



June 14, 2019

REGIONAL MEMORANDUM

No. 280, s. 2019

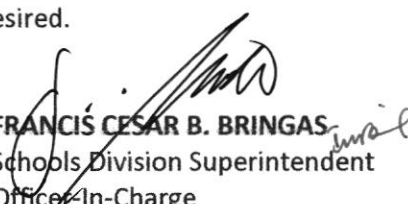


**REGIONAL ADOLESCENT HEALTH AND DEVELOPMENT (AHD) DOCUMENTARY
FILM ORIENTATION/WORKSHOP**

TO: SCHOOLS DIVISION SUPERINTENDENTS

This Region

1. The Commission on Population will be celebrating its Annual Regional Adolescent Health and Development (AHD) Film Making Orientation/Workshop on July 4-5 2019 at 8:00 A.M. at Almont Inland Hotel, Butuan City with the theme: **"The Youth and the Demographic Transition"**.
2. The activity aims to produce advocacy materials for program stakeholders on the attainment of demographic dividend.
3. Participants of the workshop are one (1) coach and two (2) students (Script writer and Director/Cinematographer) chosen either from grades 9, 10 or 11.
4. Training costs which cover board and lodging, supplies and materials shall be charged against **POPCOM Funds**, while travelling and other incidental expenses of the participants shall be charged against local funds subject to the usual accounting and auditing rules and regulations.
5. Enclosed is the AHD Film Festival guidelines for your guidance and reference.
6. For further inquiry, you may contact Ms. Josephine Chonie M. Obseñares, AP Regional Supervisor at telephone no. 342-8207 loc. 123/ 09997855608.
7. Immediate dissemination of this memorandum is desired.


FRANCIS CESAR B. BRINGAS
Schools Division Superintendent
Officer-In-Charge
Office of the Regional Director

Encl.: As stated

Reference: POPCOM Caraga Invitation Letter

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

ORIENTATION	WORKSHOP	ADOLESCENT
STUDENTS	POPCOM	HEALTH AND DEVELOPMENT
		TRAINING PROGRAMS

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Republic of the Philippines
Caraga Region

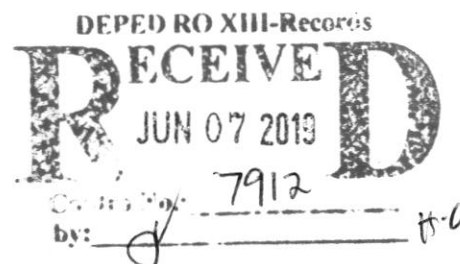
COMMISSION ON POPULATION AND DEVELOPMENT
Empowering Filipino Families

June 7, 2019

Dr. FRANCIS CESAR B. BRINGAS, CESO IV

Officer-In-Charge
Office of the Regional Director
Department of Education
Capitol Ave., Butuan City

Attention : Ms. JOSEPHINE CHONIE M. OBSEÑARES
Regional PopEd Coordinator



Dear **Director Bringas** :

In line with the Adolescent Health and Development (AHD) Program we are once together, the Commission on Population and Development will conduct the AHD Film Festival, which aims to produce advocacy materials for program stakeholders on the attainment of demographic dividend.

To prepare the participating team of the festival, a **Regional AHD Documentary Film Orientation/Workshop** is set on **July 4 - 5, 2019**, in one of the hotels in Butuan City. Please see attached copy of the guidelines. We will disseminate the venue through our local population officer, once finalized.

For this year, the theme revolves on **"The Youth and the Demographic Transition."**

Anent to this, may we request your office to please facilitate the issuance of a Memorandum, allowing the coach and two (2) students (Script writer & Director/Cinematographer) either from Grades 9, 10, or 11 in each of the **6 cities and 5 provinces** to participate to the above-mentioned orientation/workshop. The Provincial/City Population Officer will closely coordinate with your division offices for the identification of the participating team.

Finally, we would like to invite you or your Regional PopEd Coordinator to deliver a welcome message during the opening ceremony of the said documentary film workshop.

Hoping for your usual support and cooperation on this regard. Thank you.

Very truly yours,


ALEXANDER A. MAKINANO, CESE
Regional Director

Butuan-Cagayan de Oro National Highway, Abilan, Buenavista, Agusan del Norte, Philippines, 8601

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Website: <http://caraga.popcom.gov.ph>



POPCOM Caraga



@OfficialPOPCOM



Adolescent Health and Development (AHD) Film Festival 2019 Guidelines

1. BACKGROUND

The percentage share of young people to the total population has remained more or less stable at 20% between 1960 and 2015. The youth population comprised of about 20.1 Million, half of which are adolescents aged 10 – 19 sailing for adulthood in the next few years.

Many critical concerns affect adolescents that make a great impact on the society such as early sexual encounter, teenage pregnancy, and early marriage. In fact, one in three (1 in 3) Filipino youth has engaged in premarital sex; 78% of first premarital sex are unprotected against the risk of pregnancy and/or Sexually Transmitted Infections (STIs) (YAFS, 2013). Although there's a decrease in the proportion of women aged 15 – 19 who begun childbearing, the number is still high at 8.6% (NDHS, 2017).

Moreover, the youngest recorded age of mother at first birth was at age 10 and the incidence of teenage fertility generally grow rapidly after age 15 (PSA, 2015). Because of this reality, other important issues that may arise are maternal death, limiting access to education and employment, poverty, domestic violence, the threat of STI and HIV/AIDS, and many others. These concerns represent a crucial and unique opportunity for the Commission on Population and Development (POPCOM) to address the diverse needs of adolescents and young people today.

These issues of young people today affect the country's pursuit to achieve the demographic dividend. If our country move from large families (high fertility rate) into small families (low fertility rate), it will pass through what is called a Goldilocks period described as a generation or two in which **fertility rate is neither too high nor too low** (demographic transition). This fertility rate that is consistent with stable population is about 2.1 (the replacement rate of fertility). The fall to replacement fertility is a unique and precious opportunity for economic growth – **demographic dividend**. The potential growth of the economy is relative to the empowerment of Filipino families which can be further enhanced by accelerating the full harvest of the demographic dividend. (Philippine Development Plan, 2017)

The Adolescent Health and Development (AHD) program generally aims to contribute to the improvement and promotion of the total well-being of young people by addressing issues related to adolescent and youth sexuality and reproductive health and rights. Meeting the needs of the young people contributes largely in the attainment of the country's demographic dividend. Thus, the program also aims to provide adolescents and youth with appropriate information and life skills to enable them to cope with problems related to the attainment of their full development into adulthood.

2. PURPOSE

Now on its fourth year of production, the festival aims to produce advocacy materials for program stakeholders: local government units, academe, and network of peer educators on the attainment of demographic dividend.



The theme for this year is **“The Youth and the Demographic Transition.”** The regional offices will conduct orientations with the students on the said topic. They may refer to the following materials for reference on demographic dividend:

1. Demographic Sweet Spot and Dividend in the Philippines: The Window of Opportunity is Closing Fast by Dr. Dennis Mapa;
2. Economic Gains from a More Vigorous Implementation of the RPRH Law by Dr. Alejandro Herrin;
3. Finding a Pearl: Prospects for a DD in the Philippines by Dr. Parfait M. Eloundou-Enyegue;
4. Philippine Development Plan (PDP) 2017 – 2022; and
5. Demographic Dividend Implementation Plan of POPCOM.

The film festival will be the venue to create awareness on the status of today’s adolescents and young people. The festival will also be one of the many approaches of the agency in helping the young people in the crucial stage of their development so that they will grow into healthy, responsible, and empowered adults.

Objectives

General Objective:

To heighten public awareness on Demographic Dividend and the youth’s contribution in this issue.

Specific Objectives:

- To produce, package, and disseminate films as part of Information, Education, and Communication (IEC) materials which can be used to promote and advocate AHD programs.
- To create a pool of communicators who can help promote Demographic Dividend to wider sector of the population.
- To offer youth a platform to incite, develop, and showcase their talents in documentary filmmaking.

3. SCOPE

POPCOM will feature documentaries filmed by young people from 17 regions in the Philippines. The Independent Film Festival will be conducted in the regional and national level. All POPCOM Regional Offices are enjoined to conduct their regional film festival every other year for six (6) months including the production process and the awarding ceremony. One (1) best documentary film per region must be submitted as entry for the national competition.



4. GENERAL AND SPECIFIC GUIDELINES/OFFICE POLICY/PROCEDURE

Documentary films are immersed in real life situations, in the community. Young filmmakers should be able to interview people, hear their stories, and immerse with the people/community. Documentaries can be touching, disturbing, ironic, inspirational, amusing, funny or any combination. It is a genre of filmmaking that uses scenes, photographs and or the sounds of real people and events either historical or present day. Aside from that, the documentaries to be produced must be anchored on the objectives of POPCOM for conducting this film festival.

A documentary film should also reflect the students' ability to use audio-visual equipment to communicate their topic's significance. Students must operate all equipment during the production. Regardless of how refined the production may be, the most important aspect of the documentary is its content.

With this framework in mind, the documentary films should have **a maximum running time of 15 minutes but not less than 10 minutes** including credits and disclaimer. This should revolve around the theme : **"The Youth and the Demographic Transition."**

The documentary films will become property of POPCOM as a communication material for the program. If the documentary film will be used for other film festivals, the Region should seek permission from POPCOM Central Office for monitoring purposes.

Each film entry should have English sub-titles. Obscene shots are prohibited. Official entries must be original and have never been submitted in any previous contests/competitions.

The idea and story of the **documentary films** have to be original and cannot be imitated from any works of others. Any violation of anyone's copyright in the documentary film must not be observed. The team must place credits of people or company or any entity that holds the copyright of anything that is used in the documentary film.

The production team should secure permissions from the people who appeared on screen and there should be no intrusion to people's privacy.

Only one (1) entry per region will be allowed in the national competition.



GUIDELINES

Timeline

Date	Activity
June 26 - 28, 2019	Regional AHD Documentary Film Workshop
July 1 – Sept. 10, 2019	Provincial/City Documentary Film Production
September 12, 2019	Deadline of submission of entries to Regional Office
September 17, 2019	BOJ Screening
September 20 to November 8, 2019	Enhancement of Regional Documentary Film Winner
November 2019	Regional Awarding (in time of Regional Festival of Talents)
November 14, 2019	Submission of Regional Entry to Central Office

Any violation of the following rules will have a corresponding point/s deduction from the total score:

- + **No integrated subtitles and /or incomplete subtitles: Two (2) points**
- + **Running time in excess of 15 minutes: Two (2) points**
- + **Running time shorter than 10 minutes: Two (2) points**
- + **Late submission per day: Two (2) points**
- + **Incomplete package or any missing item: Two (2) points**

Roles of POPCOM-Caraga:

1. Taps experts on documentary film-making to serve as resource persons/judges during the Documentary Filmmaking Workshop and filmmaking contest for public and private schools across the region.
2. **Attendance to the workshop is required.** Those who cannot attend the workshop are disqualified from joining the Regional Contest.
3. To further improve the quality of the films, Regional Offices may partner with Regional Documentary Film Fest Organizers and Directors, as well as documentary film makers and documentary journalists for coaching and mentoring including the conduct of documentary filmmaking workshop.
4. Regional judges should be documentary film professionals and/or journalists as well.
5. Submit the winning documentary film, submission form, and script together with the film package.
6. Provides cash prizes and trophies for the regional winners.
7. Adopts the national criteria and conduct a regional awarding ceremony.



8. POPCOM may extend technical assistance during pre-production and post-judging. However, the P/CPOs must ensure that professional assistance is limited only to the pre-production process because it may compromise the integrity of the students' ideas.
9. Entries submitted in other film festivals are not allowed.

Roles of Provincial/City Population Offices

1. Identify/invite public or private schools particularly Grades 9, 10, and 11 students to participate in the event.
2. Send only 3 representatives from each Province/City which composed of the Coach, and 2 students: scriptwriter and director/cinematographer as participants to the documentary filmmaking workshop.
3. Ensure attendance of the identified participants to the orientation/workshop. Those who cannot attend are disqualified from joining the Regional Contest.
4. All provincial/city population offices shall submit one documentary film entry.

Roles of Department of Education (DepEd)/Participating Schools

1. Allow and assist Grades 9, 10 and 11 students to produce the documentary film.
2. Send coach as representative to attend and accompany the students during the National/Regional Awarding Ceremony and Workshop.
3. Help organize students to create awareness-raising activities within the campus on demographic dividend and the youth.
4. Allow showing of their locally-produced documentary films in schools thereafter.

Criteria for Judging

Category	Criteria	Percentage
Best Documentary Film	Content (narrative excellence/power of storytelling, originality, creativity, relevance to the theme)	40%
	Technique + cinematography, production design, editing, scoring)	40%
	Social impact + impression, recall, meaningfulness and ability to move the audience)	20%
	Total	100%



Production

Pre-production

A team composed of three (3) members (1 coach, 2 students: scriptwriter and director/cinematographer) from Grades 9, 10 and 11 students from every participating school will be invited to join the filmmaking workshop. They will be given orientation on the AHD program and the theme as well as the technical aspects of film production.

The number of production team members for every school, on the other hand, is not restricted to any number. The participating schools shall form a network in promoting Adolescent Health and Development.

Production and post-production

- + Rental of equipment is allowed.
- + Documentary films should be produced by young people.

The crew such as director, cinematographer, script writer, and editor of the film must be bonafide students of the school they represent except for supporting roles.

- + Original and royalty-free music should be used. Films must have permission/license for the use of commercial music, copyrighted video clips, and privately owned locations used in the film. Failure to secure permission may result in disqualification. License should be submitted to the POPCOM Regional Office.

While use of copyrighted music is allowed, **composition of original music is highly encouraged.**

- + Films are encouraged to use their dialect. However, all films should have English subtitles.

Only Grades 9, 10, and 11 students should be hands-on in the whole production process including the shooting, acting and editing.

POPCOM-Caraga should supervise the students in the production process.

Submission

A. For Provincial/City Documentary Film Entries

- Submit only your respective Documentary Film entry in the DVD-R package with proper label (**AHD Film Festival_POPCOM**) in a black standard DVD case and **must also be printed. All word documents must be in A4 size, Cambria and size 12.**
- File format of film (.avi file format, which should play in Windows Media Player and VLC Media Player). All films will be shown in DVD/Blu Ray/Digital Hard drive format.
- **150-word synopsis** in English and Filipino
- 1 copy of script (soft copy only)



B. Regional Documentary Film Winner

The following items must be in the DVD-R package with proper label (**AHD Film Festival_POPCOM**) in a black standard DVD case and **must also be printed. All word documents must be in A4 size, Cambria and size 12.**

- File format of film (.avi file format, which should play in Windwos Media Player and VLC Media Player). All films will be shown in DVD/Blu Ray/Digital Hard drive format.
- **One (1) minute trailer**
- **150-word synopsis** in English and Filipino
- Film poster (soft copy, portrait full color tarpaulins 5 ft x 3 ft size)
- Duly filled in submission form which includes the complete list of full crew and coach short biography and filmography of the director.
- Individual high quality 2 x 2 photos of all the cast and crew properly labeled with role and name (ex: Director Jean Gonzales).
- At least three (3) still photographs from the film
- 1 copy of script (soft copy only)

The following papers must be sent along with the DVD package:

- Printed copy (Xerox) and soft copy of birth certificate.
- Consent letter with parent's signature on it.

Prizes at stake

- **Cash Prize**
- **Plaque for the team**
- **Individual medal**

Best Film (Regional Documentary Film Winner)

1 st place	- P12,000.00
2 nd place	- 10,000.00
3 rd place	- 8,000.00

Consolation Prize – P3,500.00 each



POPCOM
Empowering Every Family

GUIDELINES

Form No. POA-OED-FM020

Version No. 01

Effective: March 1, 2018

National Film Festival

1. Best Documentary Film
 - 1st Place : P50,000
 - 2nd Place : 30,000
 - 3rd Place : 15,000
2. Best in Direction : 10,000
3. Best in Writing : 10,000
4. Best in Cinematography : 5,000
5. Best in Audio Use : 5,000
6. Best in Editing : 10,000
7. Best Poster : 5,000
8. Best Trailer : 5,000
9. Best in Production Value : 5,000

Document References

1. 2013 Young Adult Fertility and Sexuality (YAFS) Study
2. Philippine Development Plan (PDP) 2017 -2022
3. 2017 National Demographic and Health Survey

Approved by:

ALEXANDER A. MAKINANO, CESE
Regional Director