REGионаl MEMOrandum
No. 464 s. 2021

INVITATION TO PARTICIPATE IN THE GLOBAL MEDIA COMPETITION AND THE FREE WEBINAR OF THE GLOBAL CENTER FOR GOOD GOVERNANCE IN TOBACCO CONTROL

To: Schools Division Superintendents

1. Attached is the Memorandum of Undersecretary for Administration Alain del B. Pascua, Department of Education, Central Office, Meralco Avenue, Pasig City on the above mentioned subject dated May 6, 2021.

2. For information and compliance.

TOLENTINO G. AQUINO
Director IV

Incl: As Stated.

To be included in the Perpetual Index under the following subjects:

HEALTH
ORGANIZATIONS
SCHOOLS

ESSD-DCN/mar/MEMO 2021
May 19, 2021

DepEd Region 1: Built on character; empowered by competence.
OA MEMO 00-0521-0036
MEMORANDUM
05 May 2021

To: Undersecretaries
Assistant Secretaries
Regional Directors and BARMM Education Minister
Bureau and Service Directors
Schools Division Superintendents
Designated Tobacco Control Coordinators
Designated Brief Tobacco Intervention Providers
Youth Formation Coordinators
School Heads
All Others Concerned

Subject: INVITATION TO PARTICIPATE IN THE GLOBAL MEDIA COMPETITION AND THE FREE WEBINAR OF THE GLOBAL CENTER FOR GOOD GOVERNANCE IN TOBACCO CONTROL

The Office of the Undersecretary for Administration (OUA) through the Bureau of Learner Support Services-School Health Division (BLSS-SHD) extends the invitation from HealthJustice Philippines and the Global Center for Good Governance in Tobacco Control (GGTC) to interested participants from the Department of Education (DepEd) to join the following activities:

1. Second Global Media Competition (GMC)

HealthJustice Philippines, on behalf of the GGTC, the WHO FCTC Knowledge Hub for Article 5.3, and a partner in STOP (Stopping Tobacco Organizations and Products), is inviting DepEd learners, personnel, and stakeholders to join the second GMC with the theme Lies & Cover-Ups: Time to Make Tobacco Pay.

The competition aims to welcome graphic material submissions such as memes, GIFs, digital stickers, posters, infographics, and short videos that portray tobacco industry manipulation which undermines health policies and helps the tobacco industry escape liability for the enormous burdens it has caused. Submissions can be made until...
May 7, 2021, unless the deadline is extended by the organizers. Interested participants are advised to closely monitor the advisories of the GGTC regarding the GMC.

Winning entries could win up to $4000. For details, please visit the competition website at: http://bit.ly/ggtcgmc2021.


Offices that manage social media pages are enjoined to share the poster to reach more potential competition participants. Youth Formation Coordinators are also requested to disseminate the information to learners who may be interested to participate in the competition. Participants below 18 years old are required to submit a parental/guardian consent form.

2. Webinar on Tobacco Industry and Corruption

Participants from DepEd, especially those involved in tobacco control, are invited to a free webinar on Tobacco Industry and Corruption on May 6, 2021, 08:30 pm (Philippine Time).

Through the webinar, participants will learn about:

a. the link between the tobacco industry and corruption, including existing evidence and the dangers of associating with the tobacco industry;

b. tools and materials available that will help frame issues around corruption and hold the tobacco industry accountable; and

c. practices that will promote integrity and help adopt preventive measures.

Interested participants may register through this link: https://forms.gle/Ha62TRNWUVfaAGxH8. Those who will no longer be accommodated in the platform can join the webinar via the Facebook page of the GGTC.

Similarly, offices that manage social media pages are enjoined to co-stream or share the webinar on their pages, as relevant to the purpose of their pages, to reach a wider audience.

Designated tobacco control coordinators, per DepEd Memorandum No. 147, s. 2018, and designated brief tobacco intervention (BTI) providers, per DepEd Memorandum No. 110, s. 2019, are enjoined to actively participate in the activities.

Invitation to these activities is extended to DepEd stakeholders in support of DepEd Order No. 48, s. 2016 or the Policy and Guidelines on Comprehensive Tobacco Control.
For further queries on these activities, please contact Mr. Gian Erik Adao, Education Program Specialist II, Bureau of Learner Support Services-School Health Division, at 09173274426 or email at gian.adao@dfedep.gov.ph or blss.shd@deped.gov.ph.

For information and dissemination.

ALAIN DEL B. PASCUA
Undersecretary
Annex A- “Lies & Cover-Ups: Time to Make Tobacco Pay” Global Media Competition

2021 GLOBAL MEDIA COMPETITION

LIES & COVER-UPS: Time to #MakeTobaccoPay

Win up to $4000!

Deadline extended to May 7, 2021!

Submit your posters, short videos, and infographics by April 29, 2021 at bit.ly/2021GMC.

The 2021 Global Media Competition is organized by the Global Center for Good Governance in Tobacco Control (GGTC), a partner of STOP, a global tobacco industry watchdog, and supported by the Secretariat of the WHO Framework Convention on Tobacco Control as well as global, country, and media partners.