REGIONAL MEMORANDUM
No. (2021) s. 2021

URGENT REQUEST ON THE REPORTING OF COVID-19 VACCINE DEMAND GENERATION ACTIVITIES

To: Schools Division Superintendents

1. The Office of the Presidential Spokesperson has requested the Department of Education to submit its demand generation activities in support of the Covid-19 vaccination program.

2. In this regard, Schools Division Office through the School Health and Nutrition Personnel and Information Officers are requested to accomplish the attached template on the relevant activities conducted from February to June 11, 2021 and submit thru email at essd.region1@deped.gov.ph or romariejoy.castillo@deped.gov.ph on June 15, 2021 for consolidation.

3. For information and compliance.

TOLENTINO G. AQUINO
Director IV

Incl.: As Stated.

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

HEALTH
PROGRAMS

ESSD-SQC/mar/MEMO 2021
June 15, 2021

DepEd Region 1: Built on character; empowered by competence.
MEMORANDUM

FOR : Regional Directors and BARMM Education Minister

ATTN : Regional School Health and Nutrition Personnel
Regional Information Officers

FROM : LOPE B. SANTOS III
OIC Director IV, Bureau of Learner Support Services

JUNE ARVIN GUDOY
Director IV, Public Affairs Service

SUBJECT : [URGENT REQUEST] REPORTING OF COVID-19 VACCINE
DEMAND GENERATION ACTIVITIES

DATE : 14 JUNE 2021

The Office of the Presidential Spokesperson has requested the Department of Education to submit its demand generation activities in support of the government’s COVID-19 vaccination program.

In this regard, Regional Offices (ROs), through their respective School Health and Nutrition Personnel and Information Officers are requested to accomplish the attached template to report the relevant activities conducted by the regions and their respective Schools Division Offices (SDOs) from February to June 11, 2021.

It is requested that the accomplished regional reports be submitted until 6:00 pm today through email at pas@deped.gov.ph. Only the ROs are expected to prepare and submit the consolidated regional reports covering all the activities of their respective SDOs.

For questions and concerns on the above subject, kindly contact Mr. Janssen S. Cabrera, Administrative Officer IV, Public Affairs Service, at 09273168211, or Ms. Girlie A. Azurin, Senior Education Program Specialist, at 09323454842, or through email at blss.shd@deped.gov.ph.
**Republic of the Philippines**  
*Department of Education*

**B. Other activities (Press release, radio/TV interviews, distribution of IEC materials/leaflets)**

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(Indicate organizer(^5))</td>
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\(^5\) RO/SDO/name of office

\(^9\) Name of guest, of program, and of station, and general topic of the discussion for radio or TV interview; place of distribution of materials; link to the press release

Prepared by:  

Approved by:  

____________________  
Regional Director
VACC2SCHOOL: LIGTAS NA BAKUNA PARA SA BALIK-ESKWELA!
INITIAL ACTIVITY REPORT

Region :

I. Activities Conducted (February – June 11, 2021)

A. New media (Webinars and town halls via Facebook Live, Zoom, MS Teams and similar platforms) and limited face-to-face activities

<table>
<thead>
<tr>
<th>Date</th>
<th>Type/Platform¹</th>
<th>Title of Activity (Indicate organizer²)</th>
<th>Participants (Indicate number of participants, if available)³</th>
<th>Resource Persons</th>
</tr>
</thead>
</table>

¹ Webinars and town halls via Facebook Live, Zoom, MS Teams and similar platforms
² RO/SDO/Name of Office
³ Post reach, views, attendance

B. Other activities (Press release, radio/TV interviews, distribution of IEC materials/leaflets)

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<tr>
<th>Date</th>
<th>Activity (Indicate organizer⁴)</th>
<th>Details⁵</th>
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</table>

⁴ RO/SDO/name of office
⁵ Name of guest, of program, and of station, and general topic of the discussion for radio or TV interview; place of distribution of materials; link to the press release

II. Scheduled Activities (June 14-25, 2021)

A. New media (Webinars and town halls via Facebook Live, Zoom, MS Teams and similar platforms) and limited face-to-face activities

<table>
<thead>
<tr>
<th>Date</th>
<th>Type/Platform⁶</th>
<th>Title of Activity (Indicate organizer⁷)</th>
<th>Target Participants</th>
<th>Resource Persons</th>
</tr>
</thead>
</table>

⁶ Webinars and town halls via Facebook Live, Zoom, MS Teams and similar platforms
⁷ RO/SDO/Name of Office