

# Glad Tidings for Filipino Kids

*Nomee Dizon-Canlas, founder of Glad Tidings Publishing Inc., wants 20 million Filipino children to read textbooks reflecting true Christian values.*

**N**omee Dizon-Canlas enrolled her daughter in a Christian school. She was sure this would protect her impressionable child from non-Christian ideas. She was in for a surprise.



*Nomee Dizon-Canlas has attended two of Cook's International Christian Publishing Institutes in Colorado Springs, CO, U.S.A.*

One day she looked through a textbook used to teach "values" at the school. "Man is an animal," read one of the main lessons in the book. She was shocked. Whose "values" are these?

She checked other books. The findings were more disturbing. "We found out that while children from Christian families are indeed enrolled in Christian schools, most of the textbooks they are using for classroom discussion and interaction are authored by nonbelievers," she says. "These books are replete with a mix of concepts from

humanistic views, traditional religion and New Age thought."

At the time, Glad Tidings was publishing several magazines including *Prepstuff* for preschoolers, *Kidstuff* for preteens and *Teenstuff* for youth. These publications, which promoted Christian values, sold in Christian and private schools. The readers were pleased with the Christian perspectives on values presented in the magazines, but they wanted more.

"The magazines are good, but why don't you produce textbooks on values?" they asked.

"This was an almost unanimous request," reports Dizon-Canlas.

Glad Tidings decided to respond to the need for textbooks that communicate true Christian values. It soon lined up 11 titles covering preschool through high school. This was not easy.

"These are labor intensive and costly projects," says Dizon-Canlas. In 2000, she saw the first fruits of her work. "God enabled us to produce *A Pocketful of Virtues*, our first series of textbooks on Bible-based character foundation," she adds.

The Glad Tidings team was in for a surprise. In the first year they had to print 22,000 copies of their textbooks. (A big print run in the Philippines is about 3000.) The next year, a net 40,000 copies were sold. In mid-2002, the team projected an 80 percent increase from sales, but this did not occur. Curriculum changes introduced by the coun-

try's former Secretary of Education mandated that Values Education be integrated with five other subject areas. Despite this change, demand for *A Pocketful of Virtues* held steady at Glad Tidings' client schools, 90 percent of which are Christian.

In 2003, the team will release *Joy of Learning*, 20 preschool books on Mathematics, Science, Reading, Writing, Civics and Culture, and Character Foundation. "We are also considering the production of more Bible-based textbooks for elementary and high school levels," adds Dizon-Canlas. Glad Tidings' vision is big: to reach 20 million Filipino children with textbooks promoting Christian values. ♦



*Filipino children get ready to receive Bible literature at a school in Manila.*