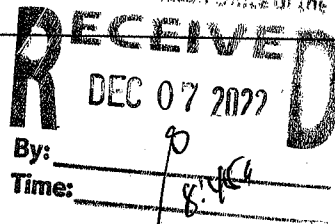
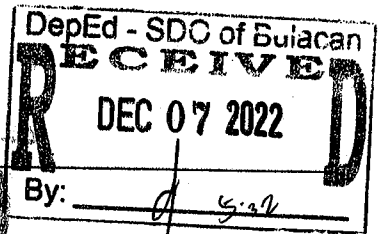


# PHI LAMBDA DELTA SORORITY

UNIVERSITY OF THE PHILIPPINES  
COLLEGE OF MEDICINE  
547 PEDRO GIL ST., ERMITA, MANILA  
HTTP://WWW.PHILAMBDADELTA.COM



06 Dec 2022

Greetings!

The **PHI LAMBDA DELTA SORORITY** is the premier medical sorority of the UP College of Medicine. Since its founding in 1969, the Sorority has shared in the vision and mission of the UP College of Medicine to produce a community of doctors with heightened social consciousness. In line with this, we also further our advocacy of HIV/AIDS awareness through our activities and events such as EmpoweRED.

**EmpoweRED** is a series of educational talks where guest speakers are invited to discuss the basics of HIV and how to help destigmatize people living with HIV. Since October 2014, EmpoweRED has been brought to different local high schools with the goals of educating the youth regarding the disease, and allowing individuals living with HIV to tell their stories. The incidence of HIV continues to rise at alarming rates, while gender inequality and domestic abuse against women has been more rampant than ever during this pandemic. We hope that discussions like these would be able to educate and empower the youth, Filipinos with HIV and their loved ones.

Each year, we aspire to form more and more advocates in our fight against HIV and injustice towards women's rights. With this, it would be our pleasure to invite your high school students to **EmpoweRED: An HIV Awareness Campaign & Webinar via Zoon on December 10 (Saturday) from 1:00 - 3:00PM**. As our partner, we would like to request for the participation of your students by joining our event, since our ultimate goal is for **high school students** to learn more about HIV. In our 2021 webinar, we had over a thousand high school and college participants with positive feedback and many learnings.

With your institution's endorsement and partnership, we truly believe that this event will provide a great avenue for educating and empowering your students, the next generation. Should you be interested, you may register your students through this link: [bit.ly/HIVaware22](http://bit.ly/HIVaware22)

We would also like to invite your students to join our **EmpoweRED Tiktok Contest** and create short videos that educate about HIV prevention. The creative contest is open to all high school students and **will run from December 10 to December 26**. One grand winner and two other finalists will be awarded **cash prizes** at the end of the contest period. We openly invite Filipino students to participate in this fun contest and take part in our advocacy raising HIV/AIDS awareness. For more information, kindly see the attached competition guidelines for your perusal or you may check our Facebook page: [EmpoweRED / Facebook](https://www.facebook.com/EmpoweRED/Facebook)

Upon confirmation of your partnership, we would like to request for a:

1. **List of schools who will participate in the event;**
2. **List or number of attendees;** and
3. **Contact person and their contact details** for further coordination of the event proper.



## EXECUTIVE COUNCIL

**SUPERIOR SISTER EXEMPLAR**  
KATRINA ORTEZA

**VICE SUPERIOR SISTER EXEMPLAR**  
PATRICIA SUANES

**SISTER KEEPER OF THE SCROLLS**  
IYANLA GABRIELLE CAPULE

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RIZZA MAE SAAVEDRA

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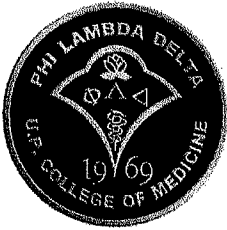
**SISTER MERCURY**  
NATASHA DANIELLE SACHIKO  
DE GUZMAN



Republic of the Philippines DEPARTMENT OF EDUCATION Schools Division Office of Butuan		
<b>ADVISORY</b> No. DSL S. 2022		
To:	<input type="checkbox"/> PUBLIC	<input type="checkbox"/> PRIVATE
	<input type="checkbox"/> Elementary	<input type="checkbox"/> Junior High School   <input type="checkbox"/> Senior High School
	<input type="checkbox"/> Elementary School Principals/School Heads	
	<input type="checkbox"/> Secondary School Principals/School Heads	
For information:		
<b>ROWENA T. QUIAMBAO, CESE</b> Assistant Schools Division Superintendent OIC Office of the School Division Superintendent		

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Should you have any questions and concerns, please do not hesitate to contact Nicsy Escobar (09770158539/ [nlecober@up.edu.ph](mailto:nlecober@up.edu.ph)) or Nirelle Balderrama (09171562026/[acalderrama@up.edu.ph](mailto:acalderrama@up.edu.ph)). You may also reach us at [philambdadeltacaritas@gmail.com](mailto:philambdadeltacaritas@gmail.com).

Thank you so much and we look forward to your gracious response! Towards being informed, aware, and #EmpoweRED.

Sincerely,

**Isabella Cierre Salvosa Asis**  
EmpoweRED Co-Head  
A.Y. 2022-2023

**Anne Nirelle Calma Balderrama**  
EmpoweRED Co-Head  
A.Y. 2022-2023

**Jia Athena Villacorta Galvez**  
EmpoweRED Co-Head  
A.Y. 2022-2023

**Marianne Beatriz Eviota Hizon**  
EmpoweRED Co-Head  
A.Y. 2022-2023

Noted by:

**Nicole Jazzmine L. Escobar**  
Sister Caritas, A.Y. 2022-2023  
Phi Lambda Delta Sorority

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**Katrina O. Orteza**  
Superior Sister Exemplar, A.Y. 2022-2023  
Phi Lambda Delta Sorority

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## EmpoweRED Tik Tok Challenge Mechanics

### WHO ARE QUALIFIED TO JOIN

1. The EmpoweRED TikTok Challenge is open to all **high school students**.

### CONTEST MECHANICS

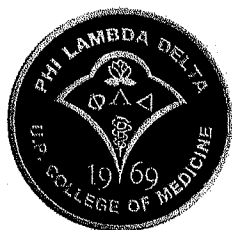
#### REGISTRATION & SUBMISSION OF ENTRIES

1. Registration and video entry submission period is from 12:00AM of December 10, 2022 to 11:59PM of December 26, 2022.
2. Entries may be submitted individually or as a group (maximum of 10 individuals per group).
3. Before sending their entries, interested participants must first fully accomplish the registration form which can be accessed at [bit.ly/EmpoweredTiktok](http://bit.ly/EmpoweredTiktok)
  - Name/s
  - Age/s
  - Address
  - Contact Number/s
  - Email Address (used in the tiktok account)
  - School and Year Level
  - TikTok Username (of account to be used)
  - Link to TikTok Account
4. Participants will receive a confirmation email to validate their submission.
5. Contestants may only register one account per one unique TikTok user.
6. To submit their entries, participants must follow this process:
  - a. Participants may submit their entries within the contest period: 12:00AM of December 10, 2022 to 11:59PM of December 26, 2022
  - b. Contestants should have their TikTok accounts and the entries set to "public".
  - c. Participants must upload their entry/entries in their TikTok accounts, specify their social media handle(s) and submit the link(s) to their entry/entries.
  - d. Each contestant may submit up to a maximum of 3 unique entries.
  - e. Only one user must upload the video entry/entries. In the case of duplicates, only the first video submitted will be considered.
  - f. For entries with duplicates, the first one submitted will be the only one considered.
  - g. When uploading the entries, the official TikTok of the Phi Lambda Delta Sorority should be tagged (@plds1969), and #EmpoweRED2022 should be added to the caption.



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## GENERAL GUIDELINES

1. In the event that two or more entries from one contestant will be selected for the Top 3 finalists, the said contestant must choose which entry they will ultimately submit for the final judging.
2. Top 3 finalists will be announced and notified on **December 28, 2022** prior to the final judging and the social media voting.
3. Social media voting for the final winner will commence from 12:00AM of **December 29, 2022** to 11:59PM of **December 31, 2022**.
4. The Phi Lambda Delta Sorority will be screening and judging the entries. If, for any purpose, the sorority deems the submission to be unqualified or falls under other reasons, the sorority reserves the right to disqualify the entry.
5. The contestant is responsible for their own production expenses and logistic arrangements. The Phi Lambda Delta Sorority is **NOT** responsible for covering or reimbursing any expense that may be incurred by the contestants.
6. The contestants and the winners agree to the use of their photograph/s, name, personal biography, submitted video and audio material/s, and the use of that information in all forms of media and communication related to the EmpoweRED Campaign without compensation, consideration or notification and hereby releases the Phi Lambda Delta Sorority, its representatives, and its organizers, from any claims or liability arising out of or with respect to such use and, in particular, irrevocably assign any and all copyright right to the Phi Lambda Delta Sorority regarding the contestant's submitted entry/material in the EmpoweRED TikTok Challenge and the contestant and his/her parents or guardians waives any and all moral rights relating to same.

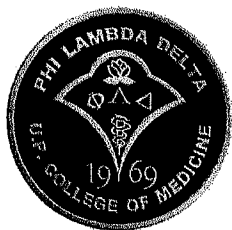
## CHALLENGE PROPER

### EMPOWERED TIKTOK CHALLENGE GUIDELINES

1. Contestants may send their own original, creative, educational, or funny TikTok entry. Challenge entries can be video, meme, skit, song, dance, spoken-word, rap, or any other format that can be shown through a TikTok post.
2. The entry must contain an **HIV PREVENTION MESSAGE OR A CALL TO ACTION, and must be scientifically accurate.**
3. The participants can also add editing effects of their liking to the visual such as texts, filters, and green screen.
4. The running time for the TikTok video should be a **minimum of FIFTEEN (15) seconds and maximum of SIXTY (60) seconds** only including visual and audio effects.
5. The quality of both audio and video should be seamless, clear, and with visual impact. Low-quality videos such as but not limited to the following: low resolution, too pixelated, too shaky, can be grounds for disqualification.
6. **Profanities or vulgarity, content not safe for work (NSFW), potentially harmful actions/activities, and violence** captured in the video will automatically mean disqualification.
7. The TikTok entry should include the campaign's official hashtag—**#EmpoweRED2022**—in both the caption and the video. Misspelled or incorrect hashtag will mean disqualification.
8. The participant's TikTok entry privacy should be set to public until the end of the contest.

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9. To ensure that all submitted entries are compliant to the established contest guidelines, a screening process will be done prior to the determining of the Top 3 finalists. Non-compliant entries will automatically merit disqualification.
10. Participants shall not infringe the Copyright Act. All soundtracks, graphics, and clips used should be royalty-free or original for upload on the internet. Otherwise, the material must be duly credited (i.e., with author/creator, title, date of publication).
11. **A link to a document containing all of the references used must be placed in the caption. Please include useful, evidence-based references that regular Filipinos can use.**
12. Duetting, stitching, and save to device option must be disabled to prevent the use of the entry for other videos. Information used in the video must be from credible sources and properly cited. A PDF file containing the title, a 280-character caption written in English, and the references cited in APA format must be submitted along with the entry.

## JUDGING & SELECTION PROCESS

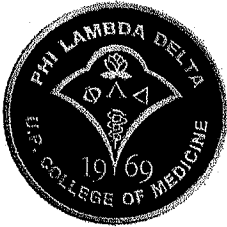
1. All judging processes will require the presence of Phi Lambda Delta representatives to witness the judging and selection procedure through virtual coordination.
2. The criteria for judging the qualified entries to determine the winners will be as follows:

DESCRIPTION	PERCENTAGE
Execution, dynamic editing, and overall quality of production	50%
People's Choice (measured in likes and views)	25%
Entertainment Value	15%
Charisma, confidence, charm	10%
TOTAL	100%

3. In the event of a tie, the contestants will have to be re-evaluated by the judges based on their entries. The same criteria will be used for judging. The contestant with the higher score will be declared as part of the finalists or the grand winners.
4. All judges' decisions are considered final.
5. The panel of judges to determine the winners of the challenge will consist of three (3) representatives from the Phi Lambda Delta Sorority.

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## PRIZES

The list of prizes will be as follows:

WINNERS	PRIZES
1ST PLACE	Php 3 000
2ND PLACE	Php 2 000
3RD PLACE	Php 1 000

## NOTIFICATION

1. The Top 3 Finalists and Grand Winner will be notified regarding the claiming of prizes by phone, email, and registered mail based on the official entry information submitted. It will also be announced during the Zoom event on **December 31, 2022** and on the EmpoweRED Facebook page.
2. Prizes can be claimed within 60 days from receipt of notification.
3. EmpoweRED representatives will contact the winners on how to claim the prizes using contact information submitted in the registration form.

For any questions or clarifications, please do not hesitate to contact Nicsy Escobar (09770158539/nlecober@up.edu.ph) or Cierre Asis (09088832471 / isasis@up.edu.ph). You may also reach us at [philambdadelatcaritas@gmail.com](mailto:philambdadelatcaritas@gmail.com) or through our Facebook page: [EmpoweRED | Facebook](#).

Sincerely,

**Isabella Cierre Salvosa Asis**  
EmpoweRED Co-Head  
A.Y. 2022-2023

**Anne Nirelle Calma Balderrama**  
EmpoweRED Co-Head  
A.Y. 2022-2023

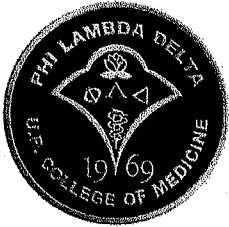
**Jia Athena Villacorta Galvez**  
EmpoweRED Co-Head  
A.Y. 2022-2023

**Marianne Beatriz Eviota Hizon**  
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Noted by:

*Nescobar*

**Nicole Jazzmine L. Escobar**  
Sister Caritas, A.Y. 2022-2023  
Phi Lambda Delta Sorority

## EXECUTIVE COUNCIL

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KATRINA ORTEZA

*Katrina O. Orteza*  
**Katrina O. Orteza**  
Superior Sister Exemplar, A.Y. 2022-2023  
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PHI LAMBDA DELTA SORORITY  
UP COLLEGE OF MEDICINE

# EMPOWERED

AN HIV AWARENESS CAMPAIGN

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1-3 PM VIA ZOOM  
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[bit.ly/HIVaware22](https://bit.ly/HIVaware22)

