



Republic of the Philippines  
**Department of Education**  
REGION VII – CENTRAL VISAYAS  
SCHOOLS DIVISION OF NEGROS ORIENTAL

Office of the Schools Division Superintendent

05 APR 2022

DIVISION MEMORANDUM

No. 295, s. 2022

**GUIDELINES ON THE BIDA KID CAMPAIGN ROLL-OUT**

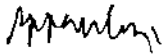
To: Assistant Schools Division Superintendents  
Chief, CID and SGOD  
Senior Education Program Specialists/ Education Program Specialists II  
Public Schools District Supervisors/Districts-In-Charge  
Public Elementary and Secondary School Heads  
All School Information Coordinators  
All Others Concerned

1. Attached is Regional Memorandum No. 0291, s. 2022 announcing the released Guidelines on the BIDA Kid Campaign Roll-Out.
2. All public elementary and secondary schools are hereby directed to adhere to the said guidelines to ensure proper use of the campaign materials of the BIDA Kid Campaign and support in the implementation of the expansion phase of limited face-to-face classes reiterating the strict observance of health and safety standards and protocols.
3. All School Information Coordinators (SICs) are hereby requested to assist in the BIDA Kid Campaign and utilize the campaign materials provided in this link: <http://bit.ly/BIDAKidCampaignMaterials>.
4. The BIDA Kid Campaign jingle is provided in three variations, Filipino, Ilocano and Bisaya which can be accessed in this link: <https://drive.google.com/drive/u/2/folders/1HxFk66KSHdCLRZiqFMTd7778mUgQ2Raf>.
5. Schools are requested to post the campaign materials and play the jingle in their school programs.
6. Please refer to the attached Memorandum on the instructions on the prescribed use of the campaign materials and list of support requests for the field offices and all other learning communities to amplify the reach of the said campaign.
7. Schools are also encouraged to launch the BIDA Kid campaign in their communities.



Address: Kagawasan Avenue, Capitol Area, Daro, Dumaguete City  
Telephone Nos.: (035)225-2838 / 225-0667 / 422-7644  
Email Address: negros.oriental@deped.gov.ph

8. For further inquiries, you may contact Ms. Patricia Morales of the Public Affairs Service at (02) 8633-2120 or at [patricia.morales001@deped.gov.ph](mailto:patricia.morales001@deped.gov.ph).
9. For widest and immediate dissemination.

  
**SENEN PRISCILLO P. PAULIN, CESO V**  
Schools Division Superintendent  
4/6/22

SPP/JMA-MRP-NLR/SGOD/KPH/kpation  
April 7, 2022





Republic of the Philippines  
**Department of Education**  
REGION VII – CENTRAL VISAYAS

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**Office of the Regional Director**

REGIONAL MEMORANDUM

No. \_\_\_\_\_, s. 2022

**GUIDELINES ON THE BIDA KID CAMPAIGN ROLL-OUT**

To: Schools Division Superintendents/OICs  
All Division Information Officers  
All School Information Coordinators  
All Others Concerned

1. For the information and guidance of all concerned, attached is a Memorandum from the Office of the Public Affairs Service- Department of Education, regarding the Guidelines on the BIDA Kid Campaign Roll-Out.
2. The said guidelines shall ensure proper use of the campaign materials of the BIDA Kid and support in the implementation of the expansion phase of limited face-to-face classes, reiterating the strict observance of health and safety standards and protocols.
3. All Information Officers in this region are hereby requested to assist in the promotion of the BIDA Kid Campaign, utilizing the campaign materials provided in this link: <https://www.deped.gov.ph/wp-content/uploads/2021/04/BIDA-Kid-Campaign-Materials>. A jingle on the BIDA Kid Campaign is provided in three variations: Filipino, Ilocano, and Bisaya which can be accessed in this link: <https://www.deped.gov.ph/wp-content/uploads/2021/04/BIDA-Kid-Campaign-Jingles>.
4. All Information Officers are requested to watch and share the launch of BIDA Kid, livestreamed on DepEd Philippines Facebook Page and all other DepEd Tayo Facebook Pages on April 5, 2021, as they are encouraged to conduct their localized launch of the said campaign in collaboration with their health and DRRM team counterparts.
5. Also in the attached Memorandum are instructions on the prescribed use of the campaign materials, and list of support requests for the field offices and all other learning communities to amplify the reach of the said campaign. For further inquiries, kindly contact Ms. Patricia Morales of Public Affairs Service at (02) 8633-2120 or at [patricia.morales@deped.gov.ph](mailto:patricia.morales@deped.gov.ph).



**Address:** Doña M. Gaisano St., Sudlon, Lahug, Cebu City  
**Telephone Nos.:** (032) 231-1433; (032) 414-7399  
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6. Immediate dissemination of and compliance with this Memorandum is enjoined.

**SALUSTIANO T. JIMENEZ JD, EdD, CESO V**  
Director IV  
Office of the Regional Director

STJ/CAL/DM/ARV

*lpsar*

**SALUSTIANO T. JIMENEZ, LL.B.**  
Assistant Schools Division Superintendent  
Officer-In-Charge

This designation takes effect immediately and unless sooner removed for a cause, you shall have a fixed term of one (1) year.

4. Undertake post-qualification proceedings;
5. Resolve motion for reconsideration; and
6. Recommend awards of contracts to the head of procuring entity.



Republic of the Philippines  
**Department of Education**  
 PUBLIC AFFAIRS SERVICE

**MEMORANDUM**  
**PAS-OD-2022-029**

**FOR :** REGIONAL DIRECTORS  
 SCHOOLS DIVISION SUPERINTENDENTS  
 PUBLIC ELEMENTARY AND SECONDARY SCHOOL HEADS

**ATTN :** REGIONAL INFORMATION OFFICERS  
 DIVISION INFORMATION OFFICERS  
 SCHOOL INFORMATION COORDINATORS

**FROM :** JUNE ARVIN C. GUDOY  
 Director IV

**SUBJECT :** GUIDELINES ON THE BIDA KID CAMPAIGN ROLL-OUT

**DATE :** 31 March 2022

In line with the BIDA Kid Campaign of the Department of Education (DepEd), Department of Health (DOH), and the United States Agency for International Development (USAID), the Public Affairs Service (PAS) of the DepEd Central Office is releasing these guidelines on the use of the campaign materials to field offices and schools.

These resources will help remind learners, parents, and teaching and non-teaching personnel of the Department to strictly adhere to the important health and safety standards in the expansion phase of limited face-to-face classes.

In this line, we are encouraging all RIOs, DIOs, and SICs to watch and share the livestream of the Launch of the BIDA Kid Campaign on April 5, 2022. The program will be livestreamed on DepEd Philippines Facebook page.

We are also requesting all information officers to promote the BIDA Kid campaign with the help of the provided campaign materials.

<b>Campaign Material</b>	<b>Prescribed Use</b>
Jingle (in Filipino, Ilocano, Bisaya)	To be played by/in: <ul style="list-style-type: none"> <li>• Government and Private Local TV Stations</li> <li>• Partner Regional Radio Stations</li> <li>• DepEd Regions' Broadcast Programs</li> <li>• School-wide Programs</li> </ul>



2<sup>nd</sup> Flr. Aguinaldo Bldg. - Motorpool Area, DepEd Complex, Meralco Avenue, Pasig City  
 Telephone No.: (02) 6316033; 6332120; 6337254

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 PHILIPPINES



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Republic of the Philippines  
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	<ul style="list-style-type: none"> <li>• Office-wide Programs</li> <li>• Community Events</li> </ul>
Music Video	<p>To be played by/in:</p> <ul style="list-style-type: none"> <li>• Government and Private Local TV Stations</li> <li>• Partner Regional Radio Stations</li> <li>• DepEd Regions' Broadcast Programs</li> <li>• School-wide Programs</li> <li>• Office-wide Programs</li> <li>• Community Events</li> </ul>
Commercials	<p>To be played by/in:</p> <ul style="list-style-type: none"> <li>• Government and Private Local TV Stations</li> <li>• Partner Regional Radio Stations</li> <li>• DepEd Regions' Broadcast Programs</li> <li>• School-wide Programs</li> <li>• Office-wide Programs</li> <li>• Community Events</li> </ul>
Posters and Banners	<p>For display in:</p> <ul style="list-style-type: none"> <li>• Classrooms</li> <li>• School Entrances, Assembly Halls</li> <li>• DepEd Division Offices</li> <li>• DepEd Regional Offices</li> <li>• Barangay Offices</li> <li>• Barangay Court</li> <li>• Barangay Health Stations</li> <li>• Local Health Offices</li> <li>• Major roads</li> <li>• Major transport terminals</li> </ul> <p>For posting/crossposting in:</p> <ul style="list-style-type: none"> <li>• Social Media Pages of Schools, Divisions, and Regions, internal and external partners</li> </ul>
Booklets	For distribution to learners and parents
Coloring Pages	For distribution to learners
BIDA Kid Standee	For display in schools, division, and regional offices

BIDA Kid campaign materials can be accessed at <https://www.deped.gov.ph/resources/magazines>. The jingle has three variations, Filipino, Ilocano, and Bisaya, and can be used by field offices depending on the dominant language in the region. The versions can be accessed here: <https://www.deped.gov.ph/resources/2/folder1/PHS/DepEd%20LRRD%20Magazine%20-%20Filipino>, <https://www.deped.gov.ph/resources/2/folder1/PHS/DepEd%20LRRD%20Magazine%20-%20Ilocano>, <https://www.deped.gov.ph/resources/2/folder1/PHS/DepEd%20LRRD%20Magazine%20-%20Bisaya>.



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Moreover, RIOs, DIOs, and SICs are also encouraged to organize local BIDA Kid launch and other related activities, in collaboration with their respective School Health and DRRM team counterparts, to further promote the campaign.

In addition, PAS seeks the support of field offices, in coordination with their respective LGUs, local partners, and community members, to the following promotional efforts.

1. Photo documentation of local BIDA Kid activities
2. Social media posting of BIDA Kid implementation and efforts
3. Development of localized BIDA Kid materials
4. Coordination with local partner media organizations for possible ad space for the BIDA Kid jingle or music video


For inquiries or clarifications, please contact **Ms. Patricia Morales** of Public Affairs Service at (02) 8633-2120 or email her at [pas@deped.gov.ph](mailto:pas@deped.gov.ph)

For guidance and strict compliance.

Thank you.



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Telephone No.: (02) 6316033; 6332120; 6337254

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