



Republic of the Philippines
Department of Education
Cordillera Administrative Region

JUL 07 2021

July 06, 2021

REGIONAL MEMORANDUM

No. 275.2021

**SUPPORT TO VACC2SCHOOL – “LIGTAS NA BAKUNA PARA SA BALIK
ESKWELA” ADVOCACY CAMPAIGN**

To: Schools Division Superintendents
Region and Division School Health and Nutrition Personnel
Region and Division DRRM Coordinators
Region and Division Youth Formation Coordinators
Division and District Information Officers
Public Elementary and Secondary School Heads
School Information Coordinators
All Others Concerned

1. Relative to the Department of Education’s desire to intensify its campaign on COVID-19 and align its efforts and initiatives with the advocacies of the Department of Health and the National Inter-Agency Task Force for Emerging Infectious Disease (IATF-EID), **all DepEd CAR offices and schools are enjoined to support DepEd’s Vacc2School Campaign – “Ligtas na Bakuna Para sa Balik-Eskwela.”**
2. The Vacc2School Campaign aims to:
 - a. inform and engage the Department’s stakeholders, especially teachers, in the promotion of vaccination and other related policies to mitigate COVID-19;
 - b. maximize available platforms for the contextualized BIDA Solusyon Plus COVID-19 campaign of DepEd; and
 - c. aid the Department of Health (DOH) and the Interagency Task Force on Emerging Infectious Diseases (IATF-EID) in promoting the BIDA SOLUSYON Plus campaign in the education sector.
3. Hence, all offices and schools are to carry out the following activities:
 - a. achievement of at least 75% (of the total number of personnel) vaccination rate in the office or school before the opening of the new school year,
 - b. hanging of Vacc2School streamers, banners, infographics, and posters on conspicuous areas of the school premises,
 - b. conduct of Vacc2School advocacies (RESBAKUNA) during LAC sessions, PTA meetings, and other limited face-to-face engagements to be facilitated by School Health and Nutrition Personnel or the Rural Health Units,
 - c. active and continuous advocacy on social media through the DepEd Tayo Facebook pages by sharing infographics, FAQs, and other social media collaterals on COVID-19 from legit sources like DepEd Philippines, DepEd Tayo Cordillera and the Department of Health pages,



Address: Wangal, La Trinidad, Benguet, 2601
Telephone No: (074) 422 – 1318 | Fax No.: (074) 422-4074
Website: www.depedcar.ph | Email Address: car@deped.gov.ph



ISO 9001:2015 Certified
Quality Management System
DE-50500784 QM15



Republic of the Philippines
Department of Education
Cordillera Administrative Region

- d. putting up of bulletin board within the campus and display any informative materials concerning the importance of COVID-19 vaccination, and
 - e. use of the prescribed social media profile picture frame on Facebook accounts and pages.
4. Moreover, the Schools Division Offices are expected to submit the following for social media collaterals for both Facebook and TikTok pages:
- a. 1-minute video message of Schools Division Superintendents and Assistant Schools Division Superintendents in support to COVID-19 vaccination,
 - b. Quotes or testimonials from personnel (including their photo doing the V-Sign or Thumbs Up gestures) who were vaccinated to be used as motivational cards or testimonial cards; and
 - c. 1-minute dance in support to COVID-19 vaccination by office or school personnel.
5. The video messages, dances for TikTok videos, and quote or testimonial cards to be submitted to the Regional Office must be of high quality and already edited with the necessary prescribed Vacc2School co-branding, logos and art direction. **Submission of these collaterals through car.pau@deped.gov.ph must not be later than July 16, 2021, however, posting on SDO DepEd Tayo Pages shall commence immediately.**
6. Meanwhile, the videos for TikTok will be posted at the official TikTok page of DepEd CAR, **DepEd Cordillera**.
7. Attached is the communication plan for Vacc2School prepared by the Public Affairs Service of the Central Office (PAS-CO) for your reference while all the following links are available for more information on the Vacc2School campaign including downloadable IEC materials:
- a. Vacc2School News – bit.ly/Vacc2SchoolNews
 - b. DepEd Policies – bit.ly/Vacc2SchoolPolicies
 - c. Downloadable IEC Materials – bit.ly/Vacc2SchoolMaterials
8. For clarifications and inquiries, you may contact Mr. Georaloy I. Palao-ay at (074) 422-1318 or email at georaloy.palaoay@deped.gov.ph.
9. For information and strict compliance of all concerned.


ESTELA L. CARIÑO EdD, CESO III
Regional Director

ORD/PAU/glip/Vacc2School



Address: Wangal, La Trinidad, Benguet, 2601
Telephone No: (074) 422 – 1318 | Fax No.: (074) 422-4074
Website: www.depedcar.ph | Email Address: car@deped.gov.ph



ISO 9001:2015 Certified
Quality Management System
DE-50500784 QM15