



Republic of the Philippines
Department of Education
CARAGA REGION

NOVEMBER 7, 2025

REGIONAL MEMORANDUM

No. 1176, s. 2025

To: Schools Division Superintendents
All Others Concerned

DEPED CARAGA ADVOCACY VIDEO-MAKING CONTEST IN OBSERVANCE OF
DRUG AWARENESS MONTH 2025

1. In celebration of Drug Awareness Month 2025, the Department of Education (DepEd) Caraga Region, through the Regional Federation Barkada Kontra Bisyo+ (BKB+) under **Project LikayBisyo**, will conduct the **DepEd Caraga Advocacy Video-Making Competition** with the theme **“Break Free, Live Free.”** This initiative seeks to creatively promote awareness of the harmful effects of drug use and other vices, while encouraging the youth across the region to embrace a healthy, responsible, and vice-free lifestyle.
2. For interested participants, please refer to the following guidelines:
 - Who may join: All Schools Division Offices (SDOs) in Caraga. Participants can be individuals or groups with no limit on the number of members. Collaboration among students, teachers, and community members is highly encouraged
 - Entry requirement: One original video per SDO
 - Duration: 3–5 minutes
 - Format: MP4
 - Submission deadline: November 28, 2025; late entries will not be accepted
 - Submission link: **<https://acesse.one/72Wbc>**
 - Videos may be in Filipino, English, Cebuano or combination of these languages
 - 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_Kontra Bisyo)
 - Each entry must be submitted with a duly accomplished entry form that includes the Division and school name, video title, participants' details, a brief description of the entry, and key insights. The description must not exceed 200 words
3. Judging shall be based on the following criteria:
 - Empathic Message – 30%
 - Creativity and Originality – 20%
 - Relevance to the Theme – 20%
 - Technical Quality – 15%
 - Audience Engagement – 15%

Total – 100%

4. The winner will receive plaques, certificates, social media recognition, and a cash prize. The 1st and 2nd runners-up will be awarded plaques, certificates, and social media recognition. Selected entries will also be featured on the official Regional Federation BKB+ Facebook page.
5. Kindly refer to the attached document for further details.
6. For more queries, please contact the Regional Youth Formation:

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



Encl.: None

Reference: None

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

CONTESTS DRUG EDUCATION MEDIA

ESSD/lvy
10/28/2025