



DepEd - SDO of Bulacan  
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Schools Division Superintendent

Republic of the Philippines  
**Department of Education**  
OFFICE OF THE UNDERSECRETARY  
GOVERNANCE AND FIELD OPERATIONS

DepEd - SDO of Bulacan Office of the SDO

OUGFO No. 2022-03- 037  
MEMORANDUM  
8 September 2022

**RECEIVED**  
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FOR: Undersecretaries and Assistant Secretaries  
Bureau and Service Directors  
Regional Directors and BARMM Minister of Education  
Schools Division Superintendents  
Elementary and Secondary School Heads  
All Others Concerned

FROM: *Revsee A. Escobedo*  
ATTY. REVSEE A. ESCOBEDO  
Undersecretary  
Governance and Field Operations

SUBJECT: **HOPE IN OUR SCHOOLS CAMPAIGN FOR THE 2022 WORLD  
SUICIDE PREVENTION DAY AND BEYOND**

This Office, through the Bureau of Learner Support Services-School Health Division (BLSS-SHD), enjoins offices and schools to support the *HOPE (Help Orchestrate Positive Experience) in our Schools* Campaign, inspired by and based on the theme of this year's World Suicide Prevention Day on September 10: "Creating Hope Through Action."

The campaign has been launched online through the Facebook page of *OK sa DepEd* (<https://facebook.com/OplanKalusuganSaDepEd>) and will continue with a series of posts, encouraging both online and offline activities and promoting messages that "help orchestrate positive experience." Some content will also be shared by or posted on the official Facebook page and other social media accounts of DepEd Philippines, as relevant.

The campaign, which will go beyond the one-day annual observance, intends to encourage teaching and non-teaching personnel, learners, guardians, and other stakeholders, to actively take part in intentionally creating a positive social school environment through their respective roles and the available platforms in the school, online, and at home. The campaign's key message is that there is hope because help is available; and because we, as a community and individually through our own unique ways, have the capacity to show others that we care.

According to the *The Depression Project*, isolation and feeling like a burden are among the leading factors that contribute to suicide. The campaign aims to provide regular nudges to DepEd offices and schools to encourage them to actively and consciously cultivate a positive school environment where learners and personnel are constantly reminded that they are not alone, they are not a burden, and that situations are never hopeless.

## Encouraging HOPE initiatives

The HOPE in Schools campaign has been conceptualized in coordination with representatives from bureaus and services concerned at the Central Office<sup>1</sup>, considering how the theme for this year's observance of World Suicide Prevention Day can be contextualized in DepEd. Offices and schools are invited to align planned activities related to suicide prevention with the campaign's brand and messaging, as applicable.

Campaign materials may be accessed at <https://bit.ly/depedhope>. The folder will be regularly updated and updates will be announced on the *OK sa DepEd* Facebook page.

Regional and Division School Mental Health Program Coordinators are requested to provide necessary assistance to schools regarding their participation in this campaign.

Schools who will have ideas, initiatives, or insights related to the campaign (e.g., activities to promote positive school climate) are invited to submit such information to BLSS-SHD through the *OK sa DepEd* Facebook page or through email at [schoolmentalhealth@deped.gov.ph](mailto:schoolmentalhealth@deped.gov.ph). These submissions will be shared to other schools for possible adoption. They will also be considered in the ongoing development of the guidelines for the School Mental Health Program, under *Oplan Kalusugan sa DepEd*.

For questions and concerns about this memorandum, please contact **Gian Erik M. Adao**, Education Program Specialist II, or **Luke C. Sismaet**, Technical Assistant II, BLSS-SHD through (02) 8-632-9935 or email at [blss.shd@deped.gov.ph](mailto:blss.shd@deped.gov.ph).

For psychosocial support consultation or assistance for mental health problems, please contact the National Center for Mental Health (NCMH) through <https://ncmfusaptayo.com/> or the NCMH Crisis Hotline:

Toll-Free Landline (Unlimited Calls Nationwide)	<ul style="list-style-type: none"><li>• 1800-1888-1553 (One-time charge of P7.50 per call for Smart/TNT)</li><li>• 1553</li></ul>
GLOBE/TM	<ul style="list-style-type: none"><li>• 0966-351-4518</li><li>• 0917-899-8727</li></ul>
SMART/SUN/TNT	0908-639-2672

The NCMH Crisis Hotline provides assistance on a 24-hours, seven-days a week basis for free to individuals with mental health problems, especially those who are in crisis and at risk of suicide. A full directory of the Department of Health's helplines may be accessed at <https://bit.ly/dohhelplines2022>.

<sup>1</sup> Through a series of consultative meetings with representatives from the Public Affairs Service, Bureau of Curriculum Development, Bureau of Learning Delivery, Office of the Undersecretary for Youth Affairs and Special Concerns, Youth Formation Division, Bureau of Human Resource and Organizational Development, and Disaster Risk Reduction and Management Service