



Republic of the Philippines  
**Department of Education**  
Region VI-Western Visayas  
SCHOOLS DIVISION OF KABANKALAN CITY

**Office of the Schools Division  
Superintendent**

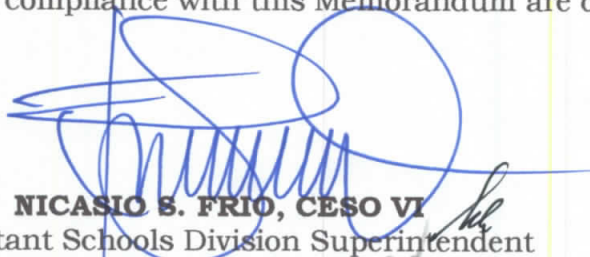
**DIVISION MEMORANDUM**  
NO. 128, s. 2022

APR 12 2022

**BIDA KID CAMPAIGN ROLL-OUT GUIDELINES**

To: OIC-Asst. Schools Division Superintendent  
CID & SGOD Chiefs  
Public Schools District Supervisors  
Public Elementary & Secondary School Heads

1. Attached are Memorandum PAS-OD-2022-029 re: GUIDELINES ON THE BIDA KID CAMPAIGN ROLL-OUT and Regional Memorandum No. 263 s. 2022 re: BIDA KID CAMPAIGN ROLL-OUT GUIDELINES.
2. To support this campaign, this Office requests all Schools and Learning Centers to put up tarpaulins in conspicuous places.
3. For further details and concerns, contact Dr. Gift Joy M. Verano, Medical Officer III, through her messenger account (Gift Verano).
4. Immediate dissemination of and compliance with this Memorandum are desired.

  
**NICASIO B. FRIO, CESO VI**  
Assistant Schools Division Superintendent  
Officer-in-Charge  
Office of the Schools Division Superintendent





Republic of the Philippines  
**Department of Education**  
REGION VI-WESTERN VISAYAS

APR 07 2022

REGIONAL MEMORANDUM  
No. 263 s. 2022

**BIDA KID CAMPAIGN ROLL-OUT GUIDELINES**

To: Schools Division Superintendents  
Division Information Officers  
School Information Coordinators  
All Others Concerned

1. Attached is a Memorandum from the Office of the Director, Public Affairs Service titled Guidelines on the Bida Kid Campaign Roll-Out.
2. This Office supports this campaign through the installation of Bida Kid Campaign tarpaulin and publishing the jingles, posters, and banners to social media sites.
3. The Schools Division Offices (SDOs) are requested to put up tarpaulins in conspicuous places in the SDOs, schools, and learning centers.
4. Bida Kid Campaign jingles, posters, and banners are requested to be utilized by the schools and learning centers on their social media sites, events, and collaterals.
5. Expenses relative to the conduct of the activity shall be charged against local funds subject to the usual accounting and auditing procedures.
6. Should there be a concern or clarification regarding this matter, the SDOs can contact Hernani D. Escullar Jr. via mobile: 09274391118 / 09605950838 or email: hernani.escullarjr@deped.gov.ph.
7. Immediate dissemination of and compliance with this Memorandum are desired.

  
RAMIR B. UYTICO EdD, CESO III  
Regional Director

Reference: Memorandum PAS-OD-2022-029  
To be indicated in the Perpetual Index  
under the following subjects:

CAMPAIGNS



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Document Name	Document No.	Date Created	Revision Number
Regional Memorandum	DepEDRO6-PAU-Com-2022-221	Apr. 4, 2021	



Republic of the Philippines  
**Department of Education**  
 PUBLIC AFFAIRS SERVICE



**MEMORANDUM**  
**PAS-OD-2022-029**

**FOR :** REGIONAL DIRECTORS  
 SCHOOLS DIVISION SUPERINTENDENTS  
 PUBLIC ELEMENTARY AND SECONDARY SCHOOL HEADS

**ATTN :** REGIONAL INFORMATION OFFICERS  
 DIVISION INFORMATION OFFICERS  
 SCHOOL INFORMATION COORDINATORS

**FROM :** JUNE ARVIN C. GUDOY  
 Director IV

**SUBJECT :** GUIDELINES ON THE BIDA KID CAMPAIGN ROLL-OUT

**DATE :** 31 March 2022

In line with the BIDA Kid Campaign of the Department of Education (DepEd), Department of Health (DOH), and the United States Agency for International Development (USAID), the Public Affairs Service (PAS) of the DepEd Central Office is releasing these guidelines on the use of the campaign materials to field offices and schools.

These resources will help remind learners, parents, and teaching and non-teaching personnel of the Department to strictly adhere to the important health and safety standards in the expansion phase of limited face-to-face classes.

In this line, we are encouraging all RIOs, DIOs, and SICs to watch and share the livestream of the Launch of the BIDA Kid Campaign on April 5, 2022. The program will be livestreamed on DepEd Philippines Facebook page.

We are also requesting all information officers to promote the BIDA Kid campaign with the help of the provided campaign materials.

Campaign Material	Prescribed Use
Jingle (in Filipino, Ilocano, Bisaya)	To be played by/in: <ul style="list-style-type: none"> <li>• Government and Private Local TV Stations</li> <li>• Partner Regional Radio Stations</li> <li>• DepEd Regions' Broadcast Programs</li> <li>• School-wide Programs</li> </ul>



2<sup>nd</sup> Flr. Aguinaldo Bldg. - Motorpool Area, DepEd Complex, Meralco Avenue, Pasig City  
 Telephone No.: (02) 6316033; 6332120; 6337254

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	<ul style="list-style-type: none"> <li>• Office-wide Programs</li> <li>• Community Events</li> </ul>
Music Video	To be played by/in: <ul style="list-style-type: none"> <li>• Government and Private Local TV Stations</li> <li>• Partner Regional Radio Stations</li> <li>• DepEd Regions' Broadcast Programs</li> <li>• School-wide Programs</li> <li>• Office-wide Programs</li> <li>• Community Events</li> </ul>
Commercials	To be played by/in: <ul style="list-style-type: none"> <li>• Government and Private Local TV Stations</li> <li>• Partner Regional Radio Stations</li> <li>• DepEd Regions' Broadcast Programs</li> <li>• School-wide Programs</li> <li>• Office-wide Programs</li> <li>• Community Events</li> </ul>
Posters and Banners	For display in: <ul style="list-style-type: none"> <li>• Classrooms</li> <li>• School Entrances, Assembly Halls</li> <li>• DepEd Division Offices</li> <li>• DepEd Regional Offices</li> <li>• Barangay Offices</li> <li>• Barangay Court</li> <li>• Barangay Health Stations</li> <li>• Local Health Offices</li> <li>• Major roads</li> <li>• Major transport terminals</li> </ul> For posting/crossposting in: <ul style="list-style-type: none"> <li>• Social Media Pages of Schools, Divisions, and Regions, internal and external partners</li> </ul>
Booklets	For distribution to learners and parents
Coloring Pages	For distribution to learners
BIDA Kid Standee	For display in schools, division, and regional offices

BIDA Kid campaign materials can be accessed at <http://bit.ly/BIDAKidCampaignMaterials>. The jingle has three variations, Filipino, Ilocano, and Bisaya, and can be used by field offices depending on the dominant language in the region. The versions can be accessed here: <https://drive.google.com/drive/u/2/folders/1HxFk66KSHdCLRZiqFMTd7778mUgQ2Raf>



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Moreover, RIOs, DIOs, and SICs are also encouraged to organize local BIDA Kid launch and other related activities, in collaboration with their respective School Health and DRRM team counterparts, to further promote the campaign.

In addition, PAS seeks the support of field offices, in coordination with their respective LGUs, local partners, and community members, to the following promotional efforts.

1. Photo documentation of local BIDA Kid activities
2. Social media posting of BIDA Kid implementation and efforts
3. Development of localized BIDA Kid materials
4. Coordination with local partner media organizations for possible ad space for the BIDA Kid jingle or music video

For inquiries or clarifications, please contact **Ms. Patricia Morales** of Public Affairs Service at (02) 8633-2120 or email her at [patricia.morales001@deped.gov.ph](mailto:patricia.morales001@deped.gov.ph).

For guidance and strict compliance.

Thank you.



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