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Republika ng Pilipinas
Kagawaran ng Edukasyon
Tanggapan ng Pangalawang Kalihim

OUA MEMO 00-0620-0098
MEMORANDUM
26 June 2020

For: **Undersecretaries
Regional Directors and BARMM Education Minister
Bureau and Service Directors
Schools Division Superintendents
Tobacco Control Coordinators**

Subject: **REQUEST TO POST ON FACEBOOK VIDEO MESSAGES
OF SUPPORT FOR TOBACCO CONTROL**

This year's theme for the **World No Tobacco Day (WNTD)**—protecting youth from industry manipulation and preventing them from tobacco and nicotine use—is strategic for DepEd and has been adopted for the celebration of the National No Smoking Month in the Department, per DepEd Memorandum No. 55, s. 2020, titled **Dissemination and Adoption of the Theme of the World No Tobacco Day 2020 for the National No Smoking Month**.

According to the World Health Organization (WHO), children and adolescents are being “increasingly preyed on by tobacco and related industries through advertising tactics and targeting them directly with a new portfolio of products that threaten their health, and recruited as their new tobacco and nicotine users to reward investors with as much profit as possible and keep its business alive.”

The need to amplify the key messages of the WNTD can be no timelier than now. The WHO also says that the tobacco industry is “creating controversy and confusion about the risk of nicotine and tobacco product use and COVID-19, and tobacco lobbyists have tried to manipulate COVID-19 policymaking to get tobacco shops listed as essential and offer free delivery of tobacco products to people in quarantine.” This is even though “smokers likely face more severe symptoms if infected, leading to hospitalizations and premature deaths.”

Throughout the month of June, the Bureau of Learner Support Services, School Health Division (BLSS-SHD) and the Public Affairs Service (PAS) have led the celebration through an online campaign dubbed *BIBO: Batang Informed tungkol sa Bisyo, Batang Iwas Bisyo*, in line with DM 55, s. 2020.



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)]

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To culminate the celebration on a high note and sustain the gains of the online campaign, Undersecretaries, Assistant Secretaries, Directors, and Schools Division Superintendents are requested to **post short video messages of support (3-5 minutes) on their Facebook accounts or pages** beginning June 30, 2020 until July 15, 2020. It is further requested that the privacy setting of the post be made public and that the hashtag #DepEdBIBO be used so that the video can be searched easily.

The following soundbites are requested to be specifically read in the closing part of the video message:

- [May be in a conversational/ local language or dialect] While the celebration of the National No Smoking Month is set every month of June, our work in DepEd for a tobacco-free generation continues all year long. This requires our strong commitment to tobacco control, which includes not only the ban on smoking in our premises, but also the prohibition to partner with or receive donations from tobacco companies and their funded NGOs.
- [Verbatim] Ako si <pangalan>, <position/designation>, kasama sa paghubog ng mga *BIBO: Batang Informed tungkol sa Bisyo, Batang Iwas Bisyo*. Together, let us help **protect our learners from tobacco industry manipulation and prevent them from tobacco and nicotine use.**

Such video messages will also be a perfect reminder for our colleagues in the field and in government to remain vigilant against the reported increase of tobacco industry interference activities during the COVID-19 pandemic and refuse possible partnership proposals that come from the tobacco industry.

Selected videos will be shown during the webinar-workshops scheduled in the following months, as part of the continuing activities related to the online campaign.

Attached are the proposed key messages and sound bites based on the WHO WNTD 2020 key messages.

Designated tobacco control coordinators—per DepEd Memorandum No. 147, s. 2018—are enjoined to provide the necessary assistance regarding this concern.


ALAIN DEL B. PASCUA
Undersecretary



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Proposed Key Messages and Sound Bites
(Based on the WHO WNTD 2020 Key Messages)

- Tobacco products kill more than 8 million people every year. Tobacco and related industries must continuously find new consumers to replace the ones that their products are killing to maintain revenue.
- Tobacco and related industries have increasingly preyed on children and adolescents, employing advertising tactics and targeting them directly with a new portfolio of products that threaten their health.
- Tobacco and related industries' tactics to market to children and adolescents include: (1) Over 15,000 flavors, most of which attract children and adolescents; (2) Social media influencers and marketing; (3) Sponsored events and parties; (4) School scholarships; (5) Sleek, sexy designs; (6) Single stick cigarettes make addiction more affordable; (7) Selling products at eye level for children; and (8) Product placement and advertising near schools.
- We want our K-12 learners to become part of a generation that is free from tobacco and second-hand smoke and the death and disease that they cause.
- Our learners can break free from the tobacco and related industries' manipulation by becoming educated on their tactics and the harm caused by their products.
- We encourage everyone to become educated, spread awareness and create a tobacco-free generation.

