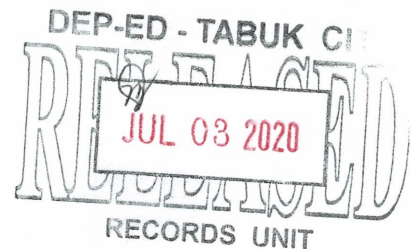




Republic of the Philippines
Department of Education
Cordillera Administrative Region
Schools Division of Tabuk City
Office of the Schools Division Superintendent

03 July 2020
DIVISION MEMORANDUM
NO. 116 s.2020



TO: All PSDS
Elementary & Secondary School Heads
All other concerned

SUBJECT: JINGLE MAKING FOR TOBACCO CONTROL

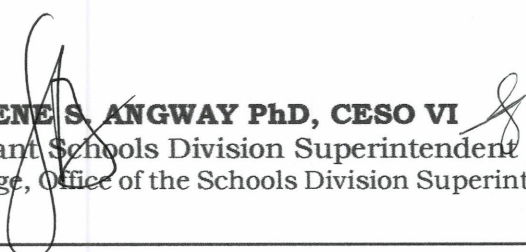
In line with the DepEd Memorandum No.55, s. 2020 titled **Dissemination and Adoption of the Theme of the World No Tobacco Day 2020 for the National No Smoking Month**, the Schools Division of Tabuk City thru the Schools Governance and Operations Division- Health Section (SGOD-HS), in coordination with the Youth Formation Coordinators and other concerned units, are leading the celebration through an online campaign dubbed **BIBO: Batang Informed tungkol sa Bisyo, Batang Iwas Bisyo**.

The campaign is anchored on the theme of the World No Tobacco Day, "Protecting youth from industry manipulation and preventing them from tobacco and nicotine use."

The National No Smoking Month which is set in June aims to strengthen the key messages of the celebration and sustain the gains of the online campaign including a series of content creation contest for DepEd personnel and learners supported by webinar workshops that are scheduled in the succeeding months.

The first in the series of contests is the **Jingle Making for Tobacco Control**. Target participants in the jingle making contest are enrolled learners and the **deadline for submission** of entries is **July 31, 2020**. Attached are the contest mechanics for reference.

For information and dissemination.


IRENE S. ANGWAY PhD, CESO VI
Assistant Schools Division Superintendent
Officer-in-Charge, Office of the Schools Division Superintendent



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Website: <https://www.depedtabukcity.com>

Attachment 1

MECHANICS FOR JINGLE MAKING

1. Theme

- 1.1 The jingle must be aligned with the theme of the World No Tobacco Day 2020: "Protecting youth from industry manipulation and preventing them from tobacco and nicotine use."
- 1.2 The lyrics must reinforce the key messages and the Frequently Asked Questions of the World No Tobacco Day campaign. (Attachment 2)

2. Participants

- 2.1 The contest is open to all learners enrolled in public elementary and high schools nationwide.
- 2.2 Participants may join individually or as a group as long as the members of the group come from the same school. Participants may be coached by a teacher(s) from the same school as the participants, or non-teaching personnel from the same Schools Division Office as the school of the participants.

3. Composition

- 3.1 The jingle must be primarily in Filipino. Minimal use of words and phrases in English—especially those that do not have direct equivalent in Filipino (e.g., vaping)—or in the participants' local language is allowed.
- 3.2 The jingle must not be more than two (2) minutes.
- 3.3 The jingle must be an original composition of participating learner(s).
- 3.4 Any musical instrument may be used as accompaniment.
- 3.5 The jingle must also be performed by learners from the same school as the composer(s).

4. Submission of Entries

- 4.1 Entries shall be submitted in MP3 format with the title of the jingle as the file name, not later than July 31, 2020, 11:59 p.m. (Philippine Standard Time).
- 4.2 The e-mail shall contain all the following attachments:
 - 4.2.1. Jingle in MP3 format
 - 4.2.2. Accomplished entry form
 - 4.2.3. Lyrics of the jingle



4.3 Soft copies of the aforementioned attachments may be downloaded from <https://bit.ly/depedbibojingle>.

4.4 Entries and required attachments must be sent through email to tobaccocontrol@deped.gov.ph using the subject Entry: Jingle Making for Tobacco Control. All accepted entries will be acknowledged.

5. Judging

5.1 The entries will be judged given the following criteria:

Musicality (Melody, harmony, accompaniment)	40%
Relevance to the theme and reinforcement of the key messages of the 2020 World No Tobacco Day	25%
Originality	20%
Audience appeal	15%
TOTAL	100%

5.2 The decision of the judges will be final and irrevocable.

6. Prizes

6.1 The best entry will be awarded Php 20,000.00 (for the learner[s]). There will be four (4) consolation prizes of Php 5,000 each (for the learner[s]). Cash prizes shall be for direct payment, subject to the usual DepEd accounting rules and regulations.

6.2 All winners and their respective coaches and schools will receive Certificates of Recognition.

7. Announcement of Winners

7.1 Winners will be announced through a memorandum from the Office of the Undersecretary for Administration.

7.2 Winners will also be announced on Facebook.

8. Usage of Submitted and Winning Entries

8.1 By submitting an entry, participants agree to grant DepEd Philippines the right without obligation, to use the submitted jingle for any purpose determined, such as uploading it on DepEd's social media platforms and featuring it in DepEd's programs and activities both online and offline.

8.2 DepEd shall have the right of ownership of the winning entries, which may be improved for official use and distribution.

