



Republic of the Philippines
Department of Education
REGION X
DIVISION OF CAGAYAN DE ORO CITY:



Office of the Schools Division Superintendent

DIVISION ADVISORY
No. 27, s. 2021
September 14, 2021

*In compliance with DepEd Order No.8 s. 2013,
This Advisory is issued not for endorsement as per DO No. 28, s. 2001
but for the information of DepEd Officials, Personnel, Staff
and the concerned public*

“WORLD HEART DAY CELEBRATION VIDEO CONTEST”

1. The Philippine Heart Association (PHA) will conduct an online video contest focusing on the PHA's 52100 Healthy Lifestyle Campaign which is open to all nonprofessional video enthusiast.
2. Attached is Regional Advisory No. 111, s. 2021 and a letter from the Philippine Heart Association, Inc. Philippine College of Cardiology, through its President Gilbert Vilela, MD which include the mechanics and other information of the contest for your reference.
3. The deadline for the submission of entries is on September 15, 2021 and the awarding of winners will be on September 29, 2021.
4. For your information.

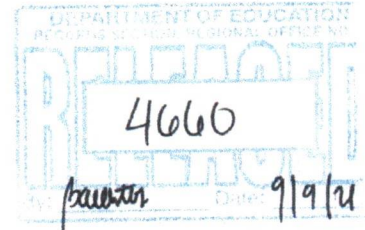

CHERRY MAE LIMBACO-REYES
Schools Division Superintendent



Address: Fr. William F. Masterson Ave., Upper Balulang, Cagayan de Oro City
Telephone: (08822)-8550048



Republic of the Philippines
Department of Education
REGION X - NORTHERN MINDANAO



Office of the Regional Director

Regional Advisory No. 111, s. 2021

September 7, 2021

In compliance with DepEd Order No. 8, s. 2013,
this Advisory is issued not for endorsement per DO 28, s. 2001,
but for the information of DepEd Officials,
personnel/staff, and the concerned public,
(Visit deped10.com)

WORLD HEART DAY CELEBRATION VIDEO CONTEST

The Philippine Heart Association (PHA) will conduct an online video contest focusing on the **PHA's 52100 Healthy Lifestyle Campaign**, which is open to all nonprofessional video enthusiasts.

Winners will receive the following:

First Place -	P 30,000.00
Second Place-	P 20,000.00
Third Place -	P 10,000.00
People's Choice Award-	P 5,000.00

Attached is the invite from the Philippine Heart Association, Inc. Philippine College of Cardiology, through its President Gilbert Vilela, MD. The contest mechanics and other information are also found in the attachment.

Deadline for the submission of entries is September 15. The awarding of winners will be on September 29 during the PHA online celebration of World Heart Day.

For dissemination.

DR. ARTURO B. BAYOCOT, CESO III
Regional Director

ATCH.: As stated

CLMD/radj



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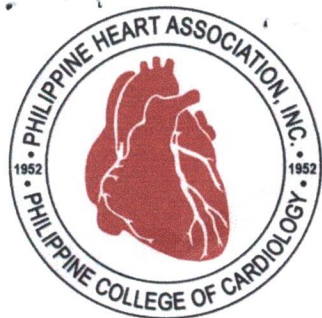


BEST World Heart Day 2021 CAMPAIGN VIDEO AWARD

The PHA online video contest is in line with the PHA's *52100 Campaign* and World Heart Day (WHD) 2021 global celebration with the theme *Use Heart to Connect*.

Mechanics:

- 1) Open to all NON-professional video enthusiasts/makers. Each contestant may submit one (1) entry only.
 - 2) Videos must promote the “**PHA’s 52100 Healthy Lifestyle Campaign**”. At least 3 components of the 52100 must be evidently demonstrated in the original video that is to be created.
5 servings of fruits and vegetables per day
2 grams of added salt per day
hours maximum screen time
1 hour exercise per day
 - *PHA’s Sneakers Friday*
 - *PHA’s Fit Heart Minute*0 smoking
0 sugared drinks
(Please visit the PHA website for references)
 - 3) Videos must likewise promote the Philippine Heart Association.
 - 4) Videos must be one minute long (60 seconds) or less.
 - 5) Videos must be in English, or Filipino with English Subtitles.
 - 6) Videos must be original.
 - 7) Use of any material (e.g. video clips, music, printed work, etc.) protected by copyright or intellectual property law is NOT allowed without written permission from the owner of the material. Unauthorized use of these material(s) is/are ground/s for automatic disqualification.
- First place P30,000
- Second place P20,000
- Third place P10,000
- People’s Choice Award P 5,000
- 8) To join the contest, you may do any of the following: a. Submit your one-minute video by google drive to phil.heart@yahoo.com with subject “WHD 2021 CONTEST ENTRY”, the email must contain your video file or its link, the title of the video, your name, your email, and your telephone number. b. Upload your video to Facebook or Youtube with the hashtag #WHDPHA2021 and also email the exact URL link phil.heart@yahoo.com with the subject “WHD 2021 CONTEST ENTRY”, the email must contain your video file link, the title of the video, your name, your email, and telephone number.
 - 9) Deadline for submission of entries is September 15, 2021, 12:00 midnight.
 - 10) A. Criteria for awarding of the top three entries: 30% creativity 30% significance 30% over-all impact 10% popularity B. Criteria for The People’s Choice Award: Given to the entry with the most number of likes/views/shares.
 - 11) Awarding of winners will be on September 29, 2021 during the PHA online celebration of World Heart Day.



PHILIPPINE HEART ASSOCIATION, INC. PHILIPPINE COLLEGE OF CARDIOLOGY

Suite 1108, 11/F East Tower, Tektite Towers, Exchange Road, Ortigas Center, Pasig City 1605, Philippines
Tel. Nos. (+632) 8470.5525 Fax No. (+632) 8687.7797

URL: <http://www.philheart.org> E-mail addresses: secretariat@philheart.org, phil.heart@yahoo.com

19 August 2021

Dr. Arturo B. Bayocot
Regional Director, DepEd Region X

Dear Dr. Bayocot,

Greetings! As the world struggles to fight COVID-19, we've never been more aware of the importance of our and our loved one's health. Cardiovascular disease (CVD) remains the world's number one killer, resulting in 18.6 million deaths a year. It has many causes: from smoking, diabetes, high blood pressure and obesity, to air pollution, and less common conditions such as Chagas disease and cardiac amyloidosis.

For the 520 million people living with CVD, COVID-19 has been heartbreaking. They have been more at risk of developing severe forms of the virus. And many have been afraid to attend routine and emergency appointments, and have become isolated from friends and family.

This year on World Heart Day, we're asking the world to **USE HEART TO CONNECT**.

The healthcare crisis we've all been living through has highlighted an urgent need to find different and innovative ways to connect people to heart health, particularly in lower resource areas and communities. Harnessing the power of digital health to improve awareness, prevention and management of CVD globally is our goal for World Heart Day 2021.

USE HEART TO CONNECT is about using your knowledge, compassion and influence to make sure you, your loved ones and the communities you're part of have the best chance to live heart-healthy lives. It's about connecting with our own hearts, making sure we're fuelling and nurturing them as best we can, and using the power of digital to connect every heart, everywhere.

To highlight the event, the Philippine Heart Association (PHA) will have its online video contest focusing on the **PHA's 52100 Healthy Lifestyle Campaign** which is open to all non-professional video enthusiasts/maker.

In behalf of the PHA Board of Directors we are inviting you to join us in this advocacy.

Please see attached copy of the **CONTEST MECHANICS**.

For further inquiries or clarifications, please feel free to contact the PHA Secretariat at 470-5525, 470-5528, Fax 687-7797 or email phil.heart@yahoo.com and look for Ms. Irene Publico-Alejo, Advocacy and Chapters Coordinator (0995-2526634).

Truly yours,

RONALD E. CUYCO, MD
Chair, World Heart Day Celebration 2021
Secretary, PHA

RICHARD HENRY P. TIONGCO II, MD
Co-Chair, World Heart Day Celebration 2021
Director, PHA

Noted by:

GILBERT VILELA, MD
President, PHA

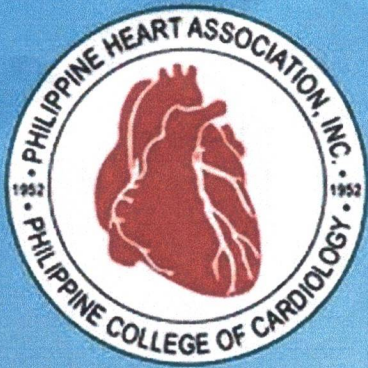
Mission

Ensuring compassionate and quality cardiovascular care.

Vision

The Philippine Heart Association shall be an Asia-Pacific leader in cardiovascular healthcare by 2021.

The heart is our concern, education and research our commitment.



**PHILIPPINE HEA
PHILIPPINE CO**

Advocacy & Communicat

World Heart

CAMPAIGN V

(Contest runs from August

Theme:

USE

HEART

TO