



Republic of the Philippines
Department of Education
Region VI – Western Visayas
SCHOOLS DIVISION OF CAPIZ

November 23, 2022

DIVISION MEMORANDUM
NO. **494** S. 2022

BIDA KID CAMPAIGN FOR THE SCHOOL YEAR 2022-2023

To: OIC, Office of the Assistant Schools Division Superintendent
Chief Education Supervisors
Curriculum Implementation Division
School Governance and Operations Division
Public Schools District Supervisors/Officer-In-Charge of the District
Heads of Public Elementary, Secondary and Integrated Schools

1. Attached is DepEd Regional Memo. No. 901, s. 2022 dated November 22, 2022 titled "**BIDA KID CAMPAIGN FOR SCHOOL YEAR 2022-2023**".
2. Immediate dissemination of and compliance with this Memorandum are desired.


MIGUEL MAC D. APOSIN EdD, CESO V
Schools Division Superintendent 



Address: Banica, Roxas City
Contact Number: (036) 620 2371
Email Address: capiz@deped.gov.ph
Website: <http://depedcapiz.ph>



Republic of the Philippines
Department of Education
REGION VI-WESTERN VISAYAS

REGIONAL MEMORANDUM

No. **9 0 1** s. 2022

NOV 22 2022

BIDA KID CAMPAIGN FOR THE SCHOOL YEAR 2022-2023

To: Assistant Regional Director
Schools Division Superintendents
Regional Functional Division Chiefs
All Others Concerned

1. Attached is Memorandum No. OUGFO NO. 2022-06-2310, s. 2022 from the Office of the Undersecretary for Governance and Field Operations titled **REQUEST TO SUPPORT THE BIDA KID CAMPAIGN FOR THE SCHOOL YEAR 2022-2023**.
2. This Office reinforces the said campaign by adopting the PinasLakas Campaign of the Department of Health.
3. The Regional Functional Divisions and Units, Schools Division Offices, schools, and learning centers are hereby requested to utilize the Bida Kid Campaign that can be accessed through <https://bit.ly/BIDAKidMaterials2022> in their programs and activities relevant to the promotion of school health and safety, pediatric vaccination, and other related activities.
4. Should there be a concern or clarification regarding this matter, contact Hernani D. Escullar Jr. via mobile: 09274391118 / 09605950838 or email: hernani.escullarjr@deped.gov.ph.
5. Immediate dissemination of and compliance with this Memorandum are desired.


RAMIR B. UYTICO EdD, CESO III
Regional Director

Encl.: OUGFO NO. 2022-06-2310, s. 2022
PAS-OD-2022-096

Reference: None

To be indicated in the Perpetual Index
under the following subjects:

BUREAUS AND OFFICES
PUBLICATIONS

COMMUNICATIONS

MANUAL

DepEDRO6 PAU Com 2022 747



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Republic of the Philippines
Department of Education
OFFICE OF THE UNDERSECRETARY
GOVERNANCE AND FIELD OPERATIONS



OUGFO No. 2022-06-2310

MEMORANDUM

TO : **ALL REGIONAL OFFICES
ALL SCHOOLS DIVISION OFFICES**

FROM : 
ATTY. REV. SEE A. ESCOBEDO
Undersecretary
Governance and Field Operations

SUBJECT : **Request to Support the BIDA Kid Campaign for the School
Year 2022-2023**

DATE : November 9, 2022

This is in reference to the attached Memorandum No. PAS-OD-2022-096 signed by Atty. Michael Wesley T. Poa, Director IV, Public Affairs Service, dated October 29, 2022, relative to their request for support of the promotion of a safe back-to-school campaign through the proactive rollout of the BIDA Kid Campaign, adopting the Department of Health's *PinasLakas* Campaign in partnership with the United States Agency for International Development (USAID).

In view of the foregoing, this Office respectfully enjoins your support to the BIDA Kid Campaign for the School Year 2022-2023 through the use of the BIDA Kid Campaign materials in your programs and activities relevant to the promotion of school health and safety, pediatric vaccination, and other related activities. The pertinent details of the said campaign materials can be found through this link: <https://bit.ly/BIDAKidMaterials2022>.

For your reference and appropriate action.

Thank you very much.

TQC/11092022

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Republic of the Philippines
Department of Education
PUBLIC AFFAIRS SERVICE

Office of the Director IV

MEMORANDUM
PAS-OD-2022-096

FOR : **ATTY. REVSEE A. ESCOBEDO**
Undersecretary for Governance and Field Operations

LOPE B. SANTOS III
Director IV, Bureau of Learner Support Service

FROM : **ATTY. MICHAEL WESLEY T. POA**
Spokesperson
Director IV, Public Affairs Service

THROUGH : **EPIMACO V. DENSING III**
Undersecretary and Chief of Staff

SUBJECT : **REQUEST TO SUPPORT THE BIDA KID CAMPAIGN
FOR THE SCHOOL YEAR 2022-2023**

DATE : October 29, 2022

As the progressive expansion of face-to-face classes for the School Year 2022-2023 continues, the Department of Education (DepEd), through the Public Affairs Service (PAS), maintains its promotion of a safe back-to-school experience for its stakeholders with the proactive rollout of the BIDA Kid Campaign.

To strengthen the impact of BIDA Kid, PAS reinforces the said campaign by adopting the Department of Health's (DOH) *PinasLakas* Campaign. In partnership with the United States Agency for International Development (USAID), DepEd and DOH aims to incorporate the *PinasLakas* objectives of expanding the nationwide booster vaccination campaign to the BIDA Kid's **3Bs: *Bakuna, Bayanihan, and BIDA*** (***Bestfried natin ang masks, Ingatan at hugasan ang kamay, Dumistansya upang makaiwas sa sakit, Airflow ay panatilihin***), and amplify the government's promotion of a healthy and conducive environment for its learners, their parents, teachers, and non-teaching personnel.

In this line, PAS respectfully requests the support of your Office through the use of **the BIDA Kid Campaign materials in your programs and activities relevant to the promotion of school health and safety, pediatric vaccination, and other related initiatives.**



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Department of Education
PUBLIC AFFAIRS SERVICE

Office of the Director IV

For your reference, the PinasLakas-reinforced BIDA Kid Campaign materials can be accessed through <https://bit.ly/BIDAKidMaterials2022>.

Your positive response to this request will be highly appreciated.

To confirm your approval or for questions and clarifications, your staff may contact **Ms. Sofia De Guzman** of the PAS – Office of the Director through email at sofia.deguzman@deped.gov.ph or Viber/SMS at +63906-313-6101

Thank you.



SULONG
KALIDAD

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