



Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION

SCHOOLS DIVISION OFFICE OF MUNTINLUPA CITY

Office of the Schools Division
Superintendent

MAY 14 2025

MEMORANDUM

DEVELOPMENT/PRODUCTION OF CONTEXTUALIZED GENDER AND DEVELOPMENT (GAD) IEC/ADVOCACY MATERIALS COMPETITION

To: OIC-Assistant Schools Division Superintendent
Chief Education Supervisor, Curriculum Implementation Division
OIC-Chief Education Supervisor, School Governance and Operations Division
Public Elementary and Secondary School Heads/OICs
All Others Concerned

1. Attached is Regional Memorandum No. 365 s. 2025 dated April 15, 2025, on the above-captioned title, the contents of which are self-explanatory, for the information and guidance of all concerned.
2. The said activity aims to combat all forms of bullying in schools and in the workplace in the National Capital Region. Likewise, all personnel are encouraged to join in the said competition.
3. Attached to this Memorandum are the contest guidelines, schedule, and video consent form, for reference.
4. All entries shall be submitted to Social Mobilization and Networking Unit c/o Ms. Cecilia Teresa C. Claudel, Division Gender and Development Focal Person, on or before July 18, 2025.
5. Immediate and wide dissemination of this Memorandum is desired.


VIOLETA M. GONZALES

Assistant Schools Division Superintendent
Officer-in-Charge
Office of the Schools Division Superintendent

Enclosure: As stated
References: As stated
To be indicated in the Perpetual Index
under the following subjects:

PROGRAMS

CTCC/ DEVELOPMENT/PRODUCTION OF CONTEXTUALIZED GENDER AND DEVELOPMENT IEC/ADVOCACY MATERIALS
COMPETITION
204 / 5/9/25

UN-2025-204

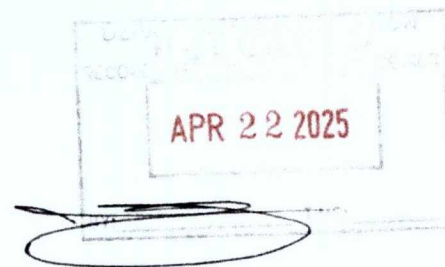
204



Student Center for Life Skills Bldg., Centennial Ave, Brgy. Tunasan, Muntinlupa City
8805-9935, 8805-9940
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Republic of the Philippines
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April 15, 2025


REGIONAL MEMORANDUM

No. 365 s. 2025

To: GAD Focal Point System
Schools Division Superintendents
All Others Concerned

DEVELOPMENT/PRODUCTION OF CONTEXTUALIZED GAD IEC/ADVOCACY MATERIALS COMPETITION

1. In reference to DepEd Order no. 40, s. 2012 also known as DepEd Child Protection Policy, DepEd Order no. 55 s, 2013 or the Implementing Rules and Regulations of Republic Act no. 10627 otherwise known as The Anti-Bullying Act of 2013 and to support the region's initiative to ensure a learner-centered environment, this Office through the initiative of the Regional Office GAD Secretariat, will conduct the above-captioned activity on June 6, 2025 to August 15, 2025.
2. This activity aims to combat all forms of bullying in schools and in the workplace in the National Capital Region. **All GAD Focal Point System (GFPS) of the Schools Division Offices** are requested to spearhead the planning, screening, and selection of the best IEC/Advocacy materials of their respective entries.
3. Please find the attached mechanics and guidelines.
4. Immediate dissemination of this Memorandum is directed.


JOCELYN DR ANDAYA
Regional Director, NCR
concurrent Officer-In-Charge, Office of the
Assistant Secretary for Operations



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**Development/Production of Contextualized GAD
IEC/Advocacy Materials Competition**

GUIDELINES ELIGIBILITY AND PARTICIPATION

1. Open to: All 16 Schools Division Offices (SDOs) with only one (1) entry per SDO.
2. Eligible Participants: Amateurs currently employed in the department. Professional filmmakers and video artists are not eligible.

SUBMISSION GUIDELINES

1. Registration: All participants must register to this link or QR Code <https://forms.office.com/r/Fnwy8VZQSK> until June 6, 2025



2. Video Specifications:
 - Duration: 2 minutes
 - Format: MP4
 - Device: Any digital camera device (e.g., cell phone, iPad, webcam, camcorder)
 - Topic: **Bullying**
3. Credits: The video must include credits showing participants' names and roles.(if necessary)
4. Copyright: Ensure compliance with copyright laws regarding music, images, and clip art.

JUDGING CRITERIA

1. Video Content Relevance: Relevance to the topic of bullying
2. Creativity: Originality and creativity in presenting the message
3. Flow: Smooth transition and coherence of the video
4. Technical Aspects: Quality of video and audio



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5. Presentation: Effectiveness in conveying the message
6. Audience Engagement: Measure of audience impression on the video.

IMPORTANT DATES

1. Submission Deadline: July 28, 2025
2. Posting of Entries: July 30, 2025, 12:00 nn on respective SDO Facebook pages
3. Judging Period: July 30 - August 15, 2025
4. Awarding: August 18, 2025, during the flag-raising ceremony in the Regional Office

ADDITIONAL REQUIREMENTS

1. Script and Text: Ensure that all scripts and texts are gender-sensitive and written in either English or Tagalog.
2. Submission of Entries: To submit your entry, please upload your video to OneDrive and email the link to chea.eden@deped.gov.ph.

CRITERIA	DESCRIPTION	PERCENTAGE
Relevance to the identified gender issue (Child Abuse)	The video material readily explains the gender issue.	35%
Originality and Creativity	The work must be original and creative, the videographer has artistically woven images, texts, messages, and background music	20%
Technical Quality	Adherence to the technical requirements and containing creatively and correctly used elements such as texts, illustrations, etc.	10%
Flow	Smooth transition and coherence of the video	10%
Presentation	Effectiveness in conveying the message	20%
Audience Engagements (hearts, likes, comments, and shares)	Measure of audience impression on the video.	5%



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VIDEO CONSENT AND RELEASE FORM

I, **(first and last name of "Recorded Party")**, hereby DepEd National Capital Region, Regional Office the right and permission to copyright and/or publish, reproduce or otherwise use my name, voice, and likeness in video, photographs, written materials, and audio-visual recordings. I acknowledge and understand these materials may be used for Information, Education, and Communication and advocacy campaign purposes.

I understand that my image may be edited, copied, exhibited, published and/or distributed. I also understand this material may be used individually or in conjunction with other media in any medium, including without limitation to print publications, digital publications, and/or public broadcast for any lawful purpose. There is no time limit on the validity of this release nor are there any geographic limitations on where these materials may be distributed.

I hereby acknowledge and grant DepEd National Capital Region, Regional Office all ownership rights and irrevocable right and permission to use, copyright, publish, distribute, and/or promote the recorded video, photo, interview, and/or audio.

I understand that my participation is voluntary and that I may, at any time, discontinue my involvement before signing this document. If I choose to discontinue participation, I will notify the DepEd National Capital Region, Regional Office by providing written notice.

I understand that National Capital Region, Regional Office can see no risk presently, and that I take full responsibility for my involvement in this project and the risks that it may entail (be they legal, physical, or mental) and release DepEd National Capital Region, Regional Office from any claims, demands, losses, damages, suits, and liabilities of any kind whatsoever in connection with the foregoing.

I hereby certify that I am over eighteen years of age and am competent to contract in my own name insofar as the above is concerned. *If I am under eighteen years of age, my parents or legal guardians have read this document and have given their consent by signing below.*

By signing this form, I acknowledge that I have completely read and fully understand the above consent and release and agree to be bound thereby. I hereby release any and all claims against any person or organization utilizing this material for educational, promotional, and/or any other lawful purpose whatsoever.

Participant Name (please print): _____

Participant Signature: _____

Date: _____

Parent/Legal Guardian Name (please print): _____

Parent/Legal Guardian Signature: _____

Date: _____