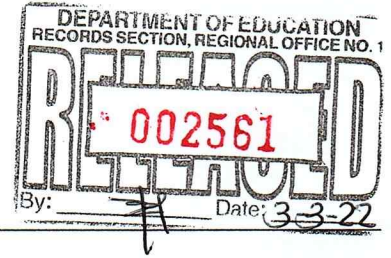




Republic of the Philippines  
**Department of Education**  
REGION I



Office of the Regional Director

MAR 03 2022

REGIONAL MEMORANDUM  
No. 213, s. 2022

**ADOPTING THE VACC2SCHOOL BRAND GUIDE FOR THE  
ROLLOUT OF PEDIATRIC VACCINATION**

To: **Schools Division Superintendents**  
**Division Information Officers**  
**School Information Coordinators**

1. In line with the DepEd Task Force COVID-19 (DTFC) Memorandum No. 327, the Public Affairs Service (PAS) created the ***Vacc2School: Ligtas na Bakuna Para sa Balik-Eskwela!*** campaign to encourage the Department's teaching and non-teaching personnel to take part in the immunization program of the national government.
2. As the national government expanded the scope of the national vaccination program, DepEd acknowledged and expressed its support for the ongoing participation of field offices in the vaccination of the pediatric population ages 12-17 and 5-11 through the issuance of DTFC Memorandum Nos. 557 and 606 respectively.
3. PAS encourages all division information officers and school information officers to adopt the attached brand guide of the Vacc2School campaign to strengthen the information dissemination, convey its key messages, and make the public aware of the initiatives the DepEd is taking to support the National Change Campaign of the government.
4. PAS also enjoins all DIOs to conduct activities and coordinate with local concerned offices and authorities aligned with the Vacc2School campaign.
5. The downloadable branding materials may be accessed through the link: <https://bit.ly/Vacc2SchoolMaterials>
6. For clarifications, you may get in touch with Ms. Sofhia De Guzman through (02) 8633-2120 or email [sofhia.deguzman@deped.gov.ph](mailto:sofhia.deguzman@deped.gov.ph)

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7. For the information of the concerned.



**TOLENTINO G. AQUINO**  
Director IV



Encl: None

Reference: PAS Memo

To be indicated in the Perpetual Index

Under the following subjects:

VACCINATION

MESSAGING

BRANDING GUIDE

ORD-PAU/csb/jds/Vacc2School Branding Guide

March 1, 2022