




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

DM- 2022- 11- 023
DEPED MALAYBALAY CITY DIVISION
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Division Memorandum
No. 023 series of 2022

TO : Assistant Schools Division Superintendent
Chief Education Supervisors, CID and SGOD
Public Elementary and Secondary School Heads
All Others Concerned

FROM : 
VICTORIA V. GAZO, PhD, CESO V
Schools Division Superintendent

DATE : November 24, 2022

RE : **DISSEMINATION OF REGIONAL MEMORANDUM NO. 710, S. 2022:
SUPPORT FOR THE BIDA KID CAMPAIGN SY 2022-2023**

1. This Office hereby informs the field on **REGIONAL MEMORANDUM NO. 710, S. 2022: SUPPORT FOR THE BIDA KID CAMPAIGN SY 2022-2023**. All schools are directed to promote the use of the BIDA Kid Campaign materials which can be accessed at <https://bit.ly/BIDAKidMaterials2022>. (Please see attachment)
2. Shall there be queries, contact **Ms. MARCOSJULITA K. FULGENCIO**, Dentist II through mobile number **0906-796-8794**.
3. Widest dissemination and compliance to this memorandum is desired.

Encl.: As stated

Copy Furnished:
SGOD-School Health Unit
Records Unit



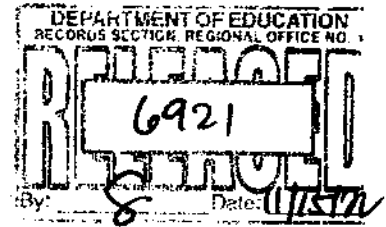
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Republic of the Philippines
Department of Education
 REGION X - NORTHERN MINDANAO



November 15, 2022

REGIONAL MEMORANDUM
 No. 710, s. 2022

SUPPORT FOR THE BIDA KID CAMPAIGN SY 2022-2023

To: Schools Division Superintendents
 All Others Concerned

1. Regarding **DepEd MEMORANDUM PAS-OD-2022-096** titled **Request to Support the BIDA Kid Campaign for SY 2022-2023**, all Schools Division Office (SDO) School Health personnel shall promote the use of the BIDA Kid Campaign materials in programs and activities that promote school health and safety, pediatric vaccination, and other related initiatives.
2. For reference, the PinasLakas-reinforced BIDA Kid Campaign materials can be accessed at <https://bit.ly/BIDAKidMaterials2022>.
3. Attached is a copy of MEMORANDUM PAS-OD-2022-096 for guidance.
4. This Office directs the immediate and wide dissemination of this Memorandum.

DR. ARTURO B. BAYOCOT, CESO III
 Regional Director

DR. VICTOR G. DE GRACIA JR., CESO V
 Assistant Regional Director
 Officer-in-Charge
 Office of the Regional Director

ATCH.: As stated

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Republic of the Philippines
Department of Education
PUBLIC AFFAIRS SERVICE

Office of the Director IV

MEMORANDUM
PAS-OD-2022-096

FOR : **ATTY. REVSEE A. ESCOBEDO**
Undersecretary for Governance and Field Operations

LOPE B. SANTOS III
Director IV, Bureau of Learner Support Service

FROM : **ATTY. MICHAEL WESLEY T. POA**
Spokesperson
Director IV, Public Affairs Service

THROUGH : **EPIMACO V. DENING III**
Undersecretary and Chief of Staff

SUBJECT : **REQUEST TO SUPPORT THE BIDA KID CAMPAIGN
FOR THE SCHOOL YEAR 2022-2023**

DATE : October 29, 2022

As the progressive expansion of face-to-face classes for the School Year 2022-2023 continues, the Department of Education (DepEd), through the Public Affairs Service (PAS), maintains its promotion of a safe back-to-school experience for its stakeholders with the proactive rollout of the BIDA Kid Campaign.

To strengthen the impact of BIDA Kid, PAS reinforces the said campaign by adopting the Department of Health's (DOH) *PinasLakas* Campaign. In partnership with the United States Agency for International Development (USAID), DepEd and DOH aims to incorporate the *PinasLakas* objectives of expanding the nationwide booster vaccination campaign to the BIDA Kid's **3Bs: Bakuna, Bayanhan, and BIDA** (**B**estfried natin ang masks, **I**ngatan at hugasan ang kamay, **D**umistansya upang makaiwas sa sakit, **A**irflow ay panatilihin), and amplify the government's promotion of a healthy and conducive environment for its learners, their parents, teachers, and non-teaching personnel.

In this line, PAS respectfully requests the support of your Office through the **use of the BIDA Kid Campaign materials in your programs and activities relevant to the promotion of school health and safety, pediatric vaccination, and other related initiatives.**



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For your reference, the PinasLakas-reinforced BIDA Kid Campaign materials can be accessed through <https://bit.ly/BIDAKidMaterials2022>.

Your positive response to this request will be highly appreciated.

To confirm your approval or for questions and clarifications, your staff may contact **Ms. Sofia De Gusman** of the PAS – Office of the Director through email at sofia.deguzman@deped.gov.ph or Viber/SMS at +63906-313-6101

Thank you.



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SA KALIDAD

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