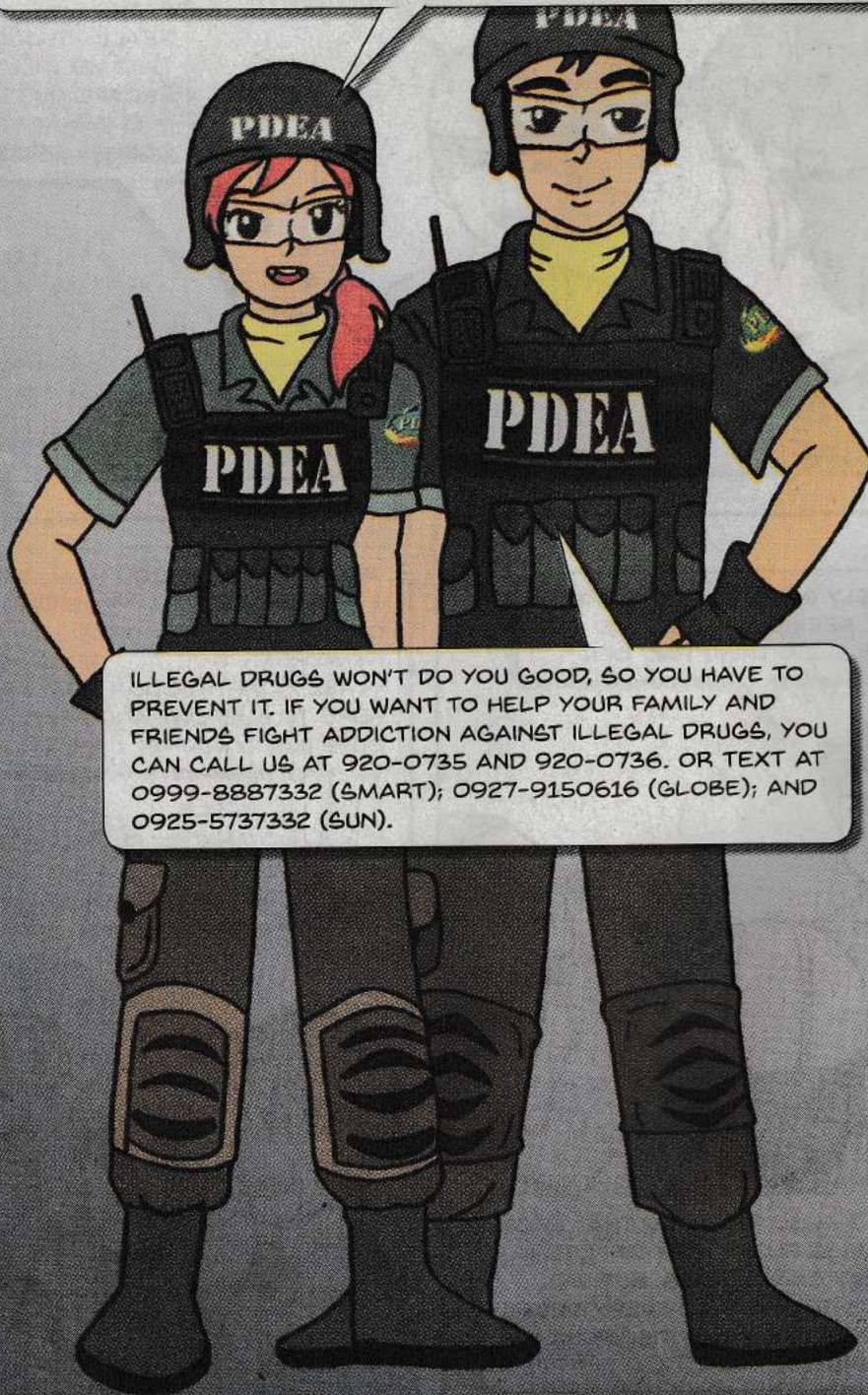
WELL, THAT'S A GOOD REALIZATION. I REALLY HOPE THAT YOU WILL CONTINUOUSLY PROGRESS. ALWAYS REMEMBER THAT ALL OF US HERE IN ABC CONSTRUCTION FIRM ARE HERE TO SUPPORT AND HELP YOU GUYS IN ANY WAY WE CAN.

THANK YOU SO MUCH, SIR! YOU ARE ALL A BIG HELP TO THE BOTH OF US!

YES SIR. I ALSO REALIZED THAT EACH ONE OF US IS FACED WITH DIFFERENT DAY TO DAY CHALLENGES, BUT WE JUST HAVE TO BALANCE EVERYTHING IN OUR LIVES AND HAVE DISCIPLINE IN EVERYTHING.

## Agents Phed and Eyah's Piece of Advice

EVERYONE IN THE COMPANY FELT TRIUMPHANT, ESPECIALLY ANTHONY AND JOSEPH. THE WORKING ATMOSPHERE IN THE SITE IS NOW SMOOTH AND HARMONIOUS KNOWING THAT THEY ARE ALL DRUG-FREE. AND THE BIGGEST ACCOMPLISHMENT IS THAT THEY WERE ABLE TO HELP JOSE AND CARLO WHO WERE BOTH VICTIMS OF DRUG ABUSE. THEY GOT BACK ON THEIR FEET AFTER GIVING APPROPRIATE INTERVENTIONS FOR THEIR DRUG DEPENDENCE.



ILLEGAL DRUGS WON'T DO YOU GOOD, SO YOU HAVE TO PREVENT IT. IF YOU WANT TO HELP YOUR FAMILY AND FRIENDS FIGHT ADDICTION AGAINST ILLEGAL DRUGS, YOU CAN CALL US AT 920-0735 AND 920-0736. OR TEXT AT 0999-8887332 (SMART); 0927-9150616 (GLOBE); AND 0925-5737332 (SUN).

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# PHILIPPINE DRUG ENFORCEMENT AGENCY

## **PUBLIC'S PARTICIPATION IN ANTI-DRUG CAMPAIGN**

The Philippine Drug Enforcement Agency (PDEA) is responsible for efficient law enforcement of all provisions on any dangerous drugs and/or precursors and essential chemicals. As the lead agency in the enforcement of the anti-drug law, the PDEA suppresses the supply of dangerous drugs; implements Dangerous Drugs Board policies; controls and regulates the legitimate use of dangerous drugs and controlled precursors and essential chemicals; supervises the anti-drug activities of the drug law enforcement agencies; and coordinates the participation of all stakeholders in the anti-drug campaign. It is also guided by its vision that by 2020, PDEA is highly credible and competent agency, leading the citizenry to a drug-free country. PDEA also lives by its core values of being Professional, Dynamic, Excellence-Driven, and Accountable.

With efforts to engage the communities as force multipliers and seeing the need to establish trust, and confidence, and maintain a mutually beneficial relationship between PDEA and the public for a unified effort combating the drug menace in our country, Operation: "Private Eye" (OPE) was implemented. OPE is a citizen-based information collection program which will boost public involvement in the government's fight against illegal drugs.

OPE aims to counter fear and apathy as hindrances to active participation of the citizenry in reporting drug activities by ensuring anonymity of the informant and grant of monetary rewards.

In the first year of Director General Aaron N. Aquino, he awarded a total of Php 19, 749, 176.83 to 22 informants whose information resulted in seizures of dangerous drugs and controlled substances, and dismantling of clandestine laboratories.

To be an informant, a person should not be a member of Dangerous Drugs Board (DDB), PDEA, Philippine National Police (PNP), Armed Forces of the Philippines (AFP), National Bureau of Investigation (NBI), Philippine Coast Guard (PCG), Bureau of Customs (BUCUS), or any government agency exercising enforcement function who can provide any information that shall result in confiscation or destruction of dangerous drugs, precursors, and essential chemicals; clandestine laboratories for illegal drugs and marijuana plantations, commensurate reward/s will be given confidentially to him/her/them, as indicated in the Rewards Schedule of Operation "Private Eye".

To report illegal drug activities, an Information Report Form (IRF) must be filled out and sent to PDEA thru:

- ✓ Fax: 02-9278299
- ✓ Mail: Operation: "Private Eye"  
Room 207 PDEA Building, NIA Northside Road  
Barangay Pinyahan, Quezon City  
Tel. No. 927-9702 local 149 and 150
- ✓ Personally submit to the nearest PDEA Office