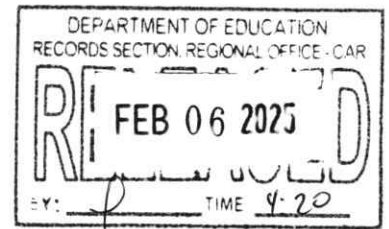




Republic of the Philippines  
**Department of Education**  
CORDILLERA ADMINISTRATIVE REGION



04 February 2025

**REGIONAL MEMORANDUM**

NO: 089.2025

**DISSEMINATION OF DOH-CHD-CAR MC NO. 2025-0009 "PUBLIC HEALTH COMMUNICATION AND MEDIA ENGAGEMENTS ON MPOX CASES"**

To: Assistant Regional Director  
Schools Division Superintendent  
School Health Personnel Concerned  
All Others Concerned

1. This office disseminates the Department of Health-Center for Health Development-CAR Memorandum Circular No. 2025-0009 which is the **"Public Health Communication and Media Engagements on Mpx Cases"** dated January 28, 2025.
2. Relative to this, Schools Division Offices and schools are strongly advised to adhere to the provisions and key messages stated in the following Mpx Risk Communication and Community Engagement (RCCE) materials when handling media engagements and releasing public/community announcement related to this disease.
3. Attached to this memorandum is DOH-CHD-CAR Memorandum Circular No. 2025-0009 for reference.
4. For questions and clarifications, please contact Georgina C. Ducayso, ESSD Chief at cellphone number 0928-781-6074, or Dr. Raymond S. Damoslog, Medical Officer IV through email at raymond.damoslog@deped.gov.ph.
5. Immediate dissemination of and compliance with this Memorandum is directed.

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

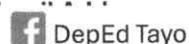
Enclosure: As Stated

ESSD/GCD//rsd/lran/ Dissemination of DOH-CHD-CAR MC No. 2025-0009  
February 4, 2025



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

Telephone No: (074) 422-1318



 <https://depedcar.p>

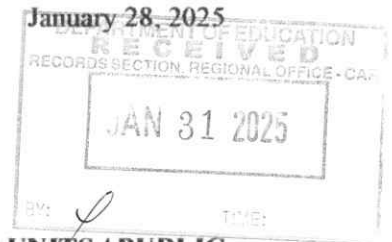




Republic of the Philippines  
Department of Health  
CENTER FOR HEALTH DEVELOPMENT  
Cordillera Administrative Region



BGHMC Compound, Baguio City 2600  
●TRUNK LINE #: 074-442-8097 / 074-442-8098 ●EMAIL: chd\_cordillera@yahoo.com.ph ●WEBSITE: www.caro.doh.gov.ph



DOH-CHD-CAR MEMORANDUM CIRCULAR  
No. 2025 - 0009

FOR: ALL HEALTH EDUCATION & PROMOTION UNITS / PUBLIC INFORMATION OFFICES OF ALL HOSPITALS, INFIRMARIES, CITY & MUNICIPAL HEALTH SERVICES OFFICES, AND OTHER HEALTH FACILITIES, PROVINCIAL DOH OFFICES, PROVINCIAL HEALTH OFFICES, REGIONAL LINE AGENCIES, PROVINCIAL & LOCAL GOVERNMENT UNITS

FROM:  FERDINAND M. BENBENEN, MD, DPCP, MHA, FPSMS  
DIRECTOR IV

WHAT: PUBLIC HEALTH COMMUNICATION AND MEDIA ENGAGEMENTS ON MPOX CASES

In light of the recent reporting of confirmed Mpox cases in the region, the Department of Health – Cordillera Center for Development strongly advises **strict adherence** to the provisions and key messages stated in the following Mpox Risk Communication and Community Engagement (RCCE) materials when handling media engagements and releasing public/community announcements related to this disease:

1. Mpox Virus Risk Communication and Community Engagement Plan (Escalation Plan)
2. Mpox Broadcasters Manual
3. Mpox Virus Frequently Asked Questions

These issuances, along with other Mpox RCCE materials, are accessible through this link: <https://bit.ly/MpoxFAQs>. A compendium of DOH Mpox guidelines can be accessed through this link: <https://tinyurl.com/mpox2024issued>.

In the event that a confirmed Mpox case is detected, the Local Government Units shall inform the public of the presence of such a case within their area, discuss Mpox preventive measures; and highlight local response activities. DOH-CHD-CAR will focus on amplifying and reiterating Mpox key messages and showcasing both local and regional response efforts.

In abidance by the Data Privacy Law, disclosing personally identifiable information or patient history of confirmed or suspected Mpox cases **should be avoided**. These include basic details such as name, initials, birthdate, address, occupation, workplace



The round metal gong of the Cordillera known locally as "gangsá" is a symbol of the upland people's culture that has been passed on from generations to another. The profile of a person blowing a "tangguyub" represents community being called for an important matter or action. The lines that shape the mountains, the rice terraces, clouds and rivers symbolize the connectivity and flow of human interaction in a geographic area such as the Cordillera. All the symbols combined represent unity and harmony of its people with culture and environment in beating the gong for self-determination.





Republic of the Philippines  
Department of Health  
CENTER FOR HEALTH DEVELOPMENT  
Cordillera Administrative Region



BGHMC Compound, Baguio City 2600

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or school, travel history, establishments visited, and personally identifiable details of close contacts.

Local government units, through their respective health services office/s, are enjoined to intensify information dissemination efforts through the Local Mpox Task Force down to the barangay level, where Barangay Health Workers (BHWS) are capacitated as health promotion officers on the ground. In support of these efforts, Human Resources for Health (HRH) deployed by DOH-CHD-CAR will aid in local Mpox information activities.

Your continuous support and cooperation will help contribute to and foster a safe environment where patients and key populations are protected from the stigma associated with Mpox, enabling them to access the health services that they need.

Dissemination of the information to all concerned is hereby requested. Thank you.



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