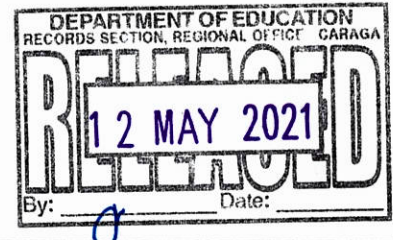




Republic of the Philippines
Department of Education
CARAGA REGION



May 11, 2021

REGIONAL MEMORANDUM

No. 282, s. 2021

To: SCHOOLS DIVISION SUPERINTENDENTS
This Region

**ADOPTING THE VACC2SCHOOL: LIGTAS NA BAKUNA
PARA SA BALIK ESKWELA! BRAND GUIDE**

1. The Department of Education Public Affairs Service (PAS) created the Vacc2School Ligtas na Bakuna Para sa Balik Eskwela! Campaign to encourage the Department's teaching and non-teaching personnel to take part in the government's vaccination program.
2. In line with this, PAS encourages all Division Information Offices to adopt the attached brand guide of the Vacc2School campaign, to strengthen information dissemination and promote public awareness in the initiatives of DepEd in supporting the National Behavioral Change Campaign of the government.
3. For your information and guidance.


EVELYN R. FETALVERO, CESO IV
Regional Director 

Encls.: PAS-OD MEMO 2021-030

Reference: NONE

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

BRAND GUIDE COVID-19 VACCINATION

ESS/jcc
05/11/2021



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Republic of the Philippines
Department of Education
PUBLIC AFFAIRS SERVICE

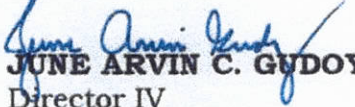
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Office of the Director

MEMORANDUM
PAS-OD-2021-030

FOR : **ALL REGIONAL DIRECTORS AND SCHOOLS DIVISION
SUPERINTENDENTS**

ATTN : **REGIONAL AND DIVISION INFORMATION OFFICES**

FROM : 
JUNE ARVIN C. GUDOY
Director IV

SUBJECT : **ADOPTING THE VACC2SCHOOL: LIGTAS NA BAKUNA
PARA SA BALIK ESKWELA! BRAND GUIDE**

DATE : **MAY 6, 2021**

In line with DepEd Task Force COVID-19 (DTFC) Memo 327, the Public Affairs Service (PAS) created the *Vacc2School Ligtas na Bakuna Para sa Balik Eskwela! Campaign* to encourage the Department's teaching and non-teaching personnel to take part in the immunization program of the national government. The Campaign was developed through the help of the Department of Health (DOH) and DepEd member-offices of the DTFC and was approved by Secretary Leonor Magtolis Briones on May 5, 2021.

In line with this, PAS encourages all Regional and Division Information Offices to adopt the attached brand guide of the Vacc2School campaign to strengthen the information dissemination, convey its key messages, and make the public aware of the initiatives the Department is taking to support the National Behavior Change Campaign of the government.

In addition, PAS also enjoins all RIOs and DIOs to conduct activities and coordinate with local concerned offices and authorities aligned with the Vacc2School campaign.

For clarifications, you may get in touch with Ms. Sofhia De Guzman through (02) 8633-21-20 or email her at sofhia.deguzman@deped.gov.ph.

We look forward to your participation.

Thank you.



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Protektahan ang ating pamilya,
paaralan, at pamayanan.

Alamin ang tamang impormasyon.

MAGPABAKUNA NA!



Bisitahin ang deped.gov.ph/vacc2school
at makipag-ugnayan sa inyong LGU

