

Republic of the Philippines  
Department of Education  
5/10/22

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ZENIA G. MOSTOLES, EdD, CESO V  
Schools Division Superintendent



Republika ng Pilipinas  
**Kagawaran ng Edukasyon**  
Tanggapan ng Pangalawang Kalihim



**OUA MEMO 00-0522-013**  
**MEMORANDUM**  
04 May 2022

For: **Undersecretaries**  
**Assistant Secretaries**  
**Regional Directors and BARMM Education Minister**  
**Bureau and Service Directors**  
**Schools Division Superintendents**  
**Tobacco Control Coordinators**  
**Brief Tobacco Intervention Providers**  
**NDEP/BKD Coordinators**  
**Youth Formation Coordinators**  
**DRRM Coordinators**  
**School Heads**

Subject: **2022 GLOBAL MEDIA COMPETITION OF THE GLOBAL CENTER FOR GOOD GOVERNANCE IN TOBACCO CONTROL**

The Office of the Undersecretary for Administration (OUA), through the the Bureau of Learner Support Services-School Health Division (BLSS-SHD), invites learners, teaching and non-teaching personnel in the Department of Education (DepEd) and other interested persons or groups to join the **2022 Global Media Competition (GMC)** organized by the Global Center for Good Governance in Tobacco Control (CGTC).

Participants must create compelling **social media graphics or short videos** exposing the tobacco companies' dirty tactics in disguising the harmful effects of their products to the environment.

**Winners can take as much as \$ 4,000.00.**

The competition is in support of the comprehensive tobacco control policy of DepEd and in celebration of the *World No Tobacco Day* on 31 May 2022.

The theme of this year's GMC is ***Disaster in Disguise: Tobacco Companies' Environmental Harms.***

**Deadline for the submission of entries is on 11 May 2022 (Wednesday).**



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Videos and Magazines  
of MagEd Programs



**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: (+632) 86337203, (+632) 86376207  
Email: usec.admin@deped.gov.ph; Facebook/Twitter @depedtayo

Participants are advised to closely monitor on the platforms below the advisories of the GGTC on GMC, including any announcement on the possible extension of the deadline:

- **Competition website-** <https://ggtc.world/actions/global-media-competition>
- **Facebook -** <https://www.facebook.com/TheGGTC>
- **Twitter -** <https://twitter.com/thegetc>

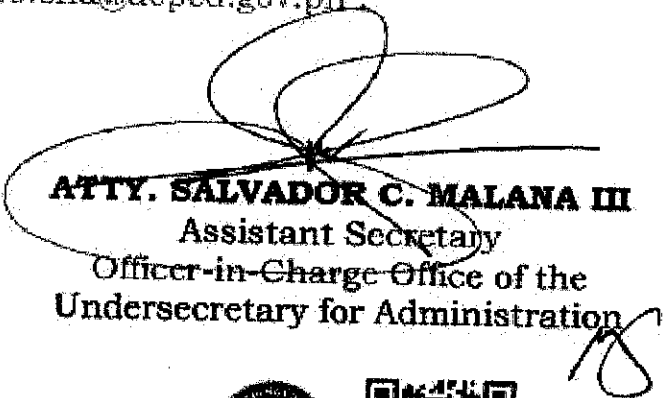
Tobacco control coordinators are requested to facilitate the promotion of this competition in their regions or divisions. Soft copies of GMC's posters (**Annex A**) may be accessed at: <https://bit.ly/GGTC2022GMCposter>.

Offices and schools that manage social media pages are enjoined to share the poster to reach more participants.

Youth Formation Coordinators are also requested to disseminate information on this activity to the learners.

Participants below 18 years old are required to submit a consent form from a parent or guardian.

For questions and concerns, please contact **Gian Erik M. Adao**, Education Program Specialist II, through email at [blss.shd@deped.gov.ph](mailto:blss.shd@deped.gov.ph).

  
**ATTY. SALVADOR C. MALANA III**  
Assistant Secretary  
Officer-in-Charge Office of the  
Undersecretary for Administration



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# Short Video and Design Awards

GLOBAL MEDIA COMPETITION 2022



Submit entries on the theme

**DISASTER IN DISGUISE:**  
*Tobacco Companies' Environmental Harms*

by May 11, 2022 to [bit.ly/GMCggtc](http://bit.ly/GMCggtc)

For more information, contact [gmc@ggtc.world](mailto:gmc@ggtc.world).  
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GLOBAL MEDIA COMPETITION 2022

## COMPETITION PRIZES

### Social Media Graphics

- 1st place winner - **USD\$2,000**
- 2nd place winner - **USD\$1,000**
- 3rd place winner - **USD\$500**
- Online choice winner - **USD\$500**

### Short Videos

- 1st place winner - **USD\$4,000**
- 2nd place winner - **USD\$2,000**
- 3rd place winner - **USD\$1,000**
- Online choice winner - **USD\$500**

For more information, contact [gmc@ggtc.world](mailto:gmc@ggtc.world).  
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GLOBAL MEDIA COMPETITION 2022

GRAND PRIZE

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Submit entries on the theme

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*Tobacco Companies' Environmental Harms*

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**STOP**

A GLOBAL  
TOBACCO  
INDUSTRY  
WATCHDOG