



Republic of the Philippines

DEPARTMENT OF EDUCATION

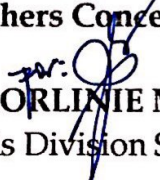
Region VI- Western Visayas

SCHOOLS DIVISION OFFICE OF KABANKALAN CITY



Division Memorandum No. 100 s, 2019

To: Chief of Curriculum Implementation Division
Chief of School Governance and Operations Division
Public Schools District Supervisors
Public Elementary and Secondary Schools
All Others Concerned

From:  **MA. LORLINIE M. ORTILLO, CESO VI**
Schools Division Superintendent

Date: June 17, 2019

Subject: 2019 NATIONAL NO SMOKING MONTH CELEBRATION

1. Pursuant to Presidential Proclamation No. 183, s.1993 entitled Declaring the Month of June of Every Year as National No Smoking Month, the Schools Division Office of Kabankalan City enjoins in the observance of the **2019 National No Smoking Month Celebration**.
2. For this year's celebration, all schools shall focus on promoting the implementation of **DepEd Order (DO) No. 48, s. 2016 entitled Policy and Guidelines on Comprehensive Tobacco Control**. A copy may be downloaded at <http://www.deped.gov.ph/orders/do-48-s-2016>.
3. All schools are encouraged to undertake the following activities:
 - a. Conduct educational and information drive to raise awareness on the harms of tobacco use and exposure to secondhand smoke, tobacco control policies, and tactics of the tobacco industry, through creative endeavors, lectures, seminars, and projects involving the participation of students;
 - b. Conduct advocacy campaign activities, such as:

- i. Promoting the implementation of comprehensive tobacco control policies and promoting awareness among stakeholders including parents, visitors in school grounds, and retailers in the 100-meter perimeter of the school;
 - ii. Conducting awareness-raising activities to warn against smoking, to promote healthy lifestyles, and to counter the efforts of the tobacco industry's tactics to circumvent tobacco control measures, to glamorize smoking, and to downplay or deny the addictive harmful nature of tobacco products; and
 - iii. Putting up signage indicating that the school or office is a smoke-free zone in prominent and strategic locations within the school premise.
4. **DO 48, s. 2016** enforces the roles and responsibilities of school personnel with regard to the tobacco control measures which are contained therein:
- a. Prohibition of smoking among minors;
 - b. Prohibition of smoking in the premises of schools and DepEd offices;
 - c. Prohibition of selling and advertising cigarettes within the **100-meter perimeter of schools**;
 - d. Prohibition of selling and advertising cigarettes to minors everywhere; and
 - e. Prohibition among government offices, including schools, to have unnecessary interaction with, or receive any form of donation from the tobacco industry.
5. Other suggested activities are as follows:
- a. Creative endeavors, lectures, seminars, and projects involving the participation of students, such as parade, poster making, jingle making, essay writing, and video making;
 - b. Activities for teaching and non-teaching personnel, such as reiteration of tobacco control policies, especially the absolute smoking ban in DepEd premises (**CSC Memorandum Circular No. 17, s. 2009**), and the prohibition to receive any form of donation from tobacco companies and nongovernment organizations (NGOs) that receive funding from tobacco companies (**CSC-DOH) Joint Memorandum Circular 2010-01**);
 - c. Coordination with the barangay council to inform store owners within the 100-meter perimeter that sell tobacco about their responsibilities; and
 - d. Putting up of information, education, and communication (IEC) materials on tobacco control in conspicuous places around the school compound, such as no smoking signs, and signs bearing – **This is a smoke-free zone**.
6. The **Child Protection Committee (CPC)** shall be the Focal Group that shall ensure the effective implementation of the Department's Comprehensive Tobacco Control Policy at the school level. The CPC may coordinate with other government agencies and NGOs in the conduct of these activities.
7. It is emphasized that the **Engaged Time-on-Task** policy of DepEd should be observed as stipulated in **DO 9, s. 2005**.

8. Examples of IEC materials may be downloaded from <http://bit.ly/depednns2019>. **IEC materials posted in the schools and stores during the National No Smoking Month shall not be removed but shall remain all year.**
9. Funding for the conduct of the school activities may be sourced from the budget for school maintenance and other operating expenses (MOOE), subject to the usual accounting and auditing policies, procedures, and standards, as stipulated in DO 48, s. 2016. The same accounting procedures and standards shall be applied to funds from other sources.
10. Soft copies of the pictures of school activities with proper and complete captions or descriptions are also encouraged to be sent on or before June 28, 2019 to eduard.villavicencio@deped.gov.ph and tobaccofree@deped.gov.ph.
11. DepEd personnel and students are enjoined to like and follow the Facebook page of *EskweLABAN sa Sigarilyo* to learn more about DO 48, s. 2016 and to react to, comment on, and share the posts of the page to increase awareness of the policy. The Facebook page is <https://www.facebook.com/tobaccofreedeped/>.
12. All school heads are enjoined to ensure the conduct of this celebration.
13. For more information, please contact **EDUARD Q. VILLAVICENCIO, Nurse II, 0928-9412341 at the SGOD office.**
14. Immediate and wide dissemination of this Memorandum is desired.