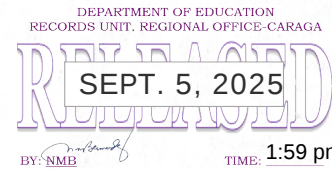




Republic of the Philippines
Department of Education
CARAGA REGION



SEPT. 5, 2025

REGIONAL MEMORANDUM

No. 0934, s. 2025

To: Schools Division Superintendents
All Others Concerned

**DEPED CARAGA ADVOCACY VIDEO CONTEST FOR
SUICIDE PREVENTION MONTH 2025**

1. In observance of Suicide Prevention Month 2025, the Department of Education, through the **Regional Federation Barkada Kontra Bisyo+ (BKB+): Project Paglaum**, announces the conduct of the **DepEd Caraga Advocacy Video Contest** with the theme: "Choose Life, Choose Hope."

2. **Objectives.** This initiative aims to:

- a. promote mental health awareness,
- b. encourage help-seeking behaviors, and
- c. strengthen collective efforts in suicide prevention.

3. **Guidelines:**

- Who may join: All Schools Division Offices (SDOs) in Caraga
- Entry requirement: One original video per SDO
- Duration: 3–5 minutes
- Format: MP4
- Submission deadline: September 19, 2025
- Submission link: <https://shorturl.at/Oh46G>
- Videos may be in Filipino, English, or both.
- Acceptable formats: skit, short film, testimonial, or visual metaphor.
- Must avoid graphic content.
- Must end with a positive call-to-action (e.g., helplines, support messages).
- File naming format: SDO_Video_Entry Title
(Example: Agusan del Norte Division_Ginhawa)
- Each entry must be accompanied by a duly accomplished entry form containing Division and school name, video title, participants' information, brief description and insights

4. **Criteria for Judging:**

- Empathic Message – 30%
- Creativity and Originality – 20%
- Relevance to the Theme – 20%
- Technical Quality – 15%
- Audience Engagement – 10%



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- Compliance with Safety Guidelines – 5%
Total – 100%

5. **Prizes and Recognition.** Winners will receive plaques, certificates, and social media recognition. Chosen entries will also be featured on the official Regional Federation BKB+ Facebook page.

6. **Contact Information:**

Dr. Adrilene Mae J. Castaños
PDO IV/Regional Focal Person
Email: adrilenemae.castanos@deped.gov.ph.

7. Immediate dissemination of this memorandum is desired.

MARIA INES C. ASUNCION
Regional Director *Job*

Encl.: None

Reference: None

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

CELEBRATIONS

CONTESTS

SCHOOLS

ESSD/lvy
09/03/2025