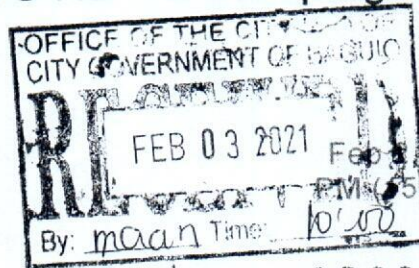


BIDA SOLUSYON PLUS SA COVID-19 Campaign and Key Messages for 2021



Francisco T. Duque III



2021, 4:39 PM (5 hours ago)

Dear All:

Good day! We are respectfully endorsing the **BIDA SOLUSYON PLUS SA COVID-19 Campaign and Key Messages for 2021**.

This campaign aims to highlight the importance of the minimum public health standards as the first line of defense against different variants or mutations of COVID-19. As government agencies, it is our duty to provide accurate COVID-19 information to the public. Hence, proper dissemination and strict adherence and implementation to this campaign shall be our main tenets in defending the nation against COVID-19.

With this we are requesting all agencies to disseminate and align with the messaging of this campaign.

Kindly acknowledge receipt of this email.

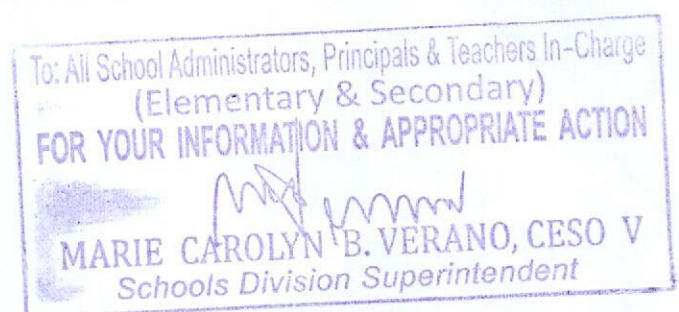
Thank you,
DOH

SECRETARY FRANCISCO T. DUQUE III
Department of Health

(02) 651-7800 Local 1125 |

Building 1, San Lazaro Compound, Tayuman, Manila 1003

Attachments area






NATIONAL TASK FORCE AGAINST COVID19
National Incident Command – Emergency Operations Center
RESPONSE CLUSTER
 Camp General Emilio Aguinaldo, Quezon City



29 January 2021

MEMORANDUM
No. 01, s. 2021

FOR : NTF Response Cluster Member Agencies and Partners
 (Distribution List Attached)

FROM : 
LEOPOLDO J. VEGA, MD, FPCS, FPATACSI, MBA-H
 Head, National Task Force Against COVID-19 Response Cluster
 Undersecretary / Chief of Staff, Department of Health

SUBJECT : **Reiteration: National Behavior Change Campaign**

In line with the efforts of the government to integrate the various important messaging for the COVID-19 pandemic, reiterate the national behavior change campaign, and develop one-messaging that is consistent across agencies against COVID-19. It is critical and vital to reflect the recent scientific developments and emerging preventative measures to combat the virus.

The Task Group Prevent, on behalf of the National Task Force Against COVID-19 and the National Incident Command - Emergency Operations Center, the Response Cluster chaired by the Department of Health (DOH) together with the Department of Interior and Local Government (DILG) and the Presidential Communications Operations Office (PCOO), is currently leading the roll-out of the updated nationwide behavioral change campaign against COVID-19. The **“BIDA SOLUSYON PLUS SA COVID-19”** aims to continue to encourage Filipino people to take an active role in the fight against our common enemy: COVID-19 (*the “contravida”*). This is a unified campaign with the Task Group Demand Generation under the Vaccine Cluster to align national efforts and messaging regarding the COVID-19 Vaccine Advocacy.

The campaign seeks to build upon the original BIDA behaviors through the following behavioral messages of the BIDA Solusyon Campaign:

| BIDA | Principle |
|--|--|
| B - Bawal walang mask at face shield | Wearing of Personal Protective Equipment decreases the risks of COVID-19 transmission. |
| I - I-sanitize ang mga kamay, iwasan ang kulob na lugar | Proper hand hygiene prevents transmission of COVID-19 by ensuring that your hands are not contaminated before touching your eyes, mouth, and nose. It also prevents spreading the virus on surfaces or objects if your hands are contaminated. |

To: All School Administrators, Principals & Teachers In-
 (Elementary & Secondary)

FOR YOUR INFORMATION & APPROPRIATE ACTION


MARIE CAROLYN B. VERANO, CESO V
 Schools Division Superintendent

| | |
|---|--|
| | The COVID-19 virus may remain suspended in the air and accumulate in enclosed spaces, thus increasing the risk of transmission. Adequate air ventilation is needed. |
| D - Dumistansya at limitahan ang pisikal na interaksyon sa iba | Higher risk of COVID-19 transmission occurs between people who are within 1 meter of each other. Prolonged and close physical interaction increases the risk of transmission. Limiting interaction decreases the risk of infection. |
| A - Alamin ang totoong impormasyon | Proliferation of Mis/Disinformation on COVID-19 puts the public at risk and undermines the government's effort on the COVID-19 response. Factual information is needed to avert the infodemic. |
| Plus - Suportahan ang FDA approved na bakuna | The vaccine for COVID-19 is an integral part of disease prevention and should be complemented by the observance of non-pharmaceutical interventions. |

In line with this, the National Task Force Against COVID-19 Response Cluster requests your good office to fully adopt the BIDA Solusyon Plus sa COVID-19 Campaign in your policies and guidelines, especially on the Minimum Public Health Standards and other COVID-related policies.

Likewise, we would also like to request the widest dissemination in your respective office premises and other attached agencies using the following channels:

1. Social Media
2. Agency Website
3. LED/LCD Wall or Billboard, if available
4. Email or SMS Blasts to employees
5. Posters, floor/elevator/handwashing station decals within the premises
6. Campaign logo on agency merchandise, if available

We hope that your agency will align related initiatives with the **BIDA Solusyon Plus sa COVID-19 Messaging**. For questions or clarifications, you may contact TG Prevent at tgprevent.doh@gmail.com. We are hoping for your continued support in service towards the health of the Filipino people.

Thank you for your continued support.

CC: **SEC. CARLITO GALVEZ JR.**
Vaccine Czar, National Task Force Against COVID-19 Vaccine Cluster
Secretary, Office of the Presidential Adviser on the Peace Process

DISTRIBUTION LIST:

Regional Task Forces
Armed Forces of the Philippines
Bases Conversion and Development Authority
Bureau of Fire Protection
Bureau of Immigration
Civil Aviation Authority of the Philippines
Commission on Higher Education
Department of Budget and Management
Department of Education
Department of Health
Department of Finance
Department of Foreign Affairs
Department of Interior and Local Government
Department of Labor and Employment
Department of National Defense
Department of Public Works and Highways
Department of Social Welfare and Development
Department of Transportation
Department of Trade and Industry
Manila International Airport Authority
Maritime Industry Authority
Metropolitan Manila Development Authority
National Economic and Development Authority
Office of Civil Defense
Office of the Presidential Adviser on the Peace Process
Office of the Presidential Spokesperson
Presidential Communication Operations Office
Philippine Coast Guard
Philippine Health Insurance Corporation
Philippine Information Agency
Philippine National Police
Philippine News Agency
Philippine Overseas Employment Administration
Overseas Workers Welfare Administration
Technical Education and Skills Development Authority
Healthcare Professionals Association Against COVID-19
Trace-Test-Treat

ANNEX A. Relevant Links for BIDA Solusyon Plus sa COVID-19 Campaign

| | |
|-------------------------------|---|
| BIDA Brand Guide | http://bit.ly/BIDAbRANDGuide |
| BIDA Assets | http://bit.ly/BIDAAssets |
| Existing BIDA Materials | http://bit.ly/BIDAAllFiles |
| BIDA Social Media Materials | http://bit.ly/BIDASocmed |
| Existing BIDA Solusyon Videos | http://bit.ly/BIDAVideos |
| BIDA Solusyon AVP | http://bit.ly/BIDAavpV4 |
| BIDA Brand Guide | http://bit.ly/BIDAbRANDGuide |
| BIDA Solusyon Facebook Page | fb.com/BIDASolusyon |