



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

March 20, 2023

**DIVISION MEMORANDUM**  
No. 130, s. 2023

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

To: OIC, Office of the Assistant Schools Division Superintendent  
Chief Education Supervisors  
Curriculum Implementation Division  
School Governance and Operations Division  
Public Schools District Supervisors  
School Heads of Public Elementary, Secondary and Integrated Schools  
All Others Concerned

1. The Schools Division of Capiz through the Social Mobilization and Networking Section of the School Governance and Operations Division (SGOD) will conduct a **Seminar – Workshop on the Formulation of Advocacy Campaign Materials for DepEd Programs and Projects** on **March 25, 2023, Saturday, 8:00 AM**. The venue will be announced later.
2. The seminar – workshop aims to conceptualize and prepare advocacy campaign materials for DepEd programs, projects and activities.
3. Each district will send three (3) participants coming from the different elementary schools preferably Adopt-a-School Program (ASP) Focal Persons. The said participants will be recommended by the Public Schools District Supervisors (PSDS).
4. The breakdown of the participants are as follows:

District	No. of Participants	District	No. of Participants
Cuartero	3	Panay	3
Dao	3	Panitan	3
Dumalag	3	Pilar	3
Dumarao	3	Pontevedra	3
Ivisan	3	Pres. Roxas	3
Jamindan	3	Sapian	3
Maayon	3	Sigma	3
Mambusao East	3	Tapaz East	3
Mambusao West	3	Tapaz West	3
Total = 54 Participants			



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

SGOD/SOCMOB



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

---

5. Each district participant is requested to bring the following:
  - a. Laptop with installed Adobe Photoshop
  - b. Pocket/Portable WIFI
  - c. List of School Priority Needs
6. Training Matrix is found in Enclosure No. 1.
7. After the said seminar-workshop, **the participants are requested to conduct an echo training on the formulation of advocacy materials to all elementary and secondary school ASP Focal Persons in their respective districts.**
8. It is expected that in the conduct of this activity, all involved must adhere to minimum health and safety protocols set by the Inter-Agency Task Force on the Management of Emerging Infectious Diseases (IATF) and the Department of Health (DOH).
9. It is understood that in the conduct of this activity, there shall be no discrimination on account of age, school, gender, civil status, disability or other factors, and personal circumstances contrary to the principles of equal opportunity.
10. Participants are entitled to service credits in accordance with DepEd Order No. 53, s. 2003 titled "Updated Guidelines on the Grant of Vacation Service Credits to Teachers". On the other hand, SDO Personnel shall be provided with Compensatory Time Off (CTO) as per Civil Service Commission (CSC) and Department of Budget and Management (DBM) Joint Circular No. 2, s. 2004 on Non-Monetary Remuneration for Overtime Service Rendered.
11. Expenses relative to the conduct of this seminar-workshop such as food, accommodation and other incidental expenses shall be charged against **INSET Fund**, whereas participants' transportation expenses shall be charged against School MOOE/Local Fund and other sources subject to the usual accounting and auditing rules and regulations.
12. For more information about this activity, please contact **Ms. Nannette G. Calixterio**, SEPS, SocMob at Mobile No. 09998888959 or **Mr. Romar S. Jaravelo**, EPS II, SocMob at Mobile No. 09128108586, Division Partnership Focal Persons, Social Mobilization and Networking Section of School Governance and Operations Division (SGOD).
13. Immediate dissemination of this Memorandum is 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>

SGOD/SOCMOB



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

**SEMINAR – WORKSHOP ON THE FORMULATION OF ADVOCACY CAMPAIGN  
 MATERIALS FOR DEPED PROGRAMS AND PROJECTS  
 MARCH 25, 2023  
 TRAINING MATRIX**

**OBJECTIVE**

The seminar-workshop aims to:

1. Conceptualize and prepare advocacy materials for DepEd programs, projects and activities.

TIME	DURATION	ACTIVITIES	OBJECTIVES	MECHANICS	MATERIALS NEEDED	PEOPLE RESPONSIBLE	EXPECTED OUTPUT
7:30 – 8:30	1 hour	Registration					
8:30 – 9:00	30 minutes	Opening Program <ul style="list-style-type: none"> <li>• National Anthem               <ul style="list-style-type: none"> <li>• Prayer</li> </ul> </li> <li>• Capiz Hymn</li> <li>• Welcome Remarks</li> <li>• Roll Call of Participants</li> <li>• Orientation</li> </ul>	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 <ul style="list-style-type: none"> <li>✓ DepEd Memorandum</li> <li>✓ DepEd Order</li> </ul>	AVP, PPT & Other Technical Requirements	Nannette G. Calixterio SEPS, SM & N	
10:00 – 12:00	2 hours	<ul style="list-style-type: none"> <li>✓ 5 Steps to Planning Advocacy Campaign</li> <li>✓ Lecture on the Formulation of advocacy materials</li> </ul>	Provide guidelines on the formulation of advocacy materials for DepEd programs & projects	<ul style="list-style-type: none"> <li>✓ Handouts</li> <li>✓ Sample of Advocacy Materials</li> </ul>	AVP, PPT & Other Technical Requirements	Nannette G. Calixterio SEPS, SM & N Romar S. Jaravelo EPS II, SM & N	
12:00 – 1:00	1 hour	Lunch Break					



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

1:00 – 1:05	5 minutes	Ice Breaker					
1:05 – 4:00	2 hours & 55 minutes	<b>WORKSHOP</b> ✓ 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	
4:00 – 4:30	30 minutes	<b>Display of Output</b>					
4:30 – 5:00	30 minutes	Awarding and Closing Ceremonies					
5:00 onwards		Home Sweet Home					