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Republika ng Pilipinas

Kagawaran ng Edukasyon

Tanggapan ng Pangalawang Kalihim

OUA MEMO 00-0521-0036

MEMORANDUM

05 May 2021

To: **Undersecretaries
Assistant Secretaries
Regional Directors and BARMM Education Minister
Bureau and Service Directors
Schools Division Superintendents
Designated Tobacco Control Coordinators
Designated Brief Tobacco Intervention Providers
Youth Formation Coordinators
School Heads
All Others Concerned**

Subject: **INVITATION TO PARTICIPATE IN THE GLOBAL MEDIA
COMPETITION AND THE FREE WEBINAR OF THE
GLOBAL CENTER FOR GOOD GOVERNANCE IN
TOBACCO CONTROL**

The Office of the Undersecretary for Administration (OUA) through the Bureau of Learner Support Services-School Health Division (BLSS-SHD) extends the invitation from HealthJustice Philippines and the Global Center for Good Governance in Tobacco Control (GGTC) to interested participants from the Department of Education (DepEd) to join the following activities:

1. **Second Global Media Competition (GMC)**

HealthJustice Philippines, on behalf of the GGTC, the WHO FCTC Knowledge Hub for Article 5.3, and a partner in STOP (Stopping Tobacco Organizations and Products), is inviting **DepEd learners, personnel, and stakeholders** to join the second GMC with the theme **Lies & Cover-Ups: Time to Make Tobacco Pay.**

The competition aims to welcome graphic material submissions such as memes, GIFs, digital stickers, posters, infographics, and short videos that portray tobacco industry manipulation which undermines health policies and helps the tobacco industry escape liability from the enormous burdens it has caused. Submissions can be made until



Office of the Undersecretary for Administration (OUA)

[Administrative Service (AS), Information and Communications Technology Service (ICTS), Disaster Risk Reduction and Management Service (DRRMS), Bureau of Learner Support Services (BLSS), Baguio Teachers' Camp (BTC), Central Security & Safety Office (CSSO)]
Department of Education, Central Office, Meralco Avenue, Pasig City
Rm 519, Mabini Bldg; Mobile: +639260320762; Tel: +63286337203,
+63286376207 Email: usec.admin@deped.gov.ph; Facebook/Twitter @depedtayo



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May 7, 2021, unless the deadline is extended by the organizers. Interested participants are advised to closely monitor the advisories of the GGTC regarding the GMC.

Winning entries could win up to \$4000. For details, please visit the competition website at: <http://bit.ly/ggtcgmc2021>.

The official poster of the competition is attached (Annex A). The same can be downloaded from <http://bit.ly/ggtcgmc2021poster>.

Offices that manage social media pages are enjoined to share the poster to reach more potential competition participants. Youth Formation Coordinators are also requested to disseminate the information to learners who may be interested to participate in the competition. Participants below 18 years old are required to submit a parental/guardian consent form.

2. Webinar on Tobacco Industry and Corruption

Participants from DepEd, especially those involved in tobacco control, are invited to a free webinar on Tobacco Industry and Corruption on May 6, 2021, 08:30 pm (Philippine Time).

Through the webinar, participants will learn about:

- a. the link between the tobacco industry and corruption, including existing evidence and the dangers of associating with the tobacco industry;
- b. tools and materials available that will help frame issues around corruption and hold the tobacco industry accountable; and
- c. practices that will promote integrity and help adopt preventive measures.

Interested participants may register through this link: <https://forms.gle/Ha62TRNWUVfAAGxH8>. Those who will no longer be accommodated in the platform can join the webinar via the Facebook page of the [GGTC](#).

Similarly, offices that manage social media pages are enjoined to co-stream or share the webinar on their pages, as relevant to the purpose of their pages, to reach a wider audience.

Designated tobacco control coordinators, per [DepEd Memorandum No. 147, s. 2018](#), and designated brief tobacco intervention (BTI) providers, per [DepEd Memorandum No. 110, s. 2019](#), are enjoined to actively participate in the activities.

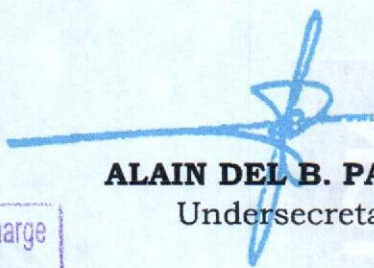
Invitation to these activities is extended to DepEd stakeholders in support of DepEd Order No. 48, s. 2016 or the Policy and Guidelines on Comprehensive Tobacco Control.






For further queries on these activities, please contact Mr. Gian Erik Adao, Education Program Specialist II, Bureau of Learner Support Services-School Health Division, at 09173274426 or email at gian.adao@deped.gov.ph or blss.shd@deped.gov.ph.

For information and dissemination.


ALAIN DEL B. PASCUA
Undersecretary



To: All School Administrators, Principals & Teachers In-Charge
(Elementary & Secondary)
FOR YOUR INFORMATION & APPROPRIATE ACTION

MARIE CAROLYN B. VERANO, CESO V
Schools Division Superintendent



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Annex V - Area of Coast - One: How to Make Tobacco Leaf, Global Media Competition

Annex A- "Lies & Cover-Ups: Time to Make Tobacco Pay" Global Media Competition

2021 GLOBAL MEDIA COMPETITION

LIES & COVER-UPS: Time to #MakeTobaccoPay

Win up to \$4000!

Deadline extended to May 7, 2021!

Submit your posters, short videos, and infographics
by ~~April 29, 2021~~ at bit.ly/2021GMC.

The 2021 Global Media Competition is organized by the **Global Center For Good Governance in Tobacco Control (GGTC)**, a partner of **STOP**, a global tobacco industry watchdog, and supported by the Secretariat of the **WHO Framework Convention on Tobacco Control** as well as global, country, and media partners.



A GLOBAL TOBACCO INDUSTRY WATCHDOG



corporate accountability



ENSP



FRAMEWORK CONVENTION ALLIANCE



NCD Alliance



HealthJustice
Promoting Health and Life

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