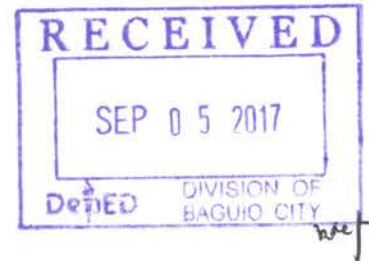





Republic of the Philippines  
**HEALTH SERVICES OFFICE**  
(Baguio Health Department)  
City Government of Baguio



**1st Indorsement**  
**30 August 2017**

Respectfully indorsed to Dr. Federico P. Martin, Schools Division Superintendent, Division of Baguio City, the herein attached letter of Director Rosa R. Fortaleza re: 3<sup>rd</sup> Annual AHD Film Festival from August-October 2017, with the theme: "Post Millennial Filipinos: Renewed Hope vs Risk", with the request for your Honorable Office to cause the widest dissemination of the same to various public and private secondary schools. Thank You.

  
**ROWENA P. GALPO, MD, MPH**  
City Health Officer

To: All School Administrators, Principals & Teachers In-Charge  
(Elementary & Secondary)  
FOR YOUR INFORMATION & APPROPRIATE ACTION  
  
**FEDERICO P. MARTIN, Ed.D, CESO VI**  
Schools Division Superintendent

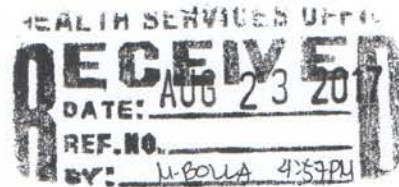


Republic of the Philippines  
Department of Health

**COMMISSION ON POPULATION-CORDILLERA ADMINISTRATIVE REGION**  
*Empowering Filipino Families*

August 22, 2017

**HON. MAURICIO DOMOGAN**  
Mayor, Baguio City  
Baguio City Hall  
City Hall Drive, Baguio City



**ATTN: DR. ROWENA GALPO**  
City Health Officer II

Dear **Mayor Domogan**,

Greetings from the POPCOM-CAR!

We would like to thank you for your continued support for our Adolescent Health and Development (AHD) Program in your city in the area of capacity building, demand generation activities, and on strengthening the information and service delivery network.

This year, POPCOM will be conducting the 3<sup>rd</sup> Annual AHD Film Festival from August- October 2017. We are opening this year's competition through the collection of script entries with the theme: **"Post Millennial Filipinos: Renewed Hope vs Risk"**. **We shall be accepting script entries from Grades 9-10 students until September 19, 2017.** Chosen stories will go through a workshop to develop and produce these into feature films as official entries to the regional level of the AHD Film Festival.

We have provided a copy of the complete set of guidelines for the competition. In this regard, may we request the assistance of your City Population Office to disseminate this information to DepED Division Office to facilitate the dissemination of this invitation to various schools. Entries may be submitted as hard copies thru the CPO or sent through the official POPCOM-CAR email at [popcomcar@gmail.com](mailto:popcomcar@gmail.com).

We have also provided a DVD compilation of previous films produced which will be used in Film Dissemination Sessions in schools in the city. **We will provide resources for snacks for these sessions in a school which you would identify.** Guidelines and tools in the conduct of these film dissemination sessions are also hereto attached.

We shall be coordinating closely with your Population Office regarding these activities.

For inquires and confirmation you may contact our Information Management and Communications Unit through [popcomcar@gmail.com](mailto:popcomcar@gmail.com) and (074) 444-5516.

We hope for your usual support.

Thank you!

Very truly yours,

**DIR. ROSA R. FORTALEZA**  
Regional Director

FOR THE REGIONAL DIRECTOR:

*Cecile Aguilan Basawil*  
**CECILE AGUILAN BASAWIL, Ph.D**  
PO IV/ ARD - Designate

*MRS. RARAWES,  
For your  
compliance.  
8/23/17*

5ft flr Rancho Guillermo Bldg #80 North Drive , Baguio City Barangay Engineers Hill, Baguio City, Philippines 2600  
Tel No.: (074) 444 -5516 Fax No.: (074) 444-5512 Website: <http://car.popcom.gov.ph>



POPCOM Cordillera Administrative Region



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Document Title: <b>ADOLESCENT HEALTH AND DEVELOPMENT (AHD) FILM FESTIVAL GUIDELINES</b>	Revision No.: Effective Date: May 10, 2017
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## Introduction

Young people make up one fifth of the country's population. That means, 19.2 million youth, half of which are adolescents aged 15-19 sailing for adulthood in the next few years. (YAFS, 2013).

Many critical concerns affect adolescents that make a great impact on the society such as early marriage, maternal death, limiting access to education and employment, poverty, domestic violence, the threat of STI/HIV and AIDS, and many others. These issues represent a crucial and unique opportunity for the Commission on Population (POPCOM) to address the diverse needs of adolescents and young people today. The AHD program generally aims to contribute to the improvement and promotion of the total well-being of young people by addressing issues related to adolescent and youth sexuality and reproductive health and rights. The program also aims to provide adolescents and youth with appropriate information and life skills to enable them to cope with problems related to the attainment of their full development into adulthood.

The Adolescent Health Development (AHD) Component will feature independent films made by young people from 17 regions in the Philippines. The AHD Independent Film Festival will be conducted at the regional and national level. All POPCOM Regional Offices are enjoined to conduct their regional film festival every year for a time span of six (6) months including the production process and the awarding ceremony. One best film per region must be submitted as entry for the national competition. The film festival will be the venue to create awareness on the status of today's adolescents and young people. The festival will also be one of the many approaches of the agency in helping the young people in the crucial stage of their development so that they will grow into healthy, responsible, and productive adults.

## General Guidelines

True advocacy films are immersed in real life situations, in the community. Young filmmakers should be able to interview people, hear their stories, and live with it. With this framework in mind, the short films should have a **maximum running time of 15 minutes** including credits and disclaimer. Now on its third year, the festival focuses on sexual and non-sexual risks that young people engage in. This should revolve around the theme:

**"Post Millennial Filipinos: Renewed Hope vs. Risk"**  
(17 YAFS Regional Papers)

**Each region should produce their films based on their regional papers.**



Republic of the Philippines  
Department of Health

## COMMISSION ON POPULATION

*Empowering Filipino Families*

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The films will become the property of POPCOM as a communication material for Adolescent Health and Development (AHD) program. If the film will be used for other film festivals, the Region should seek permission from POPCOM Central Office for monitoring purposes.

Each entry should have English sub-titles and obscene shots should not be explicitly shown.

Official entries must be original and have never been submitted in any previous contests/competitions.

The idea, story, script and screenplay of the film have to be authentic, and cannot be imitated from any works of others. There must not be a violation of anyone's copyright in the film. The team must put credits of people or company or any entity that holds the copyright of anything that is used in the film.

The production team should secure permissions from the people who appeared on the screen and there should be no intrusion to people's privacy.

Only one entry per college/university and per region will be allowed in the national competition.




For this year, the regional offices will conduct orientations with second and third year college students aged 17-19 from private or public schools on the said topic. Each region should produce their films based on their regional paper. This will serve as an accompanying IEC material for YAFS. They may refer to the results of the Young Adult Fertility and Sexuality Study (YAFS) 4 for guidance on the current trend on sexual risk behaviours of adolescents.

The competing colleges and universities should produce a two-minute film version out of the 15-minutes with complete story. Awards for the Best Film (2-minute category) will be given.

The regions must submit the filled in festival submission form together with the film package. The deadline for submission will be on **November 28, 2017**. *-Deferred until final notice*

Welfareville Compound, Acacia Lane, Barangay Addition Hills, Mandaluyong City, Philippines.1550

Tel: (632) 531-7051 \* (632) 531-6805 Fax: 533-5122 Website: [www.popcom.gov.ph](http://www.popcom.gov.ph)

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**COMMISSION ON POPULATION**  
*Empowering Filipino Families*

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### Timeline

Date	Activity
May - September 2017	Dissemination of 2015-2016 Films ( <i>A separate guideline on the dissemination of films will be provided</i> )
July-October, 2017	Regional Awarding Regional Film Production Regional Workshop
November 28, 2017	Deadline of submission of entries to Central Office
December 6, 2017	Board of Judges (BOJ) Screening
1 <sup>st</sup> week of March, 2018	Awarding Ceremony National Film Showing (1 day)

Any violation of the following rules will have a corresponding deduction from the total score:

- No subtitles and/or incomplete subtitles: 2 points
- Running time in excess of 15 minutes: 2 points
- Late submission per day: 2 points
- Incomplete package or any missing item: 2 points

### Objectives

*General Objective:*

To heighten public awareness on Adolescent Health and Development and various issues affecting our youth today.

*Specific Objectives:*

- To produce, package, and disseminate films as part of Information, Education, and Communication (IEC) materials for AHD.
- To create a pool of communicators who can help promote Adolescent Sexual and Reproductive Health (ASRH) and sexuality education in schools and communities. This is aimed at preventing early sexual encounters, teenage pregnancy, and proliferation of Sexually Transmitted Infections (STIs) and HIV/AIDS.
- To offer a platform to incite, develop, and showcase adolescents' talents in filmmaking.

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### Role of Central Office

1. Tap experts on film-making to serve as judges and evaluators of the entries.
2. Conduct a national screening of the films where students and stakeholders will be invited.
3. Provide cash prizes and trophies for the national winners.
4. Provide accommodation and transportation expenses for the participating teams (maximum of five delegates: actor, actress, scriptwriter/editor, director, coach) who will attend the Awarding Ceremonies.
5. Guidelines, Forms, Board of Judges, Promotional Materials and Activities will be produced and posted in the POPCOM's Facebook page and website.
6. Information Officers will conduct a U4U event before the national film showing.

### Roles of POPCOM Regional Offices

1. Invite 2<sup>nd</sup> and 3<sup>rd</sup> year College students, 17 to 19 years old, from public or private colleges/universities to participate in the event.
2. All regions shall conduct an AHD Orientation to be facilitated by POPCOM Regional Office Staff.
3. POPCOM Regional Offices (POPCOM ROs) will conduct a film making workshop and film making contest for public and private schools across the Region.
4. Attendance to the workshops is required. Those who cannot attend are disqualified from joining the Regional Contest.
5. To further improve the quality of the films, Regional Offices may partner with Regional Film Fest Organizers and Directors (Cinema Padday, Salamindanao, Cinekasimanwa etc.) for coaching and mentoring including the conduct of a basic filmmaking workshop.
6. Regional Judges should be film professionals as well.
7. All regions shall submit the winning film, submission form, and script together with the film package.
8. Regions must adopt the national criteria and conduct a regional awarding ceremony.
9. POPCOM ROs may extend technical assistance during pre-production and post-judging. However, POPCOM ROs must ensure that professional assistance is limited only to the pre-production process and mentoring but not on actual execution because it may compromise the integrity of the students' work.
10. Entries submitted in other film festivals are not allowed.
11. The logo to be used in the poster should follow the POPCOM branding stated in the Brand Book.

Welfareville Compound, Acacia Lane, Barangay Addition Hills, Mandaluyong City, Philippines, 1550  
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### Role of Participating Schools

1. Allow and assist 2<sup>nd</sup> and 3<sup>rd</sup> year College students, 17 to 19 years old, to produce the short film.
2. Send coach as representative to attend and accompany the students during the National/Regional Awarding Ceremony and Workshop.
3. Help organize students to create awareness-raising activities within the campus on adolescent sexual and reproductive health issues - particularly teenage pregnancy, STI and HIV/AIDS and other risky behaviors.
4. Allow showing of their locally-produced films in schools.

### Criteria for Judging

The culminating activity of this event is the national awarding ceremony. Below are the criteria for judging for the different award categories:

Category	Criteria	Percentage
<b>Best Film 100%</b>	Content (narrative excellence/power of storytelling, originality, creativity, relevance to the theme)	40%
	Technique (cinematography, production design, editing, scoring)	40%
	Overall impact (impression, recall, meaningfulness)	20%
		<b>Total (100%)</b>
<b>Best Director 100 %</b>	Execution of the whole story	100%
<b>Best Cinematography 100 %</b>	Shots are well-framed and well-lit	25%
	The use of camera techniques does not detract from the story	25%
	Camera techniques contribute in furthering the story	25%
	Use of appropriate lighting	25%
		<b>Total (100%)</b>





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<b>Best Sound Design 100%</b>	Appropriate composition and application of audio to create desired effect or mood	100%
<b>Best Musical Scoring 100 %</b>	Appropriate use of music and its placement to the scene	100%
<b>Best Screenplay 100 %</b>	Originality	20%
	Relevance to the theme	20%
	Compelling dialogues	20%
	Use of storytelling techniques that is logical and engaging	40%
		<b>Total (100%)</b>
<b>Best Production Design 100 %</b>	Appropriate props, make up, costume, wardrobe	20%
	Imaginative and effective combination of the elements of design	50%
	Effectiveness of space, object, forms and color	30%
<b>Best Actor/Actress 100 %</b>	Embodying the character: Understanding and commitment to the script	50%
	Overall portrayal of the performance	50%
		<b>Total (100%)</b>
<b>Best Supporting Actor/Actress 100 %</b>	Embodying the character: Understanding and commitment to the script	50%
	Overall portrayal of the performance	50%
		<b>Total (100%)</b>
<b>Best Editing 100 %</b>	Video moves smoothly from shot to shot	50%
	Appropriate use of transitions and audio in communicating main idea, use of effects for emphasis and sounds effects	50%
		<b>Overall 100%</b>
<b>Best Poster 100 %</b>	Relevance to the theme	25%
	Creativity, Presentation and Overall appeal	50%
	Originality	25%
		<b>Total (100%)</b>

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<b>Best Trailer 100%</b>	Relevance to the theme	25%
	Creativity, Presentation and Overall appeal	50%
	Originality	25%
		Total (100%)

The lead actor/actress, director/cinematographer, scriptwriter and coach will be invited to attend the national awarding ceremony.

### **Production**

#### Pre-production

A team composed of three (1 coach, 2 students: scriptwriter and director/cinematographer) members from 2<sup>nd</sup> and 3<sup>rd</sup> year College students, 17 to 19 year old, for every participating school will be invited to join the filmmaking workshop to be conducted by the regional offices. They will be given orientation on the AHD program and the theme as well as the technical aspects of film productions.

The number of production team members for every school, on the other hand, is not restricted to any number. The participating schools shall form a network in promoting Adolescent Health and Development.



#### Production and post-production

- Rental of equipment is allowed.
- There are no limits to the number of actors and actresses in the film. Films should be produced by young people but actors may be young or old, especially when portraying adult roles such as the mother or father.

The players such as director, script writer, lead actor, and lead actress of the film must be bonafide students of the school they represent except for supporting roles.

- Original and royalty-free music should be used. Films must have permission/license for the use of commercial music, copyrighted video clips, and privately owned locations used in the film. Failure to secure permission may result in disqualification. License should be submitted to the POPCOM Regional Office. While use of copyrighted music is allowed, composition of original music is highly encouraged.

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- Films are encouraged to use their dialect. However, all films should have English subtitles.

**Only 2<sup>nd</sup> and 3<sup>rd</sup> year College students should be hands-on in the whole production process including the shooting, acting and editing.**

POPCOM Regional Offices should supervise the students in the production process.

#### **Submission**

**The following items must be in the DVD-R package with proper label (AHD Film Festival\_POPCOM I) in a black standard DVD case and must also be printed. All word documents must be in A4 size, Cambria, and size 12.**

- FILE format of film (.avi file format, which should play in Windows Media Player and VLC Media Player). All films will be shown in DVD / Blu Ray / Digital Hard drive format.
- **One (1) minute trailer**
- **Two (2) minute film version**
- **150-word synopsis** in English and Filipino
- Film poster (soft copy, portrait full color tarpaulins 5ft X 3ft size).
- Duly filled in submission form which includes the complete list of full cast, crew and coach short biography including the name of school. Submit the personal information including short biography and filmography of the director.
- Individual high quality 2x2 photos of all the cast and crew properly labelled with role and name (ex. Director Jean Gonzales).
- At least three (3) still photographs from the film.
- 1 copy of Script (soft copy only).
- **The following papers must be sent along with the DVD package:**
  - Printed copy (Xerox) and soft copy of your birth certificate, and passport.
  - Consent letter in joining the AHD Film Festival and other possible film festivals with parent's signature on it.



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**Film package should be sent to POPCOM- Central Office by sender's cost.** All of the above should be submitted to the IMCD on or before **November 28, 2017** in both soft and hard copies unless otherwise stated. Those submitted thru e-mail shall not be accepted.

### Board of Judges

POPCOM shall organize a Board of Judges (BOJ) composed of five (5) film experts from Luzon, Visayas, Mindanao, NCR, an Academe Representative, and a POPCOM Representative. The names of the BOJ shall be announced within the contest period. The Board of Judges will screen all 17 films and from there choose the Best Films and Winners for each category including nominees.

### Cash Prizes

#### National Film Festival

1. Best Film
  - 1<sup>st</sup> place : P50,000.00
  - 2<sup>nd</sup> place : P30,000.00
  - 3<sup>rd</sup> place : P15,000.00
  - Total : P95,000.00
  
2. Best Short Film (2-minutes)
  - 1<sup>st</sup> place : P15,000.00
  - 2<sup>nd</sup> place : P10,000.00
  - 3<sup>rd</sup> place : P5,000.00
  - Total : P30,000.00
  
3. Best Director : P10,000.00
4. Best Screenplay : P10,000.00
5. Best Editing : P10,000.00
6. Best Cinematography : P5,000.00
7. Best Musical Scoring : P5,000.00
8. Best Actor : P5,000.00
9. Best Actress : P5,000.00
10. Best Supporting Actor : P5,000.00
11. Best Supporting Actress : P5,000.00
12. Best Poster : P5,000.00
13. Best Trailer : P5,000.00
14. Best Production Design : P5,000.00



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## COMMISSION ON POPULATION

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### *Special Awards*

- Best Dressed Male – gift certificate
- Best Dressed Female – gift certificate

The winners shall receive AHD trophies as well.  
All the national entries shall receive a plaque of appreciation.

For your guidance and strict compliance,

  
**JUAN ANTONIO A. PEREZ III, MD., MPH**  
Executive Director



Republic of the Philippines  
Department of Health

---

**COMMISSION ON POPULATION**  
*Empowering Filipino Families*

**MEMORANDUM**

No. 2017- 207 -~~1~~

TO: All Regional Directors and Officers-in-Charge

FROM:   
DR. JUAN ANTONIO A. PEREZ III, MPH  
Executive Director

DATE: May 12, 2017

SUBJECT: Guidelines on Adolescent Health and Development (AHD) Film Festival

---

This is to provide you copy of the above-stated subject as one of our advocacies to create awareness on the status of today's adolescents and young people. The festival will also be one of the many approaches of the agency in helping the young people in the crucial stage of their development so that they will grow into healthy, responsible and productive adults.

For guidance and strict compliance.

COMMISSION ON POPULATION

**RECEIVED**

Date: 5/24/17 Time: 3:40

EMER

CENTRAL RECORDS UNIT