



Republic of the Philippines
Department of Education
REGION VI – WESTERN VISAYAS
SCHOOLS DIVISION OF CAPIZ

March 21, 2022

DIVISION MEMORANDUM

No. **079** s. 2022

**SEMINAR – WORKSHOP ON THE FORMULATION OF ADVOCACY CAMPAIGN
MATERIALS FOR DEPED PROGRAMS AND PROJECTS**

To: Assistant Schools Division Superintendent
Chief Education Supervisors, CID & SGOD
Public Schools District Supervisors/OIC of the Districts
Elementary, Secondary and Integrated School Heads
Elementary, Secondary and Integrated School Partnership/ASP Focal Persons
All Others Concerned

1. The Schools Division of Capiz through the Social Mobilization and Networking Section of School Governance and Operations Division (SGOD) will conduct a **Seminar – Workshop on the Formulation of Advocacy Campaign Materials for DepEd Programs and Projects** on **April 7 - 8, 2022**. The venue will be announced later.
2. The seminar – workshop aims to conceptualize and prepare advocacy campaign materials for DepEd programs and projects.
3. The participants to the aforementioned seminar - workshop are the following:
 - a. Fifty-four (54) Secondary Schools Partnership/ASP School Focal Persons.
 - b. Twenty-four (24) Integrated Schools Partnership/ASP School Focal Persons.
 - c. Eighteen (18) District Partnership/ASP Focal Persons.
4. All participants are requested to bring the following:

District Partnership/ASP Focal Person	Secondary and Integrated Schools Partnership/ASP Focal Person
1. Laptop with installed Adobe Photoshop 2. Pocket/Portable WIFI 3. District Priority Needs (Schools' Compiled Priority Needs) 4. Printer	1. Laptop with installed Adobe Photoshop 2. Pocket/Portable WIFI 3. School Priority Needs

5. Training Matrix is found in Enclosure No. 1.



Address: Banica, Roxas City
Contact Number: 09177147249/09985470704
Email Address: capiz@deped.gov.ph
Website: <http://depedcapiz.ph>

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6. To ensure the success of the implementation of DepEd programs and projects, **all District Partnership/ASP Focal Persons are requested to conduct an echo training on the formulation of advocacy materials to all elementary Partnership/ASP Focal Persons in their respective districts.**
7. Food, accommodation and other incidental expenses relative to the conduct of the said activity are chargeable against **Human Resource Training and Development (HRTD) Fund**, whereas participants' transportation expenses are chargeable against School MOOE/Local Fund and other sources. All are subject to the usual accounting and auditing rules and regulations.
8. For more information about this seminar-workshop, kindly contact **Ms. Nannette G. Calixterio**, SEPS, SocMob at Mobile No. 09998888959 and **Mr. Romar S. Jaravelo**, EPS II, SocMob, Mobile No. 09128108586, Division Partnership/ASP Focal Persons, Social Mobilization and Networking Section of School Governance and Operations Division (SGOD).
9. Immediate dissemination of this Memorandum is desired.


SALVADOR O. OCHAVO JR., EdD, CESO V
Schools Division Superintendent

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MATERIALS FOR DEPED PROGRAMS AND PROJECTS**
April 7 - 8, 2022
TRAINING MATRIX

OBJECTIVE

The seminar-workshop aims to:

1. Conceptualize and prepare advocacy materials for DepEd programs & projects.

TIME	DURATION	ACTIVITIES	OBJECTIVES	MECHANICS	MATERIALS NEEDED	PEOPLE RESPONSIBLE	EXPECTED OUTPUT
DAY 1 – April 7, 2022							
7:30 – 8:30	1 hour	Registration					
8:30 – 9:00	30 minutes	Opening Program <ul style="list-style-type: none">• National Anthem• Prayer• Capiz Hymn• Welcome Remarks• Roll Call of Participants• Orientation	Set the tone and provide overview of the event	The officials deliver messages to set the expectations for the event	AVP, PPT & Other Technical Requirements	Division Office	
9:00 – 10:00	1 hour	Rationale	Provide overview on DepEd programs and projects	The legal bases ✓ DepEd Memorandum ✓ DepEd Order	AVP, PPT & Other Technical Requirements	Nannette G. Calixterio SEPS, SM & N	
10:00 – 12:00	2 hours	✓ 5 Steps to Planning Advocacy Campaign	Provide guidelines on the formulation of advocacy materials for DepEd programs & projects	✓ Handouts ✓ Sample of Advocacy Materials	AVP, PPT & Other Technical Requirements	Nannette G. Calixterio SEPS, SM & N Romar S. Jaravelo EPS II, SM & N	



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		✓	Lecture on the Formulation of advocacy materials										
12:00 – 1:00	1 hour		Lunch Break										
1:00 – 1:05	5 minutes		Ice Breaker										
1:05 – 4:30	3 hours & 25 minutes	✓ WORKSHOP ✓ Conceptualization ✓ Formulation of Advocacy Materials	Prepare proposed advocacy formulation activities that are fundamental/essential	Proposed advocacy formulation activities will be presented	AVP, PPT & Other Technical Requirements	Nannette G. Calixterio SEPS, SM & N Romar S. Jaravelo EPS II, SM & N							
4:30 – 5:00	30 minutes		Wrap Up										
DAY 2 – April 8, 2022													
8:00 – 8:10	10 minutes		MOL										
8:10 – 11:00	2 hours & 50 minutes		Workshop on Advocacy Campaign Materials	Make advocacy campaign materials for DepEd programs & projects					Laptop Printer Photo paper Sticker paper Fan T-shirt Mug Cap Pin Buttons Umbrella Key Chain Pen Light	Nannette G. Calixterio SEPS, SM & N Romar S. Jaravelo EPS II, SM & N		Advocacy Campaign Materials for DepEd Programs and Projects	



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Attachment to Division Memorandum No. 079 s. 2022

11:00 – 12:00	1 hour	Display of Advocacy Materials					
12:00 – 1:00	1 hour	Lunch Break					
1:00 – 1:30	30 minutes	Display of Output					
1:30 – 3:30	2 hours	Walkthrough Selection of Best Advocacy Materials: ✓ Best ASP/BE ✓ Best At-Home Learning Spaces ✓ Best NGP ✓ Best Gulayan ✓ Best YES Program ✓ Best SBM WinS ✓ Best IPED ✓ Senior High School Feeding Program ✓ Others					
3:30 – 4:30	1 hour	Awarding and Closing Ceremonies					
4:30 – 5:00	30 mins	Filling – Up & Submission of Evaluation Tool					