



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. 140, s. 2022

APR 20 2022

BIDA KID CAMPAIGN RECOMMENDED ACTIVITIES

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

1. Attached are REGIONAL MEMORANDUM No. 270 s. 2022 re: BIDA KID CAMPAIGN RECOMMENDED ACTIVITIES and DepEd MEMORANDUM No. 027 s. 2022 re: RECOMMENDED ACTIVITIES TO SUPPORT THE BIDA KID CAMPAIGN.
2. To support this campaign, this Office requests all Schools and Learning Centers to promote the campaign recommended activities.
3. Bida Kid Campaign materials may be accessed through the following link: <https://bit.ly/BIDAKidCampaignMaterials>.
4. Expenses relative to the conduct of the activity shall be charged against local funds subject to the usual accounting and auditing procedures.
5. For further details and concerns, contact Dr. Gift Joy M. Verano, Medical Officer III, through her messenger account (Gift Verano).
6. Immediate dissemination of and compliance with this Memorandum are desired.

NICASIO S. 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


REGIONAL MEMORANDUM
No. 270 s. 2022

APR 05 2022

BIDA KID CAMPAIGN RECOMMENDED ACTIVITIES

To: Assistant Regional Director
Schools Division Superintendents
All Others Concerned

1. Attached is DepEd Memorandum No. 027, s. 2022 titled Recommended Activities to Support the Bida Kid Campaign.
2. This Office requests the support of the Division Offices in promoting the campaign to their respective constituents.
3. Bida Kid Campaign materials may be accessed through the following link:
<https://bit.ly/BIDAKidCampaignMaterials>.
4. Expenses relative to the conduct of the activity shall be charged against local funds subject to the usual accounting and auditing procedures.
5. 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.
6. Immediate dissemination of and compliance with this Memorandum are desired.


RAMIR B. UYTICO EdD, CESO III
Regional Director

Encl.: As stated
Reference: None
To be indicated in the Perpetual Index
under the following subjects:

CAMPAIGN PROGRAMS PROJECTS



Address: Duran Street, Iloilo City, 5000
Telephone Nos: (033)509-7653; (033)336-2816
Email Address: region6@deped.gov.ph
Website: region6.deped.gov.ph



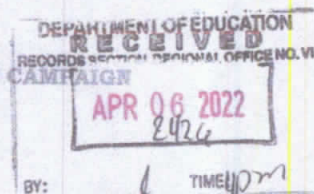
Republic of the Philippines
Department of Education

DepEd MEMORANDUM
No. **027**, s. 2022

05 APR 2022

RECOMMENDED ACTIVITIES TO SUPPORT THE BIDA KID CAMPAIGN

To: Regional Directors
Schools Division Superintendents
Public Elementary and Secondary School Heads
All Others Concerned



1. The Department of Education (DepEd), in partnership with the Department of Health (DOH) and the United States Agency for International Development (USAID), will launch the **BIDA Kid Campaign** to guide schools and communities about health and safety protocols in the expansion phase of limited face to face classes.
2. Aiming to continue the success of previous *BIDA* campaigns, *BIDA Kid* is focused on providing health reminders among minors and education stakeholders through **3Es: *Bakuna, Bayanihan, BIDA*** (*Bestfriend natin ang masks, Ingatan at hugasan ang kamay, Dumistansya upang makaiwas sa sakit, Airflow ay panatilihin*).
3. In this line, DepEd Central Office (CO) is requesting the support of regional offices, schools division offices, and schools in promoting the campaign to their respective constituents.
4. Specifically, the field offices and schools are encouraged to support the campaign through the following activities:
 - a. printing and display of *BIDA Kid* posters and banners, which can be accessed through the following link: <http://bit.ly/BIDAKidCampaignMaterials>.
 - b. playing of *BIDA Kid* jingle or music video during office- or school-wide programs.
 - c. conduct of office- or school-wide *BIDA Kid* program and related activities (e.g., poster making, slogan making, forum, webinars, etc.).
 - d. photo documentation of local *BIDA Kid* activities.
 - e. social media posting of *BIDA Kid* implementation and efforts.
 - f. development of localized *BIDA Kid* materials.
 - g. coordination with local partner media organizations for possible ad space for the *BIDA Kid* jingle or music video.
 - h. other possible *BIDA Kid* promotion efforts in collaboration with LGUs, local partners, and community members, and
 - i. crossposting of the *BIDA Kid* Campaign Launch Program livestream on April 5, 2022.
5. The Public Affairs Service (PAS) shall provide access to *BIDA Kid* collaterals to the field offices through the Regional and Division Information Officers.

6. For inquiries or clarifications, please contact **Director June Arvin Gudoy** of the Public Affairs Service, Department of Education Central Office, Aguinaldo Building, Meralco Avenue, Pasig City through email at pas@deped.gov.ph or at telephone number (02) 8633-2120.

7. Immediate dissemination of this Memorandum is desired.


LEONOR MAGTOLIS BRIONES
Secretary

Reference:
None



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

BUREAUS AND OFFICES
CAMPAIGN
PROGRAMS
PROJECTS
SCHOOLS

WNBO/PA/MPC, DM Recommended Activities to Support the BIDA Kid Campaign
0063 - April 1, 2022