



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

Office of the Schools Division
Superintendent

SEP 29 2026

MEMORANDUM

**DEVELOPMENT/PRODUCTION OF CONTEXTUALIZED GAD
IEC/ADVOCACY MATERIALS COMPETITION**

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

1. Attached is Regional Memorandum No. 662, s. 2026, dated August 24, 2026, on the above-captioned title, the contents of which are self-explanatory, for the information and guidance of all concerned.
2. Attention is invited to items two to four of the said Memorandum, relative to the details and guidelines of the said competition.
3. Deadline of submission of entries at the Division Level is on or before **October 7, 2026**.
4. For related inquiries and concerns, please contact Ms. Cecilia Teresa C. Claudel, Education Program Specialist/Division GAD Focal Person and Mr. King Solidini J. Torres, Project Development Officer I/Division LRP Focal Person at 8805-9935 to 40, loc. 121.
5. Immediate and wide dissemination of this Memorandum is desired.


VIOLETA M. GONZALES CESO VI
Schools Division Superintendent

Enclosure: As stated

References: None

To be indicated in the Perpetual Index

under the following subjects:

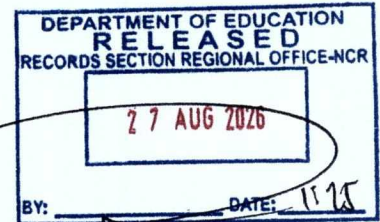
LEARNERS COMPETITION GENDER AND DEVELOPMENT LEARNER RIGHTS AND PROTECTION
KSJT / DEVELOPMENT/PRODUCTION OF CONTEXTUALIZED GAD IEC/ADVOCACY MATERIALS COMPETITION

400 / SEPTEMBER 24, 2026

UN-2026-400



Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION



August 24, 2026

REGIONAL MEMORANDUM

No. 662 s. 2026

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

RECEIVED BY:
W 8/27/26 - 2:40pm
MARLON A. SALONGA
SDO-MUNTINLUPA (RECORDS UNIT)

DEVELOPMENT/PRODUCTION OF CONTEXTUALIZED GAD IEC/ADVOCACY MATERIALS COMPETITION

1. In reference to DepEd Order No. 006, s. 2026, otherwise known as the **Guidelines on Ensuring a Safe and Motivating Learning Environment (ESMLE)**; DepEd Order No. 40, s. 2012 (**Child Protection Policy**); DepEd Order No. 55, s. 2013 implementing Republic Act No. 10627 (**Anti-Bullying Act of 2013**); Republic Act No. 11313 (**Safe Spaces Act**); and Republic Act No. 9710 (**Magna Carta of Women**), and to support the Region's fourth priority of ensuring a learner-centered environment, this Office, through the initiative of the Regional Office GAD Secretariat, shall conduct the above-captioned activity from October 12, 2026 to December 14, 2026.
2. This activity aims to strengthen advocacy against all forms of gender-based violence and bullying in schools and workplaces in NCR. All Schools Division Offices (SDOs), through their GAD Focal Point System (GFPS), are requested to spearhead the planning, screening, and selection of their best IEC/Advocacy materials.
3. Each SDO shall submit three (3) publication materials:
 1. Poster on the prevention of gender-based violence (Sintra board, 24x40 inches);
 2. Poster on the prevention of bullying in schools (Sintra board, 24x40 inches);
 3. Tri-fold brochure on engaging parents in guiding pupils/students in moral development.

These materials must also be **social media-ready** for posting.

4. Expenses incurred in the development and production of entries shall be charged against school and SDO GAD funds, subject to usual accounting and auditing rules and regulations.



Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION

5. Please refer to the enclosed Guidelines and Mechanics for eligibility, participation, submission, and judging criteria.
6. 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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Enclosure 1. **GUIDELINES AND MECHANICS FOR THE DEVELOPMENT/PRODUCTION OF CONTEXTUALIZED GAD IEC/ADVOCACY MATERIALS COMPETITION**

CRITERIA	DESCRIPTION
Eligibility and Participation	• Open to all 16 Schools Division Offices (SDOs). • Each SDO shall submit one (1) consolidated entry consisting of three required materials. • Screening and elimination shall be conducted at the SDO level. • Entries must be endorsed by the Schools Division Superintendent (SDS). • Entries must be created by currently enrolled students.
Required Materials	1. Poster on prevention of gender-based violence (Sintra board, 24x40 inches). 2. Poster on prevention of bullying in schools (Sintra board, 24x40 inches). 3. Tri-fold brochure on engaging parents in guiding pupils/students in moral development. • All materials must be social media-ready for posting. • Taglines/statements must be clear, concise, and catchy. • If real human images are used, written consent must be secured. • All entries must be validated and/or checked by the Learning Resource Management Section (LRMS) of the concerned SDO, with proof of validation attached (e.g., certification or endorsement form) prior to submission to the Regional Office.
Submission Mechanics	• Registration through official SDO channels. • Upload entries to OneDrive and email the link to gad.ncr@deped.gov.ph, copy furnish rhea.eden@deped.gov.ph. • AI tools and graphic design platforms may be used in layout/design.
Judging Criteria	s. Relevance to Current Context and Parameters – 40% (How well the material addresses the specific issues of gender-based violence prevention, anti-bullying advocacy, and parental engagement in moral development, as outlined in the competition guidelines.)



Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION

	b. Creativity and Originality – 30% (Innovative design, fresh ideas, and unique approaches in presenting the advocacy message.) c. Clarity and Impact of Message – 20% (Message is easy to understand, concise, and compelling; tagline or statement is catchy and resonates with the intended audience.) d. Technical Quality – 10% (Overall execution, layout, use of design tools, adherence to specifications, and professional finish of the materials.)
Important Dates	• Submission Deadline: October 12, 2026 • Posting of Entries: October 23 – November 20, 2026 (until 12:00 NN) on respective SDO Facebook pages • Judging Period: November 25 – December 4, 2026 • Awarding: December 14, 2026 (Flag-raising ceremony, Regional Office)
Funding Source	• Expenses incurred shall be charged against school and SDO GAD funds, subject to usual accounting and auditing rules and regulations.



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Enclosure 2: **DepEd NCR – GAD IEC Advocacy Materials Consent and Release Form**

I, _____ (Name of Participant), hereby grant the Department of Education–National Capital Region (DepEd NCR) the right and permission to copyright, publish, reproduce, or otherwise use my name, image, and likeness in photographs, posters, brochures, social media publications, and other IEC advocacy materials.

I understand that:

These materials may be used for information, education, and advocacy campaigns promoting gender equality, child protection, and safe learning environments.

My image may be edited, copied, exhibited, published, and/or distributed in print, digital, and broadcast formats for lawful purposes, without time or geographic limitations.

DepEd NCR shall own all rights to the materials produced.

I acknowledge that my participation is voluntary. I may withdraw prior to signing this document by providing written notice to DepEd NCR.

I release DepEd NCR from any claims, demands, or liabilities arising from the use of these materials.

_____ I certify that I am over 18 years of age and competent to sign this release.

_____ If under 18, my parent/legal guardian has read and consented by signing below.

Participant Name (Print): _____

Signature: _____

Date: _____

Parent/Guardian Name (Print): _____

Signature: _____

Date: _____