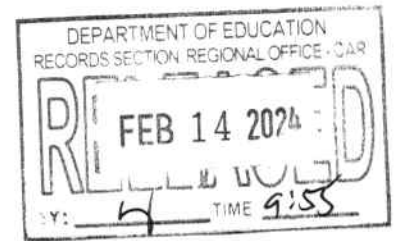




Republic of the Philippines
Department of Education
CORDILLERA ADMINISTRATIVE REGION



13 February 2024

REGIONAL MEMORANDUM

No. 084.2024

CONDUCT OF “#NAG4MKNB? A PHILHEALTH REEL-MAKING COMPETITION”

To: Assistant Regional Director
Schools Division Superintendent
Public and Private Secondary Schools
All Others Concerned

1. The PhilHealth Regional Office- CAR is delighted to promote awareness and education by announcing the "Nag4mknb? A PhilHealth Reel-Making Competition." The competition is open to Grade 8 students and their advisers from private and public secondary schools across the country. This competition aims to prepare for PhilHealth's 29th anniversary.

2. The objectives of the activity are the following:

- a. foster creative means to raise awareness about health;
- b. increase understanding of Universal Health Care (UHC); and
- c. encourage active participation in the National Health Insurance Program (NHIP).

3. This initiative is in line with the recent integration of the National Health Insurance Program (NHIP) into the Grade 8 curriculum. This integration falls under the topic "Health Information, Products, Services, and Providers," which was previously covered in Grade 10. The adjustment is aimed at ensuring that learners have a deeper understanding of healthcare providers and services at an earlier stage in their academic journey.

4. Schools Division Offices shall select one pair of winners (Grade 8 learner and coach from the district entries and submit it to the Regional Office on or before the deadline.

5. The timelines for the conduct of the activities and submission are as follows:

- | | |
|-------------|--|
| March 19 | Submission of entries from the schools to the district
(One entry per school) |
| March 20-21 | District Assessment |
| March 22 | The district may return to the winners for further improvement before submitting to the division. |
| March 27 | Submission of the enhanced entries from the district winners |
| March 29 | Submission of district winners to the division office |
| April 1-2 | Division Assessment (1 entry per SDO) |
| April 3-5 | Enhancement of winning entry |
| April 8 | Submission of SDO entries to the Regional Office through this
http://tinyurl.com/PhilHealth-Reel-making-Contest |
| April 10 | Submission of entries to Philhealth |



Address: DepEd-CAR Complex, Wangal, La Trinidad, Benguet, 2601

Telephone No: (074) 422 – 1318

Email Address: car@deped.gov.ph

DepEd Tayo Cordillera

<https://depedcar.ph>

6. Attached are the contest guidelines and mechanics for further information. A Parental and School Administration Content Form is likewise attached to be accomplished by the participants. Scan the accomplished form and send it through the same link provided for the entries.
7. For any questions and clarifications, please contact Joane Bumanghat or Georgina Ducayso at email account: car.essd@deped.gov.ph.
8. Immediate dissemination of this Memorandum is desired.


ESTELA P. LEON-CARIÑO EdD, CESO III
Director IV/Regional Director

Enclosures: As Stated

*ESSD/GCD/jsb. R"#NAGAMKNB? A PHILHEALTH REEL-MAKING COMPETITION"
February 13, 2024*

#NAG4MKNB?

A PhilHealth Reel-Making Contest

REELease
your
creativity!

Make a reel on PhilHealth
and win awesome prizes!



CALLBACK CHANNEL: 0917-8987442



I-text ang "PHIC callback <space> mobile number o Metro Manila landline ninyo <space> tanong o concern"

actioncenter@philhealth.gov.ph  www.philhealth.gov.ph  PhilHealthOfficial  teamphilhealth



PhilHealth

Your Partner in Health

#NAG4MKNB?

A PhilHealth Reel-Making Contest

WHO CAN JOIN?

- All currently **enrolled Grade 8 students from private or public schools**, who must be accompanied by at least 1 teacher (with minimum exposure or participation in the video).
- There shall only be **1 ENTRY per school**.



CALLBACK CHANNEL: 0917-8987442

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actioncenter@philhealth.gov.ph



www.philhealth.gov.ph



PhilHealthOfficial



teamphilhealth



PhilHealth
Your Partner in Health

#NAG4MKNB?

A PhilHealth Reel-Making Contest

CONTEST MECHANICS

1. The PhilHealth reel-making competition is open to all currently enrolled Grade 8 students together with their teachers from private or public educational institutions.
2. Create a video/reel about the Universal Health Care (UHC) 4M steps (Magparehistro, Magbayad ng kontribusyon, Mag-update ng record, Magclaim ng benepisyo).
3. The duration of the video must not exceed one (1) minute.
4. The video entry must deliver the information on either one of the 4Ms or a combination of all.
5. There should only be ONE (1) ENTRY per school/campus.
6. Each contestant must be accompanied by at least one (1) teacher (with minimum exposure or participation).
7. Contestants may use mobile phone, DSLR or mirrorless camera; videos may contain images/graphics/animation, subtitles/text, voice over, music, which are royalty-free or must not contain copyrighted artwork.
8. The entry's video resolution shall be at least 1920 x 1080p or Full HD or higher.
9. The entry may be in English, Tagalog, Taglish or in the local dialect.
10. Contestants may wear the school uniform in the video or any proper/age-appropriate clothing.
11. Each entry must be an original idea by the contestant.
12. A link shall be available to view and print the Contest Mechanics (to be presented to the child's parent) and the Parental and School Administration Consent (to be filled out by the student, students' parent, teacher and school head); the same link shall also provide the 4M video presentation materials for reference.
13. All qualified video entries shall become the property of PhilHealth.
14. Winner selection shall be based on the following criteria:

Theme relevance	40%
Story concept	30%
Execution	25%
Viewer's reaction	5%
TOTAL	100%

- Judges' decision is final.
- Prizes and plaques for all winners.

First place	Php 15,000.00
Second place	Php 10,000.00
Third place	Php 5,000.00



CALLBACK CHANNEL: 0917-8987442



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actioncenter@philhealth.gov.ph  www.philhealth.gov.ph  PhilHealthOfficial  teamphilhealth



PhilHealth
Your Partner in Health



Republic of the Philippines
PHILIPPINE HEALTH INSURANCE CORPORATION
Citystate Centre, 709 Shaw Boulevard, Pasig City
(02) 8441-7442 www.philhealth.gov.ph
PhilHealthOfficial teamphilhealth

09 October 2023

CORPORATE PERSONNEL ORDER
NO. 2023 - 2006

SUBJECT: Conduct of "#Nag 4MKNB? A PhilHealth Reel-Making Competition"

I. Rationale

The Social Health Insurance Academy (SHIA) shall organized a Philhealth reel-making competition to be participated in by Grade 8 students nationwide. With the theme "Nag 4MKNB?", this well help raise awareness on the Universal Health Care (UHC) and encourage active participations in the National Health Insurance Program (NHIP).

This activity is in consonance with the inclusion of the NHIP in the Grade 8 curriculum under the topic "Health Information, Products, Services, and Providers" which was previously covered in Grade 10. The change is to ensure that learners develop a deeper understanding on health care providers and services at an earlier stage in their academic journey. As such, students will have a greater opportunity to grasp the core concepts and principles related to health care, thus preparing them for more advanced studies in the Field.

The participants from the Academe shall express their understanding on the NHIP under the context of UHC through a video presentation showcasing their students' creativity and craftsmanship. This activity shall over the National Teachers' Month pursuant to Presidential Proclamation No. 242, s. 2011 and culminating on October 5 as the National Teachers' Day pursuant to RA 10743. Demonstrate the **4M** steps (**M**agparehistro, **M**agbayad ng kontribusyon, **M**ag-update ng record, **M**agclaim ng benepisyo), the video entry must deliver the information on either one of the 4Ms or a combination of all.

The Public Affairs Unit (PAU) shall help SHIA in the promotion of this activity in their respective areas including screening of official entries until announcing of winners. In coordination with the Creative Arts and Design Team (CADT), SHIA will provide PAU with promotional materials for their use. All entries shall also be showcased in the Philhealth YouTube and Facebook page.

II. Contest Details

- September 22, 2023
Launching during FB live (Teachers Orientation on NHIP)
- September 25 to October 31, 2023
Promotional campaign and information dissemination
School preparation for their official entry
- November 1-17, 2023
Registration period and submissions of entries by the contestants
- November 20-24, 2023
Initial screening of official entries

w/ revised timelines

MASTER COPY
DC: *[Signature]* Date: 10/00/23

- November 27 to December 1, 2023
Posting of Qualified entries at the Philhealth YouTube and Facebook page to gather viewer's reaction.
- December 4-13, 2023
Preparation and judging of entries
- December 15, 2023
Announcement of winners
- December 18-22, 2023
Awarding of winners

III. Contest Mechanics

- The Philhealth reel-making competition is open to all currently enrolled Grade 8 students together with their teachers from private or public educational institutions;
- Create a video (live) about the Universal Health Care (UHC) 4M steps (Magparehistro, Magbayad ng kontribusyon, Mag-update ng record, Magclaim ng benepisyo);
- The duration of the video entry must limit to ONE (1) MINUTE only;
- The video entry must deliver the information on either one of the 4Ms or a combination of all;
- Contestant may use mobile phone, DSLR or mirrorless camera; videos may contain images/graphics/animation, subtitles/text, voice over, music, which are royalty-free or must not contain copyrighted artwork;
- There should only be ONE (1) ENTRY per school/campus;
- Each contestant must be accompanied by at least one (1) teacher (with minimum exposure or participation);
- Each entry must be an original idea by the contestant;
- Registration shall be from November 1-17,2023 and all video entries must be submitted not later than 11:59 p.m. on November 17,2023; Registration link shall be provided by each PRO;
- Another link shall be available to view and print the Contest Mechanics (to be presented to the child's parent) and the Parental and School Administration Consent (to be filled out by the student, students' parent, teacher and school head); the same link shall also provide the 4M video presentation materials for reference;
- Initial screening of official entries shall be from November 20-24,2023;
- All qualified video entries shall become the property of Philhealth;
- Winner selection shall be used on the following criteria:

Theme relevance	40%
Story concept	30%
Execution	25%
Viewers reaction	5%
Total	100%

- All the qualified entries shall be posted at Philhealth YouTube and Facebook page from November 27 to December 1,2023 to gather viewer's reaction;
- Winner selection shall be conducted by the PROs;
- Judges' decision is final and winner will be announced on December 15, 2023 and to be awarded within December 18-22,2023

MASTER COPY

CC: *JP* Date: 10/20/23

- Prizes are Plaques for the first place and cash for all winners.

First Place	Php 15,000
Second Place	Php 10,000
Third Place	Php 5,000

IV. Project Implementation and Responsibilities

The Social Health Insurance Academy shall facilitate the following:

1. Launching of the activity;
2. Preparation of promotional and information materials;
3. Preparation of CPO to authorized the activity;
4. To request for a budget transfer to the PROs;
5. Plaque design.

The PROs shall Facilitate the following:

1. Promotional campaign and information dissemination in their respective areas;
2. Creation of registration link exclusive for their area;
3. Screening of official entries;
4. Posting of entries in the Philhealth YouTube and Facebook site;
5. Preparation of entries for judging;
6. Identify judges for the activity;
7. Announcement and awarding of winners.

V. Budgetary Requirement

Cash Prizes	Php 600,000 (Php 30,000 x 20)
Plaque	Php 120,000 (Php 6,000 for the first place students, the representing School and external judges if applicable)
Total Budget	Php 720,000

VI. 20 Participating PROs

NCR Central Branch	Region V
NCR South Branch	Region VI
NCR North Branch	Region VII
CAR	Region VIII
Region I	Region IX
Region II	Region X
Region IIIA Branch	Region XI
Region IVB Branch	Region XII
Region IVA	Caraga
Region IVB	BARMM

Budgetary requirements for this activity shall be charge against the Corporate Operating Budget (COB) for CY 2023 of SHIA, subject to the availability of funds and existing accounting and auditing rules and regulations. In addition, PROs shall facilitate the procurement process for the plaques, hence, budget for the plaques shall be transferred to respective PROs.

procurement of plaques, as agreed, will be the responsibility of SHIA (online meeting, November 2023)

MASTER COPY

Date: 10/20/23

Jff

Lastly, amendment to this Order with no budgetary implications and the changes is recommended by the SHIA Senior Manager, The Acting Vice-President for the Corporate Affairs Group is authorized as signatory.

For strict compliance.



EMMANUEL R. LEDESMA, JR.
President and Chief Executive Officer

Date signed: 10/19/2023

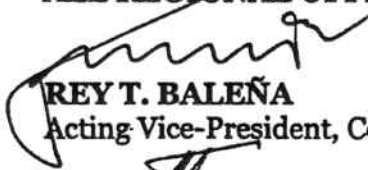
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COPY
DC: JF Date: 10/20/23


SUBJECT: Conduct of #Nag 4 MKNB? A Philhealth Reel-Making Competition?

7 November 2023

MEMORANDUM

TO : ALL REGIONAL OFFICE HEADS

THROUGH : 
REY T. BALEÑA
Acting Vice-President, Corporate Affairs Group

FROM : 
ARSENIA B. TORRES
Senior Manager, Social Health Insurance Academy

SUBJECT : Conduct of "#Nag 4MKNB? A PhilHealth Reel-Making Competition"

Pertaining to the conduct of "#Nag 4MKNB? A PhilHealth Reel-Making Competition" per approved Corporate Personnel Order (CPO) No. 2023-2006, the following changes shall take effect:

1. Awarding of winners shall be part of the 29th Anniversary activities;
2. Contest details specially the timeline shall be adjusted; and
3. Procurement process for the plaques shall be facilitated by SHIA to ensure uniformity. ✓

The CPO shall be revised based on the abovementioned changes. In the meantime, the PROs should start promoting the said activity.

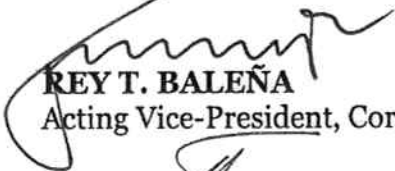
For guidance.

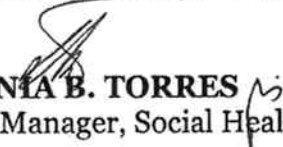
Thank you.

18 January 2024

SHIA Memorandum - REVISED TIMELINES
No. 2024-01-003 /s

TO : **ALL REGIONAL OFFICE HEADS**

THROUGH : 
REY T. BALEÑA
Acting Vice-President, Corporate Affairs Group

FROM : 
ARSENIA B. TORRES
Senior Manager, Social Health Insurance Academy

SUBJECT : Conduct of "#Nag 4MKNB? A PhilHealth Reel-Making Competition"

As a result of our consultative meeting (online) with the FOD and PAU Heads/Representatives last January 17, 2024, it was agreed that the timeline for the conduct of "#Nag 4MKNB? A PhilHealth Reel-Making Competition" shall be adjusted. Below is the new timeline for guidance:

September 22, 2023

Launching during FB Live (Teachers Orientation on NHIP)

October 01, 2023 to March 15, 2024

Promotional campaign and information dissemination of PhilHealth Regional Offices to different schools in their area

School preparation for their official entry

January 04 to March 31, 2024

Registration period and submission of entries by the contestants

April 01-30, 2024

Initial screening of qualified entries

May 01-31, 2024

Posting of qualified entries at the PhilHealth YouTube and Facebook page to gather viewer's reaction

June 3-14, 2024

Preparation and judging of entries

June 17-21, 2024

Announcement of winners

June 24-28, 2024

Awarding of winners

CPO No. 2023-2006 shall be revised accordingly to reflect the abovementioned timeline including other changes and agreements. Also, attached to this memorandum is the "Parental and School Administration Consent" form for reference. ✓

Thank you.



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PARENTAL AND SCHOOL ADMINISTRATION CONSENT
"PhilHealth Reel-Making Competition"

Name of Student: _____
Name of School: _____
School Address: _____

I hereby consent to the above child participating in the "#Nag 4MKNB? A PhilHealth Reel-Making Competition" as the schools' official entry. This activity is to be participated in by Grade 8 students and accompanied by their respective teachers.

I confirm that I have read the contest mechanics and objective provided by PhilHealth and undertake to abide by the obligations which it imposes on me as the parent of the above named child. As mentioned in the contest mechanics, I also confirm that the submitted entry by the school in which my child will take part shall be the property of PhilHealth and thus all information shared in the video are correct and appropriate to their level.

I acknowledge that the school shall provide teacher supervision during my child's participation for this activity. Their involvement shall manifest good moral relationship between students and teachers as we all consider them as the second parent of our children.

Name of Parent: _____

Signature: _____
Contact Details: _____

Name of Teacher: _____

Signature: _____
Contact Details: _____

Acknowledge by:

Name of School Head and Signature

Date Signed

**“#Nag 4MKNB? A PhilHealth Reel-Making Competition”
(version 2)**

I. Contest Details

September 22, 2023

Launching during FB Live (Teachers Orientation on NHIP)

October 01, 2023 to March 15, 2024

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School preparation for their official entry

January 04 to March 31, 2024

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April 01-30, 2024

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May 01-31, 2024

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June 17-21, 2024

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June 24-28, 2024

Awarding of winners

II. Contest Mechanics

- The PhilHealth reel-making competition is open to all currently enrolled Grade 8 students together with their teachers from private or public educational institutions;
- Create a video (live) about the Universal Health Care (UHC) 4M steps (**Magparehistro**, **Magbayad ng kontribusyon**, **Mag-update ng record**, **Magclaim ng benepisyo**);
- The duration of the video entry must limit to ONE (1) MINUTE only;
- The video entry must deliver the information on either one of the 4Ms or a combination of all;
- There should only be ONE (1) ENTRY per school/campus;
- Each contestant must be accompanied by at least one (1) teacher (with not more than 30 seconds exposure);
- Contestants may use mobile phone, DSLR or mirrorless camera; videos may contain images/graphics/animation, subtitles/text, voice over, music, which are royalty-free or must not contain copyrighted artwork;
- The entry's video resolution shall be at least 1920 x 1080p or Full HD or higher;
- The entry may be in English, Tagalog, Taglish or in the local dialect;
- Contestants may wear the school uniform in the video or any proper/age-appropriate clothing;
- Each entry must be an original idea by the contestant;

Ms

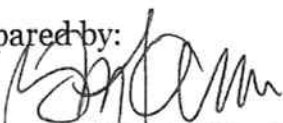
- A link (to be provided by each PRO) shall be available to view and print the Contest Mechanics (to be presented to the child's parent) and the Parental and School Administration Consent (to be filled out by the student, students' parent, teacher and school head); the same link shall also provide the 4M video presentation materials for reference; Registration shall be from March 01-31, 2024 and all video entries must be submitted not later than 11:59 p.m. on March 31, 2024; Registration Link: (to be provided by each PRO); Initial screening of official entries shall be from April 01-30, 2024;
- All qualified video entries shall become the property of PhilHealth;
- Winner selection shall be based on the following criteria:

Theme relevance	40%
Story concept	30%
Execution	25%
Viewer's reaction	5%
Total	<u>100%</u>

- All qualified entries shall be posted at PhilHealth YouTube and Facebook page from May 01-31, 2024 to gather viewer's reaction;
- Winner selection shall be conducted by the PROs; Preparation and judging of entries is from June 3-14, 2024;
- Judges' decision is final and winners will be announced within June 17-21, 2024 and to be awarded from June 24-28, 2024;
- Prizes are plaques for all winners.


First Place	Php 15,000
Second Place	Php 10,000
Third Place	Php 5,000

Prepared by:



Zaiferraef M. Tiblani
 Training Specialist III
 Social Health Insurance Academy

Noted by:



Arsenia B. Torres
 Senior Manager
 Social Health Insurance Academy



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 PhilHealthOfficial teamphilhealth

PARENTAL AND SCHOOL ADMINISTRATION CONSENT
“PhilHealth Reel-Making Competition”

Name of Student: _____
 Name of School: _____
 School Address: _____

I hereby consent to the above child participating in the “#Nag 4MKNB? A PhilHealth Reel-Making Competition” as the schools’ official entry. This activity is to be participated in by Grade 8 students and accompanied by their respective teachers.

I confirm that I have read the contest mechanics and objective provided by PhilHealth and undertake to abide by the obligations which it imposes on me as the parent of the above named child. As mentioned in the contest mechanics, I also confirm that the submitted entry by the school in which my child will take part shall be the property of PhilHealth and thus all information shared in the video are correct and appropriate to their level.

I acknowledge that the school shall provide teacher supervision during my child’s participation for this activity. Their involvement shall manifest good moral relationship between students and teachers as we all consider them as the second parent of our children.

Name of Parent: _____

Signature: _____
 Contact Details: _____

Name of Teacher: _____

Signature: _____
 Contact Details: _____

Acknowledge by:

 Name of School Head and Signature

 Date Signed

13 November 2023

HON. SARA Z. DUTERTE

Vice-President and Secretary
Department of Education
DepEd Complex, Meralco Avenue
Pasig City

ATTENTION: GINA O. GONONG
Undersecretary, Curriculum and Teaching

JOCELYN DR ANDAYA
Director IV, Bureau of Curriculum Development

Dear VP Duterte,

Greetings of good health!

The Philippine Health Insurance Corporation (PhilHealth) through the Social Health Insurance Academy (SHIA) has updated the PhilHealth Learners' Material (PLM) to include the provisions of the Universal Health Care (UHC) Act of 2019. Based on the letter sent to us by the Bureau of Curriculum Development on July 27 2023, a comprehensive review was conducted and certain revision to be implemented is the repositioning of the topic "Health Information, Products, Services and Providers". This topic was previously covered in Grade 10, but due to the recommendations derived from the review, it has now been shifted to Grade 8.

In this regard, we would like to propose an amendment to our Memorandum of Agreement (MOA) signed on July 09, 2018, to reflect the change in the curriculum. Please find the attached draft copy of the MOA for your review and comment.

Further, to launch the revised PLM, we are organizing a reel-making competition entitled "#Nag 4MKNB?" to be participated in by Grade 8 students nationwide. This will help raise awareness on the UHC and encourage active participation in the National Health Insurance Program (NHIP).

In view of the foregoing, we would like to seek your assistance to encourage participation from different schools nationwide through your respective regional and district offices. The winners will be awarded in time for our 29th Anniversary Celebration in February 2024.

Attached to this letter are the following documents for your reference:

- a. Draft amended MOA
- b. Copy of signed MOA in 2018
- c. Copy of updated PLM
- d. Copy of contest details and mechanics for reference.

Should your office requires more information or clarification on this matter, please email to zaife.philhealth@gmail.com. You may also send your comments and suggestions for the draft MOA to the same email ad.

We are deeply honored in continuously working with you in educating our students and future beneficiaries of PhilHealth.

Looking forward on your positive response.

Respectfully yours,



EMMANUEL R. LEDESMA, JR.
President and Chief Executive Officer