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Department of Education
NATIONAL CAPITAL REGION
SCHOOLS DIVISION OFFICE OF MUNTINLUPA CITY

MARCH 7, 2025

Advisory No. 016 s. 2025
March 3, 2025

In compliance with DepEd Order (DO) No. 8, s. 2013
This advisory is issued not for endorsement per (DO) 28, s. 2001
but only for the information of DepEd officials,
personnel/staff, as well as the concerned public.
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PUBLIC HEALTH CONVENTION 2025

Attached is a letter from Ms. Rysa Antonette Ang, Head, External Partnerships, Public Health Convention 2025, dated February 18, 2025, the contents of which are self-explanatory, for the information and guidance of all concerned.

Participation of public and private schools shall be subject to the no-disruption of-classes policy stipulated in DepEd Order No. 9, s. 2005 entitled Instituting Measures to increase Engaged Time-on-Task and Ensuring Compliance Therewith.

CTCC/ PUBLIC HEALTH CONVENTION 2025
016/March 7,, 2025

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18 February 2025

VIOLETA M. GONZALES

Superintendent

Schools Division Office - Muntinlupa
Department of Education

Greetings, Superintendent Gonzales!

We are the **Health Sciences Society of the Ateneo (HSS)**, the home organization of all Health Sciences majors at the Ateneo de Manila University. We collectively advocate for a multi-faceted perspective of health by championing innovative public health initiatives as outstanding health professionals, dynamic leaders, and decisive social catalysts.

This year, the HSS will hold the **Public Health Convention 2025 (PHC 2025)**, the first iteration of our revamped flagship project, designed to inspire and empower students to address pressing issues in Philippine public health. Scheduled for **March 22, 2025**, at the **Escaler Hall** of the **Ateneo de Manila University**, the convention aims to bring together students, experts, and advocates to foster engagement and collaboration. With the theme of Navigating Spectrums: The Philippine Public Health Landscape, the event will explore the diverse challenges and opportunities shaped by governance and societal structures within the country's healthcare system.

In line with this mission, we would like to humbly ask for the support of your good office in facilitating the **endorsement and promotion of PHC 2025** to schools within your city, both public and private. This is because we believe that your support would enhance the success and reach of the program, especially because we believe that this aligns with our goal to create transformative and sustainable solutions for public health.

Collaborating with the Department of Education is not just an opportunity but a pivotal step in achieving legitimacy and credibility. By aligning our goals and working together, we can position the convention as a **flagship endeavor that sets the standard for public health advocacy and education**, resonating within our community and beyond.

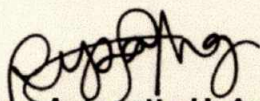
Attached herewith is our endorsement primer containing more details regarding the event. We look forward to your favorable response **on or before February 24, 2025**.

If you have any concerns, questions, or negotiations regarding the proposal, feel free to relay them through the contact information included in this letter or through this email.

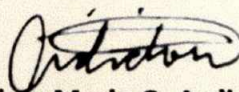
Thank you for your time and consideration. We look forward to building a successful partnership with you. Have a great day, and keep safe!



To public health and beyond,



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P R I M E R

Health
Sciences
Society of
the Ateneo



Public Health
Convention 2025

CONTENT

ABOUT THE CONVENTION	2
PLENARY SESSION	
PARALLEL SESSIONS	
EVENT PROGRAM FLOW	6
ABOUT CASE COMPETITION	8
GENERAL MECHANICS AND GUIDELINES	9
TEAM COMPOSITION AND ELIGIBILITY	
REGISTRATION PROCESS	
COMPETITION STRUCTURE	
IMPORTANT REMINDERS & CONTACTS	10

ABOUT THE CONVENTION

The Health Sciences Society of the Ateneo (HSS) – the home organization of all the BS Health Sciences majors of the Ateneo De Manila University is committed to advancing public health advocacy and fostering collaboration among individuals passionate about making meaningful contributions to the field. This year, we are proud to launch our inaugural **Public Health Convention 2025** with the theme *"Navigating Spectrums: The Philippine Public Health Landscape,"* a flagship event aimed at addressing public health issues and fostering interdisciplinary dialogue to inspire actionable solutions.

The convention is a whole-day event composed of a **Plenary Session**, followed by five simultaneous **Parallel Sessions** in the morning. The **Plenary Session** is a large gathering where all participants come together to hear from keynote speakers and panelists, offering a broad perspective on critical public health issues. On the other hand, the **Parallel Sessions** provide attendees with the opportunity to join more focused discussions on specific public health topics, fostering interactive and engaging conversations with experts and peers.

The **Case Competition** will be held in the afternoon, where the **Top 5 finalists** will be announced and will be presenting their respective case solutions. The target audience for the convention consists of **students** (Ateneans and Non-Ateneans). The convention also seeks to gather students who are affiliated partner organizations. The convention believes in the capacity of the youth to advance public health advocacies and to effectively navigate the wide spectrums of the field of public health.

PLENARY SESSION



HEALTH IS POLITICAL:

Public Health in the Philippine National Elections

Leadership plays a critical role in shaping public health outcomes, with elected officials serving as key decision-makers in policy formulation, resource allocation, and program implementation. In the Philippine context, the intersection of governance and public health is evident, as leaders impact the accessibility, equity, and quality of healthcare services. This discussion **explores how electoral choices influence public health policies and priorities, examines the implications of leadership decisions during health crises, and highlights the need for accountability and evidence-based governance.** Moreover, the topic will cover **the role of political platforms in addressing health inequities**, the effectiveness of policies introduced by past administrations, and strategies to engage the electorate in making health-centric decisions. This session will also focus on practical strategies to enhance the rollout of UHC in the Philippines. It will **highlight the role of government agencies, local government units (LGUs), and community engagement in achieving health for all.** Participants will gain insights into how UHC can reduce health disparities and improve the overall well-being of Filipinos.

PARALLEL SESSIONS

ADDRESSING HEALTH INEQUITIES: Barriers to Healthcare Access for Marginalized Populations

Health inequities remain a significant challenge in the Philippines, particularly for marginalized populations such as indigenous peoples, persons with disabilities, and low-income families. These groups face **multiple barriers to accessing healthcare**, including financial constraints, geographic isolation, cultural differences, and systemic discrimination. Addressing these inequities requires a multi-faceted approach, including the **improvement of healthcare infrastructure in rural areas, financial support programs for underserved populations, and culturally sensitive health initiatives that respect diverse traditions and practices**. This session will explore the root causes of healthcare access barriers in the Philippines, showcase successful interventions, and discuss policy recommendations to promote equity in healthcare delivery. It aims to **empower participants** with practical knowledge and strategies to **reduce these disparities** and ensure that no one is left behind in the country's healthcare system.

HEALTH IN THE EYE OF CLIMATE CRISIS: Impact of Climate Change on Health

Climate change is not just an environmental issue; it is also a growing public health concern. In the Philippines, **extreme weather events** like typhoons, floods, and heatwaves are becoming more frequent and severe, **putting people's health at risk**. These events can lead to injuries, displacement, and outbreaks of diseases like dengue, leptospirosis, and waterborne illnesses. Rising temperatures and changes in rainfall patterns also affect food production, leading to malnutrition in vulnerable communities. This session will discuss how climate change impacts health in the Philippines, focusing on the most affected populations. It will **highlight the need for stronger disaster preparedness, climate-resilient health systems, and community-based solutions to protect public health in a changing climate**.

PARALLEL SESSIONS

DATA-DRIVEN PUBLIC HEALTH: Leveraging Health Informatics for Improved Health Outcomes

In an era where information drives action, **data has become a foundation of effective public health policymaking**. This session delves into the **transformative role of data in shaping evidence-based health policies**, highlighting its potential to address inequities, optimize resource allocation, and guide interventions. Participants will explore how robust data systems can empower leaders to make informed decisions, align health priorities with national development goals, and advocate for accountability in governance. Discussions will focus on addressing systemic barriers, improving data accessibility, and leveraging technology to enhance health outcomes. The session will offer practical insights on using data-driven approaches in advocacy, policy formulation, and community initiatives, encouraging participants to champion a culture of evidence-based decision-making for a healthier Philippines.

PREPARING FOR FUTURE PANDEMICS: Lessons from COVID-19

The COVID-19 pandemic exposed significant vulnerabilities in global health systems, highlighting the need for **comprehensive preparedness plans to address future health crises**. In the Philippines, the challenges of managing pandemic response, from early detection to healthcare system overload, **underscored the importance of a coordinated, multi-sectoral approach to pandemic preparedness**. This session will explore **strategies for strengthening the country's ability to prevent, detect, and respond to future pandemics**. Discussions will highlight lessons learned from COVID-19, identify gaps in current preparedness plans, and propose actionable recommendations for improving pandemic resilience. This session aims to provide a clear framework for **building a more responsive public health system that can effectively mitigate the impacts of future pandemics**.

3

4

PARALLEL SESSIONS

HEALTH INFORMATION LITERACY: Navigating the Digital Health Landscape

In the digital age, social media has become a dominant platform for disseminating health information, offering both opportunities and challenges in **public health communication**. While it enables widespread access to health messages, it also contributes to the spread of misinformation and confusion. In the Philippines, where social media use is high, the impact of inaccurate health information can be detrimental to public health. This session will explore the importance of health information literacy, focusing on how individuals can critically assess the reliability of health content shared online. It will examine the **role of social media in shaping health behaviors and discuss strategies for promoting accurate health messaging**. The session will also address the challenges of combating misinformation and explore successful approaches for using social media as a **tool for health advocacy and education**.

PHC 2025 EVENT PROGRAM FLOW

Time	Activity
7:30 AM - 8:30 AM	Registration and Ingress
8:30 AM - 8:35 AM	Invocation
8:35 AM - 8:50 AM	Opening Remarks
8:50 AM - 9:00 AM	Ice Breakers
9:00 AM - 9:05 AM	Introduction of Plenary Speaker
9:05 AM - 10:05 AM	Plenary Talk
10:05 AM - 10:25 AM	Open Podium
10:25 AM - 10:30 AM	Awarding of Certificate of Appreciation for the Plenary Speaker and Photo Opportunity
10:30 AM - 10:40 AM	Short Break
10:40 AM - 11:00 AM	Mobilization to Parallel Sessions
11:00 AM - 11:10 AM	Housekeeping and Introduction of Parallel Session Panels
11:10 AM - 12:00 PM	Parallel Sessions and Discussions
12:00 PM - 12:10 PM	Parallel Session - Q&A Portion
12:10 PM - 12:15 PM	Awarding of Certificate of Appreciation for the Plenary Speaker and Photo Opportunity

5

6

PHC 2025 EVENT PROGRAM FLOW

Time	Activity
12:15 PM - 1:00 PM	Lunch
1:00 PM - 1:20 PM	Mobilization Going Back to Escaler Hall
1:20 PM - 1:25 PM	Program Spiels and Audience Engagement
1:25 PM - 1:35 PM	Case Explainer and Introduction of Case Competition Judges
1:35 PM - 1:40 PM	Announcement of 5 Finalists
1:40 PM - 1:45 PM	Reading of Criteria for Judging
1:45 PM - 3:15 PM	Case Competition Proper
3:15 PM - 3:25 PM	Short Break
3:25 PM - 3:40 PM	Audience Engagement while Ongoing Tabulation
3:40 PM - 3:50 PM	Announcement of the Results of the Case Competition
3:50 PM - 4:00 PM	Closing Remarks and Closing Spiels
4:00 PM - 4:10 PM	Event Evaluations
4:10 PM - 4:30 PM	Photo Opportunity and Egress

ABOUT THE CASE COMPETITION

The **Public Health Convention 2025 Case Competition** invites senior high school students to engage with **real-world public health issues in the Philippines**. Participating teams will analyze a specific public health case, develop innovative solutions, and showcase their proposals during the convention. This competition aims to inspire creative thinking and practical problem-solving among young leaders, fostering their interest in public health.

7

8

GENERAL MECHANICS AND GUIDELINES

Team Composition & Eligibility

- Each team should consist of **exactly five (5) members**, all of whom must be currently enrolled in senior high school from the same school.
- Schools may send a maximum of **one team (1)** per institution.

Registration Process

- Complete the registration form, submit a school endorsement letter, provide proof of enrollment for each member, and secure signed parental consent forms.
- Each team member, including the coach, is required to pay a **₱200** registration fee.
- To know more about the registration process, read through the registration guidelines: <https://tinyurl.com/Registration-PHC>
- Register through this link: <https://tinyurl.com/RegisterHere-PHC2025>

Competition Structure

- Attendance at the orientation is **mandatory** for all team members. You will receive an introduction to the competition mechanics, the case study, and the analysis framework. A Q&A session will follow. Failure to attend will result in disqualification.
- For the **Qualifying Round**, teams will have **seven (7) days** to analyze the case study and submit an executive summary and analysis deck (*due March 15, 2025*).
- For the **Final Round**, the Top 5 teams will **present live** at the convention. Awards will be evaluated based on problem analysis, solution quality, implementation plan and presentation. The finalists will be revealed during the convention.

IMPORTANT REMINDERS

- **Decorum:** Participants must maintain sportsmanship and abide by all competition rules. Violations may lead to disqualification, and such decisions are final.
- **Research:** Proper citation of sources is required, and only publicly available data should be used. Plagiarism will result in immediate disqualification.
- **Communication:** All official communication must be through the registered email. Responses will be given within 24 hours, and updates will be posted on official social media platforms.
- **Intellectual Property:** All competition materials created by the organizing committee are the property of the Health Sciences Society of the Ateneo and Ateneo de Manila University and should not be shared without written consent.

CONTACTS

For the latest updates and information, follow us on:
 Facebook Page: **HSS Public Health Convention 2025**
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For further queries, please contact:
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9

10