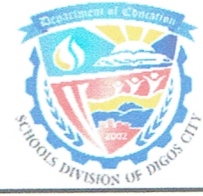




Republic of the Philippines
Department of Education
Region XI
SCHOOLS DIVISION OF DIGOS CITY
Digos City



DIVISION MEMORANDUM

May 07, 2018

No. 385, s. 2018

Mechanics for the Dengue Prevention and Control Program Short Film Competition

TO: Public School District Supervisors
Elementary and Secondary School Administrators

1. In reference to the Memorandum DOH-RXI on the Mechanics for the Dengue Prevention and Control Program Short Film Competition with objectives to develop behavior change campaign materials from the general public's point of views on dengue prevention and control program.
2. The field is hereby informed on the region-wide short film making competition that is open to all with the theme "Dengue prevention and control is everyone's responsibility; together, we can make a difference." The entry can be in Tagalog or Bisaya.
3. Each video entry must be original composition, has not been featured in other local competitions or commercially exhibited, video must be a minimum of 3 to 4 minutes length only, the film should raise public awareness on how to prevent and control dengue.
4. In accordance to the copyright laws, music used in any entry must be original and licensed, participating teams must provide original and duplicate copies of their in DVDs, appearance of participants' name or any product/brand name as material or content in the video is disallowed.
5. There is no limit to number of casts, DOH Regional Office XI Health Education and Promotion Section will pre-screen all the submitted entries to ensure that the contestants have complied with the prescribed guidelines and no violent content, nudity or obscenity is included.
6. The decision of the board of jurors is final and irrevocable, the board serves the right not to give an award in any category should no entry merit it and the organizers and the judging committee are not obliged to give explanation for the results.

Encls: Error! Unknown document property name.
References: ATTY. ALBERTO T. ESCOBARTE III
To be indicated in the Perpetual Index under the following subjects:
Governance Health Dengue Prevention

DIPSANOY-Mechanics for the Dengue Prevention and Control Program Short Film Competition

7. The program manager and HEPS reserve the right to create, revoke and modify at any time , in any way its entry requirements, rules and guidelines at its absolute discretion without prior notice, finalist and submitted entries shall be bound by any amendments or addition to the entry.
8. All winning entries will be deemed property of Department of Health Regional Office XI- Health Education and Promotion Section, for more information, please visit DOH-RO XI or you may contact (082)305-1903, (082)227-0531 or 0998-852-7533 and look for Ms.Yasmin Avila or Ms.Denverlyn Jill Caprida.
9. Please see attached file for more information.
10. For information and guidance.

FOR AND IN THE ABSENCE OF:

WINNIE E. BATON, CESE

Officer In-charge *refrain*

Office of the Schools Division Superintendent

Melanie P. Estacio
MELANIE P. ESTACIO, Ph.D.
 OFFICER-IN-CHARGE
 OFFICE OF THE ASSISTANT SCHOOLS DIVISION SUPERINTENDENT

DepEd Schools Division Office

RELEASED 8012

DATE: MAY 08 2018 TIME: 4:10

BY: *f*

Encls: **Error! Unknown document property name.**
 References: ATTY.ALBERTO T. ESCOBARTE III
 To be indicated in the Perpetual Index under the following subjects:
 Governance Health Dengue Prevention

DJPSANOY-Mechanics for the Dengue Prevention and Control Program Short Film Competition

Roxas Street cor. Lopez Jaena Street, Zone II, Digos City 8002 ☎ (082) 553-8396 | (082) 553-8376 | (082) 553-9170 | (082) 553-8375
 📠 (082) 553-8396 | (082) 553-8376 🌐 www.depeddigoscity.org ✉ digos.city@deped.gov.ph



Republic of the Philippines
Department of Health
REGIONAL OFFICE XI

DOH Compound, JP Laurel Ave., Bajada, Davao City
Trunklines: +63 (82) 305-1903, 305-1904, 305-1906, 227-4073, 2272463; Fax 221-6320
email: doh11davao@gmail.com website: www.ro11.doh.gov.ph



RECEIVED
MAY 07 2018
Time: 9:40 AM
7889

Mechanics for the Dengue Prevention and Control Program Short Film Competition:

Objective: To develop behaviour change campaign materials from the general public's point of views on dengue prevention and control program.

Theme: Dengue prevention and control is everyone's responsibility; together, we can make a difference.

1. This is a region-wide short film making competition that is open to all.
2. The entry can be in Tagalog or Bisaya.
3. Each video entry must be original composition, has not been featured in other local competitions or commercially exhibited.
4. Video must be a minimum of 3 minutes to 4 minutes length only.
5. The film should raise public awareness on how to prevent and control dengue.
6. In accordance to the copyright laws, music used in any entry must be original and licensed. Participating teams must provide original and duplicate copies of their entry in DVDs. Appearance of participants' name, or any product/brand name as a material or content in the video is disallowed.
7. There is no limit to the number of casts.
8. DOH Regional Office XI through Health Education and Promotion Section will pre-screen all the submitted entries to ensure that the contestants have complied with the prescribed guidelines and no violent content, nudity or obscenity is included.
9. The decision of the board of jurors is final and irrevocable. The board reserves the right not to give an award in any category should no entry merit it and the organizers and the judging committee are not obliged to give explanation for the results.
10. The Program Manager and HEPS reserve the right to create, revoke and modify at any time, in any way its entry requirements, rules and guidelines at its absolute discretion without prior notice. Finalists and submitted entries shall be bound by any amendments or addition to the entry.
11. All winning entries will be deemed property of Department of Health Regional Office XI – Health Education and Promotion Section.
12. For more information, please visit DOH – RO XI or you may contact (082)305-1903, (082) 227-0531 or 0998-852-7533 and look for Ms. Yasmin Avila or Ms. Denverlyn Jill Caprida.

Entry Requirements:

1. The following requirements must be submitted:
 - a. Duly accomplished application form,
 - b. Three copies of the film entry in DVD playable/AVI format in regular 5x5 inch DVD case with slip-on cover containing the following information: Entry Title, Total Running Time, Production Name and Address (if any), Film Director's Name and Contact Number
 - c. Soft Copy of Film posters (18x24 inches),
 - d. 30-second film trailer in playable and AVI format.
2. **CRITERIA FOR JUDGING:** (for elimination or screening)
Relevance to the Theme: 50%





Republic of the Philippines
Department of Health
REGIONAL OFFICE XI

DOH Compound, JP Laurel Ave., Bajada, Davao City
Trunklines: +63 (82) 305-1903, 305-1904, 305-1906, 227-4073, 2272463; Fax 221-6320
email: doh11davao@gmail.com website: www.ro11.doh.gov.ph



Style and Creativity: 30%
Composition and Originality: 20%
TOTAL: 100%

3. Three entries will be chosen as finalists by the Regional Office and will be shown during the awarding ceremony and Facebook Page of DOH RO XI.

Judging Criteria:

I. Outstanding Short Film

1. Content (30%):

This criterion pertains to the story and structure of the short film, the script/story, creativity, originality and coherence.

2. Relevance to the Theme. (30%):

The over-all story should depict the current situation of Smoking in the region

3. Technicalities and Overall Quality (30%):

The technical aspects of the short film include the following: visual creativity, cinematography, sound design and soundtrack, editing, and composition skill.

4. Engagement (10%):

The ability to stimulate thoughts and ideas and provoke an emotional response or audience engagement to the film.

Calendar of Activities:

Date	Event	Venue
April 23, 2018	Endorsement to PDOHO, PHO, LGUs, Media Postings of the Film Competition	During Management Review
June 1, 2018	Deadline for the submission of entries	Regional Office
June 4, 2018	Screening of entries for the selection of finalists	Regional Office
June 8, 2018	Final Video Judging	To be announced
June 15, 2018	Announcement of Winner	To be announced





Republic of the Philippines
Department of Health
REGIONAL OFFICE XI

DOH Compound, JP Laurel Ave., Bajada, Davao City
Trunklines: +63 (82) 305-1903, 305-1904, 305-1906, 227-4073, 2272463; Fax 221-6320
email: doh11davao@gmail.com website: www.ro11.doh.gov.ph



April 2, 2018

RO XI ORDER

No. 2018 - 0024

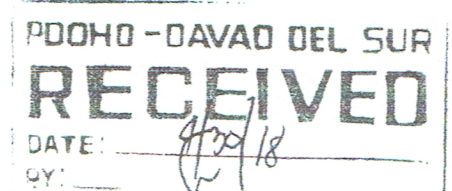
SUBJECT: GUIDELINES FOR THE GRANT OF CASH INCENTIVES TO THE WINNERS OF VIDEO MAKING COMPETITIONS

I. INTRODUCTION/ RATIONALE

Health Literacy refers to people having the appropriate skills, knowledge, understanding and confidence to access, understand, evaluate, use and navigate health and social care information and services. Efforts to improve health literacy can have a range of benefits. They can increase health knowledge and build resilience, encourage positive lifestyle change, empower people to effectively manage long-term health conditions and reduce the burden on health care services.

The direction of Health Education and Promotion Section (HEPS) is towards improving Health Literacy. Distribution of LED TV and computer tablets which aim to provide health information to clients in different health stations has been part of the activities of HEPS.

Video Making Competition is a strategy to promote and educate different target population on the different programs of the Department. Winning entries of the competition will become property of DOH and shall be used as advocacy materials which will be distributed to the different Local Government Units.





II. OBJECTIVES AND SCOPE

These guidelines are being issued to provide administrative procedures and requirements in the release and utilization of funds to the winners of the three (3) video making contests in the following programs, Dengue Prevention and Control Program, Regional Tobacco Prevention and Control Program, and Dangerous Drug Abuse Prevention and Treatment Program.

III. FUND SOURCE

Approved Work and Financial Plan 2018 for Health Education and Promotion Section.

IV. IMPLEMENTING GUIDELINES IN DECLARING THE WINNERS OF THE CONTEST

1. Selection of Winners:

Qualified entries submitted by different schools and participating groups/individuals will be screened.

- Top 3 films for each Program will be chosen
- Cash incentives will be awarded to the following winners:
 - 2nd runner up – P5,000.00
 - 1st runner up – P10,000.00
 - Best Film – P15,000.00
- Likewise, the five judges who will decide the winners will also receive a cash honorarium of P3,000.00 each.

2. CRITERIA

The following are the criteria for judging:

Content – 30%

This includes the originality and creativity of storytelling. The coherence and unity of health message and the potential of the film is being maximized as an effective tool as information, education and communication tool.

Technicalities – 30%

Technical elements will be judged on how it is used to achieve a conducive medium for raising advocacy.





Republic of the Philippines
Department of Health
REGIONAL OFFICE XI

DOH Compound, JP Laurel Ave., Bajada, Davao City
Trunklines: +63 (82) 305-1903, 305-1904, 305-1906, 227-4073, 2272463; Fax 221-6320
email: doh11davao@gmail.com website: www.ro11.doh.gov.ph



Overall Quality – 30%

The ability of the participants to unite key elements of the concept, imagination and independent thought, the overall impression, enjoyment factor, and meaningfulness is an imperative characteristic.

Engagement – 10%

The ability to stimulate thoughts and ideas and provoke an emotional response or audience engagement to the film

3. EFFECTIVITY

This guideline shall take effect immediately upon the signing hereof.


ABDULLAH B. DUMAMA JR. MD, MPA, CESO III
Assistant Secretary of Health for Mindanao
And Regional Director

HEPS/SUY

