



## TamaKa Program 2022

**Tamang Kandidato Sa Eleksyon (TamaKa)** is a values-based voter education program of **Bawa't Isa Mahalaga (B1M)** movement. It is designed for youth groups, schools, churches and local communities.

*Why is there a need for a new voter education program? How is TamaKa different from other voter education seminars?*

Some voter education seminars prescribe how people should vote. People who go through these seminars tend to feel patronized and lectured upon. Many of them end up rejecting the information they receive from these seminars.

At the same time, most voters recognize that they do not know enough about the candidates who are running for office. But they neither have the time nor the inclination to do research and vet the candidates they intend to vote. And even if they did, most voters are not aware of the inherent assumptions, beliefs and biases that drive their voting decisions.

Unfortunately, in the Philippines, money-politics dominate the electoral contest. Most voters, when left on their own tend to vote only for candidates with the loudest campaigns. Candidates with the funds to spend on advertising and on building their political organizations have unfair advantage. So do celebrities and members of political dynasties. These candidates will be first in people's minds and will most likely end up in their ballots come election day.

Highly qualified, upright and quite possibly more deserving candidates who are not popular, and who do not have the money nor the organization to run political campaigns, rarely get considered, if at all. Election after election, our nation loses the opportunity to bring the best and the brightest Filipinos to public office.

The **Tamang Kandidato** program envisions a time when we can have upright, highly qualified candidates for public office be seriously considered by voters during elections. We have an opportunity to work towards this goal this coming May 2022 elections.

## **TamaKa Voter Education Sessions**

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**TamaKa** is an interactive, facilitated voter education session that can be implemented online or face-to-face with small or large groups of people. **TamaKa** is designed to bring out people's hidden assumptions and values that drive their electoral preferences. Through guided discussions, **TamaKa** influences people to vote more consistently with the Filipino's highest values.

**TamaKa** is based on key principles of Appreciative Inquiry (AI), a model for adult learning that engages people in self-determined change. Trained facilitators help participants reflect on what they truly value as individuals, and what they value as members of their families and their communities. They are guided to think about how these values are reflected in their voting preferences.

Integrated into the process are discussions on the fundamentals of democracy, the sovereign authority of Filipinos according to the Constitution, the dangers of corruption, and the value of putting the right people in the right government jobs. The process will help participants realize the importance of making choices based on values, and in examining candidates based these values. It will also challenge participants to be active in holding elected officials to account.

There are 2 approaches in implementing **TamaKa**: (a) workshop set up with breakout groups; or (b) webinar format

## **TamaKa Outline**

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### **1. State of the Voter and the Nation**

Participants ponder/reflect on: (a) what is going on in the country; (b) what are the values that they uphold personally; and (c) what difference these values make?

### **2. Preamble**

Participants reflect on the Preamble: (a) who are we according to the Constitution: Sovereign Filipino People imploring the aid of the Almighty God; (b) who are we according to the Bible: we are created in God's image; (c) the values we uphold as Filipinos (Maka-Diyos, Maka-tao, Maka-bansa)

### **3. The Responsibility of the Sovereign Filipino People:**

Participants learn that voting is an exercise of power as sovereign Filipino people. They are led to ask themselves what specific steps they should do to hold themselves accountable as they perform their responsibility to hold public officials accountable?

### **4. Call to Action/Challenge:**

Participants are encouraged to: (a) Register to vote (with guidelines from COMELEC on how to get registered); (b) Exercise their power to vote; (c) Hold public officials to account.