REVENUE MEMORANDUM ORDER NO. 4-2010 issued on January 19, 2010 implements the 2010 Public Assistance and Awareness Campaign (PAAC) strategies and activities. The following are the policies to govern the PAAC:

a. The National Office shall be the lead office in prescribing the strategies and activities to be implemented by the operating units, including the Regional and Revenue District Offices and the Large Taxpayers Service. The National Office shall also initiate activities that shall have BIR-wide application. The Assistant Commissioner, Taxpayer Assistance Service (TAS) shall formulate a communication plan for the PAAC and shall manage its implementation.

b. The major activities in the PAAC shall be undertaken during the Income Tax filing period from January to April 2010. Other activities shall also be undertaken for the rest of the year.

c. The performance of the concerned office in the PAAC shall be included in the Key Performance Indicator (KPI) evaluation system.

d. The National, Regional and District Offices shall be involved in the year-round PAAC to promote taxpayer consciousness of their tax obligations and rights and their awareness of the various tax administration programs and activities of the BIR.

The major activities for the PAAC to be undertaken by the National Office, Regional Office and Revenue District Offices are specified in the Order.