



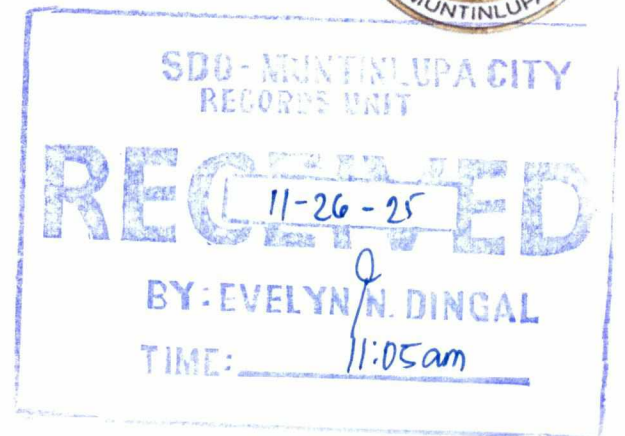
Republika ng Pilipinas
PAMAHALAANG LUNGSOD NG MUNTINLUPA
TANGGAPAN NG PANGKALUSUGAN



CHO.Com 25 - 2945

November 24, 2025

MS. VIOLETA M. GONZALES, CESO VI
Assistant Schools Division Superintendent
Officer-in-Charge
Office of the Schools Division Superintendent



Dear **Ms. Gonzales**,

Greetings!

The City Health Office, through its Health Promotion Unit, respectfully seeks the assistance of your good office in disseminating information regarding our upcoming **TikTok Challenge** to all public and private schools within the city.

This initiative aims to promote Adolescent and Mental Health Awareness, highlight common challenges faced by young people, and strengthen understanding of available prevention strategies and support systems. By engaging students through a digital and creative platform, we hope to encourage meaningful participation and empower the youth to advocate for mental well-being in their respective school communities.

In line with this, we kindly request the support of your office in endorsing and circulating the activity guidelines to school heads, student organizations, and campus clubs to encourage participation among learners. The full mechanics and details of the activity are attached for your reference.

Should you have any questions or require further clarification, please feel free to email us at chohepomuntinlupa@gmail.com or contact **Ms. Irra Aguilar** at **0950-834-3133**.

Thank you very much for your continued support of our health-related activities and initiatives for the youth. We look forward to your favorable response.

Respectfully yours,


CAROLYN H. MAGALONG, MD
Acting Head
City Health Office



Mindful Youth

TIKTOK CHALLENGE IN SUPPORT OF ADOLESCENT AND MENTAL HEALTH PROGRAM

The activity is an initiative designed to empower young people by encouraging and supporting their active participation in promoting wellness and self-care for both mental and adolescent health.

Open to all Grade 7 to College students

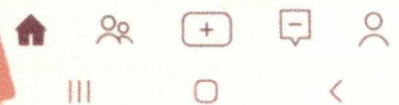
The entry must highlight the **Adolescent and Mental Health Awareness** - raising awareness on common challenges, prevention, and support systems for mental and adolescent health.

For more information, message us at chohepomuntinlupa@gmail.com or call 09508343133

▶ JOIN NOW

Interested participants can register to this link <https://bit.ly/4obWLOi> or Scan QR Code

























































































































































































































































































































TIKTOK CHALLENGE

I. ACTIVITY BACKGROUND

The **Tiktok Challenge in Support of Adolescent Health and Mental Health Program** is an initiative designed to empower young people by encouraging and supporting their active participation in promoting wellness and self-care for both mental and adolescent health. This activity recognizes the vital role of the youth as advocates of positive change and aims to provide them with a creative platform to express their voices and ideas.

In addition, the activity is intended to expand the reach of youth-led advocacy by maximizing the use of online platforms, particularly Tiktok, to connect with a wider audience. By harnessing the creativity and digital engagement of the youth, the program can effectively spread awareness and inspire more young people to prioritize their health, practice self-care, and become advocates for mental and adolescent health in their communities.

Objectives:

1. Empower adolescents to actively engage in promoting wellness, self-care, and healthy lifestyle practices.
2. Raise awareness on adolescent health and mental health concerns through a creative and youth-friendly platform.
3. Expand the visibility and reach of youth-led advocacy by utilizing Tiktok and other online platforms to engage a broader audience.
4. Encourage peer-to-peer influence by showcasing positive health behaviors through short, engaging, and relatable content.

II. PROGRAM / PLAN

General Guidelines:

The activity is open to all **Grade 7 to College students** who must be a resident of Muntinlupa City.

Mechanics:

- Participants must be enrolled in any of the public or private schools in Muntinlupa City.
- **Individual or group (max. 5 members) participants are welcome to join.**
- All submitted work must be **original, creative, and youth-friendly**. Strictly **one entry per participant (individual or group) only**.
- The ideal length for the video is **2 to 5 minutes**, and should be recorded in **portrait format**.
- The entry must highlight the:
 - **Adolescent and Mental Health Awareness** - raising awareness on common challenges, prevention, and support systems for mental and adolescent health.

***CHO – Health Promotion Unit*

Centennial Avenue, Laguerta, Tunasan, Muntinlupa City, Philippines 1773



Republic of the Philippines
CITY GOVERNMENT OF MUNTINLUPA
City Health Office



- The content's language must be appropriate for an audience of all ages. **Content with foul and offensive language will strictly be disqualified.**
- Background music, captions, or effects may be used, provided they are appropriate and free of harmful or discriminatory content.
- All entries must be submitted to the Health Promotion Unit for monitoring and evaluation, chohepomuntinlupa@gmail.com, **on or before December 12, 2025.**
- Interested participants can register to this link <https://bit.ly/4obWIOi>
- All approved entries must be uploaded to the official social media account of the City Health Office, and the posting date will be communicated to the participants by the aforementioned office. Once posted, the public may like/react, comment, and share the entries, which will contribute to the total score for judging.
- Winner will be selected based on the following criteria:

Criteria	
Relevance to the theme	40%
Originality and Overall Creativity	30%
Audience and Online Engagement	30%
TOTAL	100%

- Prizes will be as follows:
 - Winner - P5,000.00
 - 1st Runner Up - P3,000.00
 - 2nd Runner Up - P2,000.00
 - Five (5) Consolation Prizes - P1,000.00 each

**CHO – Health Promotion Unit

Centennial Avenue, Laguerta, Tunasan, Muntinlupa City, Philippines 1773

