



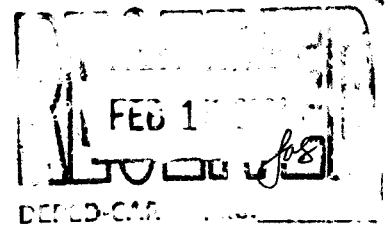
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Republika ng Pilipinas
Kagawaran ng Edukasyon
Tanggapan ng Pangalawang Kalihim



DepEd Task Force COVID-19
MEMORANDUM No. 327
02 February 2021

For: **Secretary LEONOR MAGTOLIS BRIONES**
Undersecretary DIOSDADO M. SAN ANTONIO
Other Undersecretaries and Assistant Secretaries
Director LOPE B. SANTOS III, BLSS
Director RONILDA R. CO, DRRMS
Director ABRAM Y.C. ABANIL, ICTS
Director JUNE ARVIN C. GUDOY, PAS
Director ROGER B. MASAPOL, PS
Other Concerned Bureau and Service Directors
Regional Directors and the BARMM Minister of Education

Subject: **DISSEMINATION OF/ALIGNMENT WITH THE**
BIDA SOLUSYON PLUS SA COVID-19 CAMPAIGN

The National Task Force Against COVID-19 and the National Incident Command-Emergency Operations Center are leading the roll-out of the updated nationwide behavioral change campaign against COVID-19 dubbed "**BIDA SOLUSYON PLUS SA COVID-19.**" The campaign aims to continue encouraging Filipinos to take an active role in fighting COVID-19. It is a unified campaign to align national efforts and messaging on COVID-19 Vaccine Advocacy.

All government agencies are requested to **fully adopt** the BIDA Solusyon Plus sa COVID-19 Campaign in our policies and guidelines, especially on minimum public health standards and other COVID-related policies. All agencies are also requested to **ensure** the **widest dissemination** of the campaign in all offices and attached agencies through available channels (e.g., social media, agency website, email and SMS blasts to employees, IEC materials), and to **align related initiatives** with the messaging of the campaign.

In this regard, the concerned member-offices of the DTFC (QRRT member per DO 44, s. 2018) are instructed to:



Office of the Undersecretary for Administration (OUA)

[Administrative Service (AS), Information and Communications Technology Service (ICTS), Disaster Risk Reduction and Management Service (DRRMS), Bureau of Learner Support Services (BLSS), Baguio Teachers Camp (BTC), Central Security & Safety Office (CSSO)]

Department of Education, Central Office, Meralco Avenue, Pasig City
Rm 519, Mabini Bldg; Mobile: +639260320762; Tel: (+632) 86337203, (+632) 86376207
Email: usec.admin@deped.gov.ph; Facebook/Twitter @depeditayo



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1. Coordinate with the Office of the Secretary, Planning Service, and other concerned units, for the issuance of a **revised DepEd Order on the Required Health Standards in DepEd, aligned with the latest updates and messages of the BIDA Solusyon Plus campaign** (to be led by the BLSS-SHD and DRRMS); and
2. Develop a **comprehensive communication plan for the promotion of the required health standards in DepEd, contextualizing the BIDA Solusyon Plus campaign in DepEd**, and maximizing available platforms in DepEd to ensure that all key stakeholders—DepEd personnel, learners, and parents—are reached (e.g., DepEd TV, DepEd Commons, DepEd Facebook pages, learning modules), for the adoption by the field offices and schools (to be led by PAS, ICTS, the OUCI, BLSS-SHD, and the DRRMS).

All other offices are enjoined to ensure that the programs, policies, and activities implemented related to the Department's COVID-19 response are aligned with the key messages of the BIDA Solusyon Plus campaign.

Attached is the **NTF Memorandum No. 01, s. 2021 with subject "Reiteration: National Behavior Change Campaign."**

For future queries regarding this concern, please contact **Dr. Maria Corazon C. Dumlao**, Bureau of Learner Support Services-School Health Division, DTFC Secretariat, at (+632) 8632-9935 and email at maria.dumlao@deped.gov.ph or blss.shd@deped.gov.ph.

For appropriate action.




ALAIN DEL B. PASCUA

Undersecretary
Chairperson, DepEd Task Force COVID-19



Republic of the Philippines
Department of Education
Cordillera Administrative Region

ENDORSEMENT

February 16, 2021

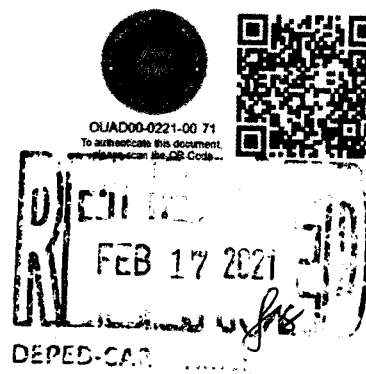
To: Schools Division Superintendents
All Divisions

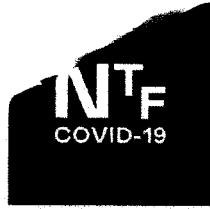
For information, guidance and appropriate action.



ESTELA L. CARIÑO EDD, CESO III
Director IV/Regional Director

ESSD/ehm/afc






NATIONAL TASK FORCE AGAINST COVID19
National Incident Command – Emergency Operations Center
RESPONSE CLUSTER
 Camp General Emilio Aguinaldo, Quezon City



29 January 2021

MEMORANDUM
 No. 01, s. 2021

FOR : NTF Response Cluster Member Agencies and Partners
 (Distribution List Attached)

FROM : 
LEOPOLDO J. VEGA, MD, FPCS, FPATACSI, MBA-H
 Head, National Task Force Against COVID-19 Response Cluster
 Undersecretary / Chief of Staff, Department of Health

SUBJECT : **Reiteration: National Behavior Change Campaign**

In line with the efforts of the government to integrate the various important messaging for the COVID-19 pandemic, reiterate the national behavior change campaign, and develop one-messaging that is consistent across agencies against COVID-19. It is critical and vital to reflect the recent scientific developments and emerging preventative measures to combat the virus.

The Task Group Prevent, on behalf of the National Task Force Against COVID-19 and the National Incident Command - Emergency Operations Center, the Response Cluster chaired by the Department of Health (DOH) together with the Department of Interior and Local Government (DILG) and the Presidential Communications Operations Office (PCOO), is currently leading the roll-out of the updated nationwide behavioral change campaign against COVID-19. The “**BIDA SOLUSYON PLUS SA COVID-19**” aims to continue to encourage Filipino people to take an active role in the fight against our common enemy: COVID-19 (*the “contravida”*). This is a unified campaign with the Task Group Demand Generation under the Vaccine Cluster to align national efforts and messaging regarding the COVID-19 Vaccine Advocacy.

The campaign seeks to build upon the original BIDA behaviors through the following behavioral messages of the BIDA Solusyon Campaign:

BIDA	Principle
B - Bawal walang mask at face shield	Wearing of Personal Protective Equipment decreases the risks of COVID-19 transmission.
I - I-sanitize ang mga kamay, iwasan ang kulob na lugar	Proper hand hygiene prevents transmission of COVID-19 by ensuring that your hands are not contaminated before touching your eyes, mouth, and nose. It also prevents spreading the virus on surfaces or objects if your hands are contaminated.

	The COVID-19 virus may remain suspended in the air and accumulate in enclosed spaces, thus increasing the risk of transmission. Adequate air ventilation is needed.
D - Dumistansya at limitahan ang pisikal na interaksyon sa iba	Higher risk of COVID-19 transmission occurs between people who are within 1 meter of each other. Prolonged and close physical interaction increases the risk of transmission. Limiting interaction decreases the risk of infection.
A - Alamin ang totoong impormasyon	Proliferation of Mis/Disinformation on COVID-19 puts the public at risk and undermines the government's effort on the COVID-19 response. Factual information is needed to avert the infodemic.
Plus - Suportahan ang FDA approved na bakuna	The vaccine for COVID-19 is an integral part of disease prevention and should be complemented by the observance of non-pharmaceutical interventions.

In line with this, the National Task Force Against COVID-19 Response Cluster requests your good office to fully adopt the BIDA Solusyon Plus sa COVID-19 Campaign in your policies and guidelines, especially on the Minimum Public Health Standards and other COVID-related policies.

Likewise, we would also like to request the widest dissemination in your respective office premises and other attached agencies using the following channels:

1. Social Media
2. Agency Website
3. LED/LCD Wall or Billboard, if available
4. Email or SMS Blasts to employees
5. Posters, floor/elevator/handwashing station decals within the premises
6. Campaign logo on agency merchandise, if available

We hope that your agency will align related initiatives with the **BIDA Solusyon Plus sa COVID-19 Messaging**. For questions or clarifications, you may contact TG Prevent at tgprevent.doh@gmail.com. We are hoping for your continued support in service towards the health of the Filipino people.

Thank you for your continued support.

CC: **SEC. CARLITO GALVEZ JR.**
Vaccine Czar, National Task Force Against COVID-19 Vaccine Cluster
Secretary, Office of the Presidential Adviser on the Peace Process

DISTRIBUTION LIST:

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Philippine Health Insurance Corporation
Philippine Information Agency
Philippine National Police
Philippine News Agency
Philippine Overseas Employment Administration
Overseas Workers Welfare Administration
Technical Education and Skills Development Authority
Healthcare Professionals Association Against COVID-19
Trace-Test-Treat

ANNEX A. Relevant Links for BIDA Solusyon Plus sa COVID-19 Campaign

BIDA Brand Guide	http://bit.ly/BIDABrandGuide
BIDA Assets	http://bit.ly/BIDAassets
Existing BIDA Materials	http://bit.ly/BIDAallFiles
BIDA Social Media Materials	http://bit.ly/BIDASocmed
Existing BIDA Solusyon Videos	http://bit.ly/BIDAvideos
BIDA Solusyon AVP	http://bit.ly/BIDAavpV4
BIDA Brand Guide	http://bit.ly/BIDABrandGuide
BIDA Solusyon Facebook Page	fb.com/BIDASolusyon