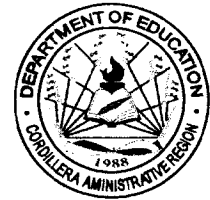




Republic of the Philippines  
Department of Education  
CORDILLERA ADMINISTRATIVE REGION  
Wangal, La Trinidad, Benguet



July 25, 2016

REGIONAL MEMORANDUM

No. 201-2016

JUL 26 2016

**#BAWASBISYO2016 VIDEO COMPETITION ON ALCOHOL HARMS**

To: **All Schools Division Superintendents**

1. The World Health Organization (WHO) and Action for Economic Reforms (AER) are inviting participants to the #BAWASBISYO2016 VIDEO COMPETITION ON GLOBAL HARM.
2. The competition aims to:
  - a. Inform/educate the general public, especially the youth about health and non-health effects of alcohol, as well as ways to quit the habit; and
  - b. Encourage the youth to become ambassadors of important messages to their fellow youth through using their talents in video editing and/or film making.
3. Mechanics of the competition and judging:
  - a. Contestants must be 15 to 24 years old and citizens of the country, and can participate as individual or by group (Maximum of 3 members). A maximum of 2 entries is allowed per participant.
  - b. The video (animation, narrative, typography, or documentary) must not be commercial and should be 2 to 3 minutes long.
  - c. Statistics and other information should be based on facts (sources cited)
  - d. Videos must not be in reference on existing brands in the market or contain scenes of nudity, profanity, graphic violence and hateful or inappropriate sexual content
  - e. Due to copyright laws, music and images used in any entry must be original, licensed or in public domain.
  - f. The videos may be used in future events in relation to the alcohol control campaign.  
Upon joining the contest, the participant grants this permission.

Selected videos will be uploaded to the official video platform of the World Health Organization and Action for Economic Reforms for public voting. At the same time, they will submit to the panel for selection of winners. The criteria below will constitute 90% of the total votes, while 10% will be based on popularity.

- Consistency with the theme and messages: 25%
- Accuracy of messaging and information: 25%
- Video and audio quality: 25%
- Creativity: 25%

4. The winning entries will compete for the 9<sup>th</sup> World Conference on Public Health to be held on November 2016 in Shanghai, China.
5. Participants must send their entries to [action.ph@gmail.com](mailto:action.ph@gmail.com) copy furnish [essd.depedcar@gmail.com](mailto:essd.depedcar@gmail.com), on or before July 28, 2016.
6. For your information, guidance and compliance.

  
**SORAYA T. FACULO**

Chief Education Supervisor  
OIC, Office of the Assistant Regional Director

Reference:

Unnumbered DepED Memorandum dated July 11, 2016

To be indicated in the Perpetual Index

CONTEST

CELEBRATIONS AND FESTIVALS