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Republic of the Philippines  
**Department of Education**  
REGION X - NORTHERN MINDANAO  
DIVISION OF MALAYBALAY CITY

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Division Advisory No. 95, s. 2021  
November 04, 2021

*This Division Advisory is issued for the information of DepEd Officials, Personnel & Staff, and the public and should not be interpreted as an endorsement by the DepEd Division of Malaybalay City.*

**Invitation for the Online Sexual Abuse and Exploitation of Children (OSAEC) Multimedia Contests in Observance of the National Children's Month**

Enclosed is the invitation letter from TALIKALA, INC. in partnership with *Save the Children Philippines*, Davao City regarding the invitation for the activity stated above.

The said activity will be launched as part of the participation of the locale to campaign on OSEAC and their target is the participation of children/students from different schools, SK Federations, and Barangays. There are series of activities lined up namely, *Digital and Hands-on Poster Making Contest, Short Film Making Contest, and Jingle Making Contest*. please see attached letter from TALIKALA, INC. for further details.

Queries relative to this can be relayed to Lucilyn M. Cahucom, PDO1 at 0955-125-9232 or Karl Lois C. Paganan, PDO1 at 0915-245-0076, or you may contact Atty. Beverlyn An S. Musni, YR (Project Advocacy Staff of TALIKALA, INC.) through 0936-288-8511.

  
**VICTORIA V. GAZO, PhD, CESQ V**  
Schools Division Superintendent



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...women's bonding



October 22, 2021

**DR. VICTORIA V. GAZO**  
City School Division Superintendent  
Malaybalay City

Dear Dr. Gazo:

Greetings of Peace!

In this age of technology wherein every minute and second of our lives, we are flooded with information from the internet ranging in all aspects of our personal, professional, and family lives, we must carefully and consciously choose and underline what is best for ourselves and for our families, especially our children. The internet may be a source of information, education, and entertainment. But it can also be a venue or platform for bullying, child abuse and sexual harassment, human trafficking, and other forms of abuses. Further underlining the current situation of the Covid-19 pandemic, it focuses on the internet and the world wide web as a medium of instruction. However, the darker aspects of this medium of learning are the proliferation of websites into which children can easily stray or be preyed upon.

**Talikala, Incorporated** is a non-government organization based in Davao City since 1987 and is duly registered with the Securities and Exchange Commission number DS-02029 and with the Department of Social Welfare and Development. Talikala is working for the promotion and protection of the rights of women and girls who are sexually exploited (trafficked and prostituted). The organization also work with other groups such as children, parents, and other residents in the community whom we identified can help in the campaign against prostitution, sex trafficking, child sexual abuse and online sexual abuse and exploitation of children (OSAEC).

To further delve into the aspects of Online Sexual Abuse and Exploitation of Children (OSAEC), enhancing awareness and developing immediate responsiveness to women and children in the local level, **The Talikala Inc.**, in partnership with Save the Children Philippines, will be celebrating the **National Children's Month** for the whole month of November 2021 through a project entitled "Barog Bata Campaign", and will focus on addressing the issue of OSAEC. There are several activities which will be implemented under the project like radio informercials, radio magazine, forums and learning sessions, and multimedia contests for the children. These activities will be implemented in four areas, namely Davao City, Tagum City, General Santos City, and Province of Bukidnon.

The activities in this celebration are designed to expand our awareness of this pressing issue to the children themselves, address the developmental needs of



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the children by simplifying and helping them grasp the importance of this issue and to further educate them in protecting themselves and their fellow children.

With this regard, we humbly ask for your help in providing support or assisting us through information dissemination and cooperation of your esteemed office, the Department of Education-Malaybalay City, along with the Barangay Women and Childrens Desk of the different barangays of this city and the City Social Welfare and Development Office.

Attached are the Activity Designs which we will be launching during the Children's Month Summit. Details of the said online launching of activities will be sent to your office through our email: [talikaladavao@gmail.com](mailto:talikaladavao@gmail.com). Your office can also further contact me through my number: +639362888511.

We thank you for your sincere service to your constituents in the honorable and beautiful province of Bukidnon. Thank you very much and more power!

Respectfully Yours,

  
**ATTY. BEVERLY ANN S. MUSNI, YR.**  
Project Advocacy Staff

**CC: MS. JEANETTE LAUREL-AMPOG**  
Executive Director  
Talikala Inc.



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### ACTIVITY DESIGN

TITLE OF THE ACTIVITY	OSAEC Multimedia Contests – National Children’s Month
INTRODUCTION/RATIONALE	<p>Every November, we celebrate the National Children’s Month. In this observance, we extend our campaign on the various issues that the children are facing. This year will focus on <b>Online Sexual Abuse and Exploitation of Children (OSAEC)</b>. As we are living in the digital age, internet and communication technology (ICT) have become tools for abusers and perpetrators to abuse and exploit children through the new platform. During the pandemic, the cases of OSAEC increased as more people engage more with ICT during lockdown and quarantine. The campaign on OSAEC reminds us of the responsible usage of these tools and recognize that this issue affects the community, especially children. We can help in addressing OSAEC and one way to through extensive campaign this National Children’s Month.</p> <p>Talikala Inc., in partnership with Save the Children Philippines, joins the celebration of the National Children’s Month by launching a campaign through series of activities, in collaboration with the local government units in Davao City, Tagum City, General Santos City, and Province of Bukidnon. The series of activities consist of extensive learning sessions and education, various contests aligned the with theme campaign, and awarding.</p> <p>The OSAEC Multimedia Contests will be launched as part of the participation of the locale to campaign on OSAEC, in observance of the National Children’s Month. During the OSAEC Summit, we will present the activity, discuss the design, mechanics, criteria, and target participants per contest. This activity will target the participation of children from schools, SK Federations, and Barangays among the four areas.</p> <p>Three contests will be launch: The Short Film Making - under BCPCs, Digital Poster Making (High School) and Hands-on Poster Making (Elementary) – under DepEd, and the Jingle Making – under SK Federation. The content of the entries for the various contest must be aligned with the theme for this year’s National Children’s Month and must comply with the mechanics and criteria (see separate mechanics and criteria)</p> <p>By the end of the observance, we will award the winners per category with certificates and prizes in the form of materials/equipments needed by the participating institutions. The entries will be compiled and will be used as</p>



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	<p>campaign materials in the succeeding activities of the project.</p> <p>In this activity, we will also give out IEC materials to contribute to the extensive campaign. Through these materials, we will be able to remind them of the campaigns, especially on our call with the issue against OSAEC.</p>
<b>OBJECTIVES</b>	<ul style="list-style-type: none"><li>-To engage with LGUs and other Government Agencies in the issue of OSAEC through multimedia contests, in relation to the observance of the National Children's Month.</li><li>-To educate and increase visibility of the issue of OSAEC and other issues of abuse and exploitation on Children.</li><li>-To increase children participation by targeting children as participants and beneficiaries of the activities.</li><li>-To secure partners from LGUs and other stakeholders in addressing OSAEC and participate in future activities of the project.</li></ul>
<b>DURATION</b>	November 2021
<b>METHODOLOGY</b>	Online/Zoom Meeting for the launching and awarding, social media for the posting of public materies (mechanics, criteria, invitation posters) and presentation of the entries
<b>NUMBERS AND TARGET PARTICIPANTS</b>	Digital Poster (DepEd/Schools) – minimum of 5 entries per area Digital Poster (DepEd/Schools) – minimum of 5 entries per area Short Film (BCPCs) – minimum of 3 entries per area Jingle Making (SK Federation/Barangay SKs) – minimum of 3 entries per area
<b>MATERIALS AND EQUIPMENT NEEDED</b>	Publicity Materials (IEC), Technical Equipments (projector, internet connection, laptops and other essential gadgets), learning session materials (writing materials, visual presentation)
<b>PROGRAM FLOW</b>	(To Follow)

Prepared By:

Justin Joshua P. Pungyan  
Partner Project Manager

Noted By:

Jeanette L. Ampog  
Executive Director





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14. All entries shall be considered property of Talikala, Inc. and Save the Children Philippines.
15. The awarding of winners shall be conducted via Facebook Live on November 26, 2021, 9:00 AM – 12:00 NN. Winners shall be invited for the awarding to be conducted by their respective LCPC.

**c. Criteria for Judging**

Qualified entries will be judged according to the following criteria:

Relevance to the theme	40%
Creativity and originality	25%
Content	20%
Facebook Engagement	15%
<b>TOTAL</b>	<b>100%</b>

**d. Prizes**

- i. Top 3 winners
- ii. Finalists
- iii. Consolation Prizes

**II. Digital and Hands-on Poster Making Contest**

**a. Introduction**

The Short Film Contest aims to know the situation of OSAEC in the community, especially to the children in their respective locales, through visual materials such as posters. This also aims to promote children participation through talent expression for the purpose of campaign against the issues that are affecting them. The entries will allow us to know the perspective from the ground, from the experiences of the people involved in the content of their posters.

**b. Mechanics**

1. The Digital and Hands-on Poster Making Contest shall start from [redacted] and is open to all schools in the four areas (Davao, Tagum, GenSan, and Maramag).
2. Each school may submit more than one (1) entry per category – Hands-on Poster Making and Digital Poster Making - which should focus on this year's focus of the National Children's Month, which is the issue of Online Sexual Abuse and Exploitation of Children. The topic will be further discussed during the OSAEC Summit or can be accessed on Talikala's Facebook Page (Talikala, Inc.)
3. The registration shall be done via Registration Form/list. Forms will be provided to DepEd and will be disseminated to schools. A soft copy of the registration form shall be provided on Talikala's Facebook Page (Talikala, Inc.) Participants shall submit the forms to their respective schools, which will be forwarded to DepEd, and Talikala.

**For Digital Poster Making**

- i. The participant must be enrolled as a **high school student** in the school he/she is representing.
- ii. For verification purposes, a timelapse video recording of the participant creating the artwork/poster is also required. Non-compliance may mean disqualification.
- iii. Participants are free to use any editing software (Adobe Photoshop, MS Paint, etc.)
- iv. The entry must be in original design. Poster designs containing clipart will not be considered by judges. The artist will be held accountable to any



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issues that may arise with regards to the originality and authenticity of the design.

- v. For the submission of the entries, kindly submit a scanned copy of the artwork using JPEG format and use this format for the File Name: Digital Poster\_Name\_School.

#### For Hands-on Poster Making

- i. The participant must be enrolled as an **elementary student** in the school he/she is representing.
  - ii. For verification purposes, a timelapse video recording of the participant creating the artwork/poster is also required. Non-compliance may mean disqualification.
  - iii. The entry must be in original design. Poster designs containing designs from other artworks will not be considered by judges. The artist will be held accountable to any issues that may arise with regards to the originality and authenticity of the design.
  - iv. For the submission of the entries, kindly submit a scanned copy of the artwork using JPEG format and use this format for the File Name: Hands-on Poster\_Name\_School.
4. A one (1) page explanation and description, consisting of 50-100 words only, shall be requested upon submission and must be in PDF format, A4 paper size. The explanation can be either in English or Tagalog.
  5. The respective area DepEd shall collect all entries from the schools. Participants may submit their entries to their respective schools via USB flash drive. The area DepEd will submit the entries and the registration forms to Talikala, Inc. via Google Drive – Email: [talikaladavao@gmail.com](mailto:talikaladavao@gmail.com), Upon sending, kindly put on the subject: SHORT FILM ENTRY – Barangay \_\_\_\_\_, City\_\_\_\_\_.
  6. Deadline of submission of entries is on November 22, 2021, 12:00 PM.
  7. Comply all the attachments to consider the submission as an entry. Please see complete list below for Digital/Hands-on Poster Making:
    - a. Registration Form
    - b. Poster (scanned/digital, JPEG format, File Name: Hands-on/Digital Poster\_Name\_School)
    - c. One (1) page explanation consisting 50-100 words (A4 size, PDF format)
    - d. Timelapse Video (MP4 format)
  8. All entries are subject to initial screening. The participants will be notified if they made it to the top 10 qualified entries (finalists) through contact details provided in the registration. Unqualified entries will also be informed by the organizers.
  9. The top 10 qualified entries shall be uploaded in Talikala's Facebook Page for public viewing and voting. Facebook engagement shall base on the total number of reactions/likes, views, and shares per entry. Shares must be posted public with the hashtag #EndOSAEC and #NationalChildrensMonth2021. Public voting will close on November 23, 2021, 12:00 PM.
  10. The decisions of the judges shall be final and irrevocable.
  11. All entries shall be considered property of Talikala, Inc. and Save the Children Philippines.
  12. The awarding of winners shall be conducted via Facebook Live on November 26, 2021, 9:00 AM – 12:00 NN. Winners shall be invited for the awarding to be conducted by their respective Area DepEd.





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**c. Criteria for Judging**

Qualified entries will be judged according to the following criteria:

Relevance to the theme	40%
Creativity and originality	25%
Aesthetic appeal	15%
Facebook Engagement	10%
Description/Explanation	10%
<b>TOTAL</b>	<b>100%</b>

**d. Prizes**

- i. Top 3 winners
- ii. Finalists
- iii. Consolation Prizes

**III. Jingle Making Contest**

**a. Introduction**

The Jingle Making Contest aims to know the call of the community on OSAEC, especially from the children in their respective locales, through audio materials such as a jingle. This also aims to promote children participation through talent expression for the purpose of campaign against the issues that are affecting them. The entries will allow us to know the perspective from the ground, from the experiences of the people involved in the content of their jingles.

**b. Mechanics**

1. The Jingle Making Contest shall start from November 1, 2021 and is open to all SKs from the barangays in the four areas (Davao, Tagum, GenSan, and Maramag).
2. Each barangay SK may submit more than one (1) entry, which should focus on this year's focus of the National Children's Month, which is the issue of Online Sexual Abuse and Exploitation of Children. The topic will be further discussed during the OSAEC Summit or can be accessed on Talikala's Facebook Page (Talikala, Inc.)
3. The registration shall be done via Registration Form/list. Forms will be provided to the Area SK Federation and will be disseminated to Barangay SKs. A soft copy of the registration form shall also be provided on Talikala's Facebook Page (Talikala, Inc.) Participants shall submit the forms to Barangay SKs, which will be forwarded to the area SK Federation, and Talikala.
4. The jingle must be an original composition and must not been used as an entry to other competitions.
5. The content of the jingle must be lively, appealing, creative, and must highlight this year's (2021) National Children's Month focus topic.
6. The use of offensive and rude words is strictly prohibited.
7. Any musical instrument can be used as accompaniment at the composer's discretion
8. The jingle must be in mp3 format and use this format for the File Name: Jingle\_Name/Group/Band\_Barangay. Kindly also include the lyrics of the jingle in JPEG/PDF format.
9. The duration of the jingle entry must be 3-5 minutes only. Any excess to the provided time will be deducted to total score (2 points deduction per excess time beyond five (5) minutes and additional 1 point deduction per excess of 30 seconds).
10. Barangay SKs/SK Federations must submit the entries to Talikala, Inc. via Google Drive – Email: [talikaladavao@gmail.com](mailto:talikaladavao@gmail.com). Upon sending, kindly put on the subject: JINGLE MAKING ENTRY – Barangay \_\_\_\_\_ City \_\_\_\_\_
11. Deadline of submission of entries is on November 15, 2021.



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12. Comply all the attachments to consider the submission as an entry. Please see complete list below for Jingle Making:
  - a. Registration Form;
  - b. Jingle Entry (MP3 Format)
  - c. Lyrics of the Jingle (JPEG/PDF format)
13. All entries are subject to initial screening. The participants will be notified if they made it to the top 10 qualified entries (finalists) through contact details provided in the registration. Unqualified entries will also be informed by the organizers.
14. The top 10 qualified entries shall be uploaded in Talikala's Facebook Page for public viewing and voting. Facebook engagement shall base on the total number of reactions/likes, views, and shares per entry. Shares must be posted public with the hashtag #EndOSAEC and #NationalChildrensMonth2021. Public voting will close on November 15, 2021 at 12:00 NN.
15. The decisions of the judges shall be final and irrevocable.
16. All entries shall be considered property of Talikala, Inc. and Save the Children Philippines.
17. The awarding of winners shall be conducted via Facebook Live on November 26, 2021, 9:00 AM – 12:00 NN. Winners shall be invited for the awarding to be conducted by their respective Area SK Federation.

**c. Criteria for Judging**

Qualified entries will be judged according to the following criteria:

Relevance to the theme	40%
Originality	25%
Musicality	25%
Facebook Engagement	10%
<b>TOTAL</b>	<b>100%</b>

**d. Prizes**

- i. Top 3 winners
- ii. Finalists
- iii. Consolation Prizes