



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



Office of the Schools Division Superintendent

April 22, 2022

DIVISION MEMORANDUM

No. 150 s. 2022

GUIDELINES ON THE BIDA KID CAMPAIGN ROLLOUT

To: Chief, Curriculum Implementation Division
Chief, School Governance and Operations Division
All Public Schools District Supervisors and Education Program Supervisors
All Public Elementary and Secondary School Heads and Teachers
All School ICT and Information Coordinators
This Division

1. In consonance with Regional Memorandum No. 211, s. 2022, the field is hereby informed about the *BIDA Kid Campaign rollout activities*. All school information coordinators, School ICT coordinators, School Health and DRRM Coordinators shall design and organize local BIDA Kid Activities aligned with the national mandate.
2. All local BIDA kid launches and other related activities shall be documented properly and submitted through this link: <https://bit.ly/3vDHlii> on or before May 27, 2022. The school ICT In-charge shall create a folder in the said link to upload all promotional efforts, which include the following:
 - 2.1 photo documentation of local BIDA activities;
 - 2.2 social media posting of BIDA kid implementation and efforts;
 - 2.3 development of localized BIDA kid materials; and
 - 2.4 coordination with local partner media organizations for possible ad space for BIDA Kid Jingle or music video.
3. In adherence to Equal Opportunity Principle (EOP), inclusive and fair treatment shall be accorded to all concerned personnel/individual regardless of disability, sexual orientation, gender, age, religion and ethnicity.
4. For strict compliance.


CHERRY MAE L. LIMBACO-REYES
Schools Division Superintendent

Encl: as stated
Reference: RM 211, s. 2022
To be indicated in the Perpetual Index
under the following subjects:
Governance
Bida Kid Campaign Rollout

Jdp/bidakidcampaign
4-22-22

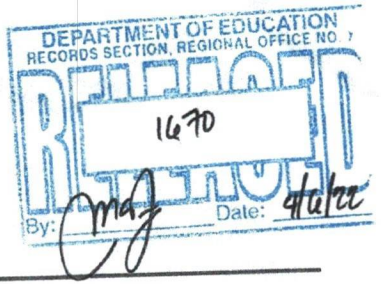


Address: Fr. William F. Masterson Ave., Upper Balulang, Cagayan de Oro City
Telephone: (08822)-8550048

S-2118



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



April 5, 2022

REGIONAL MEMORANDUM
No. 211, s. 2022

GUIDELINES ON THE BIDA KID CAMPAIGN ROLLOUT

- To: Schools Division Superintendents
 Assistant Schools Division Superintendents
 Regional and Division DRRM Coordinators
 School Health Coordinators
 Regional Information Officer
 Divisional Information Officers
 School Information Coordinators
 All Others Concerned

- Regarding the attached **MEMORANDUM PAS-OD-2022-029** titled **Guidelines on the BIDA Kid Campaign Rollout**, the regional information officer, divisional information officers, and school information coordinators shall coordinate with the regional and division DRRM coordinators and school health coordinators regarding the BIDA Kid Campaign rollout activities.
- Please see the attached Memorandum for the complete details.
- This Office directs the immediate and wide dissemination of this Memorandum.

DR. ARTURO B. BAYOCOT, CESO III
Regional Director

ATCH: As stated
To be indicated in the Perpetual Index
under the following subjects:

PAS BIDA KID

ORD-PAU/moon



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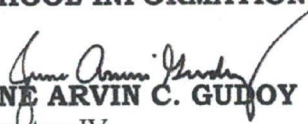


Republic of the Philippines
Department of Education
PUBLIC AFFAIRS SERVICE

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">• Government and Private Local TV Stations• Partner Regional Radio Stations• DepEd Regions' Broadcast Programs• School-wide Programs



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Department of Education
PUBLIC AFFAIRS SERVICE

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.

For guidance and strict compliance.

Thank you.



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