

**DIVISION MEMORANDUM**

No. 171, s. 2020

To : **All Elementary and Secondary School Heads**  
**Arnel C. Mehoy – Division Youth Formation**  
**Cecille Louelle A. Gulbe, RN – Division Tobacco Control Coordinator**  
**This Division**

**CONTEST AND WEBSHOP ON LETTER WRITING FOR TOBACCO CONTROL**

1. The Bureau of Learner Support Services – School Health Division (BLLS-SHD) is organizing a series of content creation contest for DepEd personnel and learners to strengthen the key messages and sustain the gain of DepEd online campaign dubbed as **BIBO: Batang Informed Tungkol sa Bisyo, Batang Iwas Bisyo**.
2. Second in the series is a **Letter Writing Contest for Tobacco Control** which is open to all enrolled learners and will run until **August 31, 2020**. Attached is the OUA Memoranda as reference.
3. As support to those who would like to join the letter writing contest, a webshop is scheduled on **August 14, 2020 at 4:00PM – 6:30PM**, where there will be a brief overview of the legislative process and access points for the advocacy, discussion on the current legislative efforts on tobacco control and e-cigarettes, and a skills enhancement session on letter writing.
4. All interested learner participants may register at <https://bit.ly/bibowebinar2reg> until August 10, 2020 for the chance to be given exclusive access to the webshop platform where they can interact with the resource persons. Those who will not be accommodated can still join the webshop through Facebook Live of DepEd Philippines and DepEd Tayo, the recording of which will be available after the webshop.
5. School heads are requested to provide necessary assistance for the conduct of the contest and the webshop (e.g. technical support, information dissemination, mobilization of participants).
6. The Division Youth Formation Coordinator as well as the Division Tobacco Control Coordinator are enjoined to actively participate and promote the activities especially to the learners.
7. Immediate and wide dissemination of this Memorandum is desired.

**AGUSTINES E. CEPE, CESO V**  
Schools Division Superintendent

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Republika ng Pilipinas  
**Kagawaran ng Edukasyon**  
Tanggapan ng Pangalawang Kalihim

**OUA MEMO 00-0720-0115**  
**MEMORANDUM**  
31 July 2020

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**

Subject: **CONTEST AND WEBSHOP ON LETTER WRITING**  
**FOR TOBACCO CONTROL**

The Bureau of Learner Support Services-School Health Division (BLSS-SHD) is organizing a series of content creation contests for DepEd personnel and learners to strengthen the key messages and sustain the gains of DepEd's online campaign dubbed **BIBO: Batang Informed tungkol sa Bisyo, Batang Iwas Bisyo**, launched by the BLSS-SHD and the Public Affairs Service (PAS) as part of the celebration of the National No Smoking Month in June.

The contests, the campaign, and the overall celebration, per DepEd Memorandum No. 55, s. 2020 titled **Dissemination and Adoption of the Theme of the World No Tobacco Day 2020 for the National No Smoking Month**, are anchored in the theme of the World No Tobacco Day 2020, "Protecting youth from industry manipulation and preventing them from tobacco and nicotine use."

While the National No Smoking Month is set in June, DepEd's efforts to help create a tobacco-free generation continue all year long. These efforts include the contests that are supported by webinar-workshops (webshops) scheduled in the succeeding months.

Second in the series of contests is **Letter Writing for Tobacco Control** which is open to all enrolled learners and will run until 31 August 2020. Attached are the contest mechanics for reference.



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**Office of the Undersecretary for Administration (OUA)**

{Administrative Service (AS), Information and Communications Technology Service (ICTS),  
Disaster Risk Reduction and Management Service (DRRMS), Bureau of Learner Support  
Services (BLSS), Baguio Teachers Camp (BTC), Central Security & Safety Office (CSSO)}

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Email: usec.admin@deped.gov.ph; Facebook/Twitter @depedtayo

As support for those who intend to join the letter writing contest, a webshop is scheduled on **14 August 2020 at 4:00 PM - 6:30 PM**. where there will be a brief overview of the legislative process and access points for advocacy, a discussion on the current legislative efforts on tobacco control and e-cigarettes, and a skills enhancement session on letter writing.

All interested learner-participants may register at <https://bit.ly/bibowebinar2reg> until 10 August 2020 for the chance to be given exclusive access to the webshop platform where they can interact with the resource persons. Those who will not be accommodated can still join the webshop through Facebook Live of DepEd Philippines and DepEd Tayo, the recording of which will be available after the webshop.

Bureau and service directors and division heads concerned (e.g., Public Affairs Service (PAS), Information and Communications Technology Service (ICTS), Youth Formation Division (EFD), etc.) are requested to provide necessary assistance for the conduct of the contests and the webshops (e.g., technical support, information dissemination, mobilization of participants).

The Youth Formation Coordinators, as well as designated Tobacco Control Coordinators per DepEd Memorandum No. 147, s. 2018; and the designated brief tobacco intervention (BTI) providers per DepEd Memorandum No. 110, s. 2019, are enjoined to actively participate in and promote the activities, especially to DepEd's learners.

For information and dissemination.

  
**ALAIN DEL B. PASCUA**  
Undersecretary



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## Attachment 1

### MECHANICS FOR LETTER WRITING

#### 1. Content

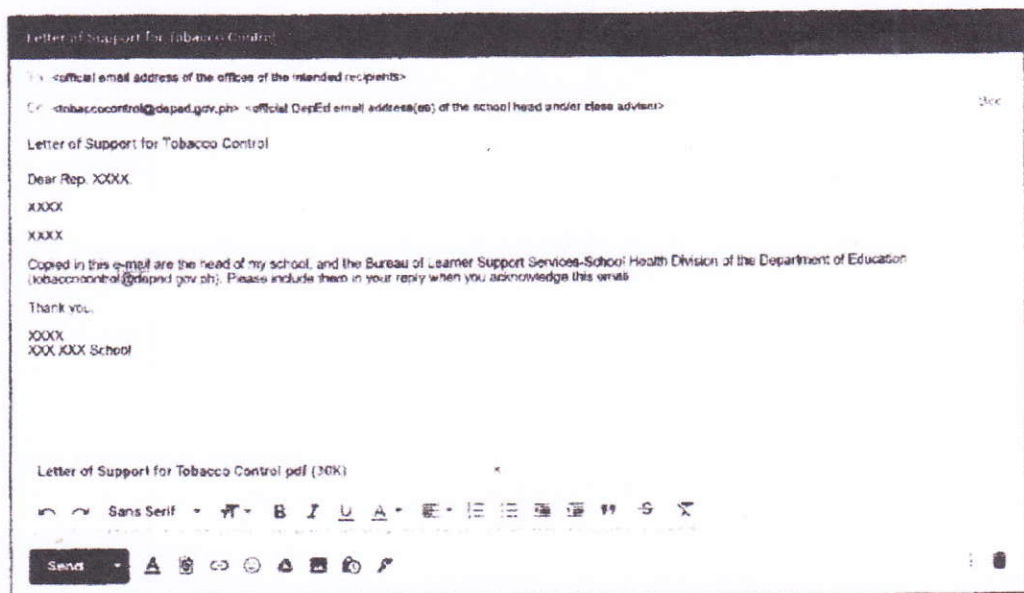
- 1.1 The letter must amplify the theme of the World No Tobacco Day 2020 - **protecting youth from industry manipulation and preventing them from tobacco and nicotine use**—and reinforce its call to action, policy options, key messages, and Frequently Asked Questions. (Attachment 2)
- 1.2 The letter must express support to and/or propose one or more existing legislations on tobacco control and e-cigarettes, either at the local level or the national level.
- 1.3 The letter must be in multiple copies, separately addressed to the following:
  - 1.2.1 The local chief executive (mayor), *and* the presiding officer of the *Sangguniang Bayan* or *Sangguniang Panlungsod* (usually the vice mayor) of the municipality or the city where the learner currently resides, *and* the chair(s) of the committee concerned (e.g., Committee on Health, Committee on Education), if proposing or supporting local legislation; or
  - 1.2.2 The Speaker of the House, *and* the incumbent representative of the legislative district where the learner currently resides, if proposing or supporting legislative measures at the lower house of the Congress of the Philippines; or
  - 1.2.3 The Senate President, *and* the chair(s) of the Committee concerned (e.g., Committee on Health and Demography; Committee on Basic Education, Arts and Culture; and Committee on Finance), if proposing or supporting counterpart measures in the Senate.
- 1.4 The letter must be the original composition of the participating learner.

#### 2. Participants

- 2.1 The contest is open to all learners enrolled in public elementary and high schools nationwide.
- 2.2 Participants must join individually and compose the letter on their own.
- 2.3 The adviser and the school head of the learner may assist the learner in the submission of the learner's letter to the intended recipients, as laid out in this mechanics.

### 3. Submission

- 3.1 The letter must be sent through e-mail directly to **the official email addresses of the offices of the intended recipients (legislators)**, carbon-copying (CC) [tobaccocontrol@deped.gov.ph](mailto:tobaccocontrol@deped.gov.ph), and the official DepEd email address of the learner's school head and/or class adviser, if the email is not sent by them. The letter may be sent by either the participating learner if he/she has a registered email address, or by his/her school head and/or adviser on his/her behalf.
- 3.2 The email must have the subject **Letter of Support for Tobacco Control**.
- 3.3 The letter saved in pdf format must be attached to the email.
- 3.4 The body of the e-mail must have a brief background of the attached letter, and must include the following: Copied in this e-mail are the head of my school, and the Bureau of Learner Support Services-School Health Division of the Department of Education ([tobaccocontrol@deped.gov.ph](mailto:tobaccocontrol@deped.gov.ph)). Please include them in your reply when you acknowledge this email.
- 3.5 It is not necessary to mention in the email that the sending of a letter is part of a contest.



*Screenshot of How the Email Would Look Like*

- 3.6 The Bureau of Learner Support Services-School Health Division (BLSS-SHD) shall consider as an entry to the contest **every letter** that it will receive through email that is sent to the intended addressee where [tobaccocontrol@deped.gov.ph](mailto:tobaccocontrol@deped.gov.ph) is CC'ed. The letter must not be sent separately or forwarded to BLSS-SHD.



- 3.7 The contest ends on 31 August 2020.
- 3.8 Participating learners are encouraged to post on social media a copy/copies of their letter(s), either on their own social media accounts (if they are allowed to have one given their age; e.g., 13 years old) or on the social media accounts or pages of their parents/guardians/school heads/advisers/schools, tagging or mentioning in the caption DepEd (DepEd Philippines [@DepartmentOfEducation.PH] and EskweLABAN sa Sigarilyo [@tobaccofreedeped]), and the social media accounts/pages of their intended recipients (legislators), and using the hashtag #DepEdBIBO.
- 3.9 Participating learners may have multiple entries (e.g., different letters sent to different intended recipients) but can only win once.

#### **4. Validation of Entries and Selection and Announcement of Winners**

- 4.1 Once the BLSS-SHD receives the email from the participating learner, it will reply to the sender of the email, including the sender's intended recipients (legislators) in the reply (CC). The BLSS-SHD shall also re-attach the participating learner's letter in the reply, and CC some of its partners. The entry will only be included in the judging when confirmed that the intended recipients' email addresses are valid (e.g., as published on their website/email does not bounce back/at least one of the intended recipients replies).
- 4.2 Before recognizing any participating learner as a winner, BLSS-SHD shall reach out to the learner through a video conference for a standard on-the-spot validation exercise.
- 4.3 Winners will be announced through a memorandum from the Office of the Undersecretary for Administration.
- 4.4 Winners will also be announced on Facebook.

#### **5. Judging**

- 5.1 The entries will be judged given the following criteria:

Organization/Format/Structure	30%
Content (Adherence to the theme, creativity/personal expression, accuracy of data and information, persuasion)	40%
Language (Clarity of explanation, grammar, spelling)	30%
<b>TOTAL</b>	<b>100%</b>

- 5.2 The decision of the judges will be final and irrevocable.

## **6. Prizes**

- 6.1 There will be 17 winners of PhP 2,000.00 each. Cash prizes shall be for direct payment, subject to the usual DepEd accounting rules and regulations.
- 6.2 All winners will receive Certificates of Recognition.

## **7. Usage of Submitted and Winning Entries**

- 7.1 By submitting an entry, participants agree to grant DepEd the right without obligation, to use the submitted letter for any purpose determined, such as, but not limited to, uploading it on DepEd's social media platforms, featuring it in DepEd's programs and activities both online and offline, including it in DepEd's presentations, and sharing it with partners.
- 7.2 DepEd has the right to make necessary edits to the letters, as needed.
- 7.3 DepEd shall have the right of ownership of the winning entries, which may be improved for official use and distribution.