Republic of the Philippines
Department of Education
REGION X – NORTHERN MINDANAO
SCHOOLS DIVISION OF MISAMIS ORIENTAL

Office of the Schools Division Superintendent

November 21, 2022

DIVISION MEMORANDUM
No. 703 s. 2022

SUPPORT FOR THE BIDA KID CAMPAIGN SY 2022-2023

To: Public Schools District Supervisors
Elementary/Secondary School Principals
School Health Personnel
All Others Concerned

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1. Pursuant to DepEd MEMORANDOM PAS-OD-2022-096 entitled: 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. For information, guidance, and compliance

JONATHAN S. DELA PEÑA, PhD, CESO V
Schools Division Superintendent

Encls.: As stated
References: DepEd MEMORANDOM PAS-OD-2022-096
To be indicated in the Perpetual Index
under the following subjects:

COMMUNICATIONS PUBLICATIONS
PROGRAM
SGOD, SHS-VCS

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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. DENSING 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,* *Bayanihan,*** and **BIDA** (**B**estfried natin ang masks, *Ingatan at hugasan ang kamay,* ***D****umistansya upang makaiwas sa sakin,* **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**.

Office of the Director IV

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. Sofhia De Guzman** of the PAS – Office of the Director through email at sofhia.deguzman@deped.gov.ph or Viber/SMS at +63906-313-6101.

Thank you.