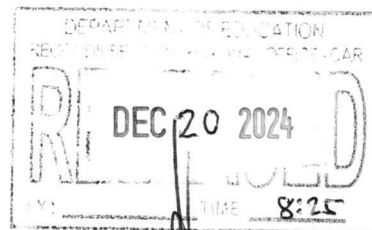




Republic of the Philippines
Department of Education
CORDILLERA ADMINISTRATIVE REGION



12 December 2024

REGIONAL MEMORANDUM

No. 914-2024

**ESTABLISHMENT OF CRISIS COMMUNICATION MANAGEMENT
PROTOCOL OF DEPED-CAR**

To: Schools Division Superintendents
Division Information Officers
Division Public Assistance Coordinators
School Heads
School Information Coordinators
All Others Concerned

1. The Department of Education-Cordillera Administrative Region (DepEd-CAR) through its Office of the Regional Director-Public Affairs Unit issues the **Crisis Communication Management Protocol (CCMP) of DepEd-CAR** attached as *Enclosure 1*.
2. The CCMP establishes a structured and effective strategy for managing communication before, during, and after a crisis within DepEd-CAR, with the following key objectives:
 - a. Ensures that all internal and external stakeholders receive clear, consistent, and reliable information during a crisis.
 - b. Provides quick, accurate updates on the status of the crisis, including any measures being taken and the status of schools and educational activities.
 - c. Outlines the members, roles, and responsibilities of DepEd-CAR Crisis Communication Management Team to ensure coordinated and systematic messaging.
 - d. Establishes protocols for issuing public statements, managing media inquiries, and communicating with various sectors involved in incident management and response.
 - e. Builds and maintains trust between DepEd-CAR, its stakeholders, and the public by providing transparent and factual communication.
3. This Regional Memorandum shall take effect immediately upon approval and shall continue to be in force unless repealed, amended, or rescinded.
4. Immediate dissemination of and compliance with this Memorandum is desired.

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

ORD/PAU/cbm/CCMP



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

Telephone No.: (074) 422 – 1318

Email Address: car@deped.gov.ph

DepEd Tayo Cordillera

<https://depedcar.ph>

