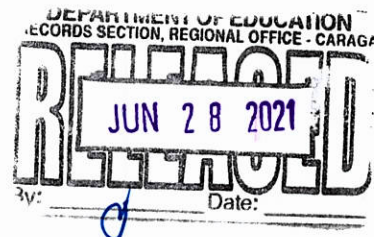




Republic of the Philippines
Department of Education
CARAGA REGION



June 28, 2021

REGIONAL MEMORANDUM

No. 44, s. 2021

To: SCHOOLS DIVISION SUPERINTENDENTS
This Region

COLLABORATION AND IMPLEMENTATION GUIDELINES ON
VACC2SCHOOL CAMPAIGN STRATEGIES FOR SCHOOL
HEALTH AND NUTRITION PERSONNEL AND
INFORMATION OFFICERS

1. DepEd Task Force COVID-19 (DTFC) Memorandum No. 435, dated June 24, 2021, summarizes the guidelines on collaboration and implementation of Vacc2School Campaign strategies.
2. Anent to this, a report on demand generation and other-related activities conducted during the week as well as activities scheduled for the following week shall be submitted via email to caragaessd.hnu@deped.gov.ph every Thursday using the attached template.
3. Identified Vacc2School Champions shall also prepare short videos of themselves in TikTok format talking about health-related concerns on vaccinations. The topics and video titles for each week can be accessed at bit.ly/vacc2schoolvidtitles.
4. Attached is the said Memorandum for your reference.
5. For your information and guidance.

EVELYN R. FETALVERO, CESO IV
Regional Director

Encls.: As stated.

Reference: DTFC Memo No. 435 s, 2021

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

GUIDELINES VACC2SCHOOL CAMPAIGN

ESS/jcc
06/28/2021



Address: J.P. Rosales Avenue,
Butuan City
Trunkline No: (085) 342-8207
Telefax No: (085) 342-5969
Email: caraga@deped.gov.ph



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Republika ng Pilipinas
Kagawaran ng Edukasyon
Tanggapan ng Pangalawang Kalihim

DepEd Task Force COVID-19
MEMORANDUM No. 435
24 June 2021

For: Regional Directors and BARMM Education Minister
Schools Division Superintendents
School Health and Nutrition Personnel
Information Officers

Subject: COLLABORATION AND IMPLEMENTATION GUIDELINES ON
VACC2SCHOOL CAMPAIGN STRATEGIES FOR
SCHOOL HEALTH AND NUTRITION PERSONNEL
AND INFORMATION OFFICERS

In support of the Vacc2School Campaign, the DepEd Task Force COVID-19 (DTFC) issues this Memorandum to guide school health and nutrition (SHN) personnel and information officers (IOs) in the implementation of demand generation activities in their respective regional and schools division offices. This Memorandum summarizes what transpired during the series of planning workshops for the said personnel and officers in the past weeks.

The SHN personnel and IOs may refer to the following collaboration and implementation guidelines on Vacc2School Campaign strategies.

1. **The Conduct of Webinars, Town Halls, and Other Demand Generation Activities**
 - a. Before end of business every Friday, each region shall prepare, using the attached template (Annex A), a summarized report of demand generation and other vaccination-related activities conducted during the week, as well as activities that are scheduled for the following week. For example, the 25 June 2021 Report shall cover the activities conducted on 21-25 June 2021, and the activities scheduled for 28 June – 02 July 2021.
 - b. Reports shall be submitted via <https://bit.ly/V2SActivityReport> every Friday.



Office of the Undersecretary for Administration (OUA)

[Administrative Service (AS), Information and Communications Technology Service (ICTS), Disaster Risk Reduction and Management Service (DRRMS), Bureau of Learner Support Services (BLSS), Baguio Teachers Camp (BTC), Central Security & Safety Office (CSSO)]

Department of Education, Central Office, Meralco Avenue, Pasig City
Rm 519, Mabini Bldg; Mobile: +639260320762; Tel: (+632) 86337203, (+632) 86376207
Email: usec.admin@deped.gov.ph; Facebook/Twitter @depedayo

- c. The Public Affairs Service (PAS) shall report the conducted activities to internal and external stakeholders such as the National Vaccination Operations Center (NVOC) and Office of the Presidential Spokesperson, while the DepEd Philippines Facebook page shall promote the upcoming activities.
- d. To support field activities, the Central Office through the DTFC shall continue to hold national demand generation activities as well.

2. Preparation of Short Videos on Vaccination

Selected SHN personnel—those identified by their respective regions as “Vacc2School Champions” and whose names have been submitted to the Bureau of Learner Support Services – School Health Division (BLSS-SHD) and PAS—shall prepare short videos of themselves (i.e., TikTok format) talking about health-related concerns on vaccination, and share the same to their respective regional/schools division offices.

- a. In line with the agreements made during the recently conducted planning workshop, the matrix below presents the topics that videos shall focus on per week:

Goal	Message/Topic (Focus)	Posting Week
Educate the public on the vaccination process	Information on vaccine trials/FDA approval	05-09 July 2021
	Brand differences (Key message: The best vaccine is the one that's in your arm)	12-16 July 2021
	Priority groups (urgency; reasons for prioritization)	19-23 July 2021
	Importance of completing the two doses of vaccine	26-30 July 2021
	Health Assessment Algorithm on Vaccination	05-09 July 2021
	AEFIs and side effects	12-16 July 2021
	Pros and Cons	19-23 July 2021
Educate the public on the importance of vaccination	FAQs	05-09 July 2021
	Prevents severe disease and death	12-16 July 2021
	Family	19-23 July 2021
	DepEd work (normal school activities)	26-30 July 2021
Address hesitancy	Myths/fallacies/misconceptions	05-09 July 2021
	Brand effectiveness	12-16 July 2021
	Wait and see attitude	19-23 July 2021
	Side effects	26-30 July 2021
	Safety concerns of those with health conditions (e.g., pregnant and breastfeeding)	05-09 July 2021
Educate the public on dos and don'ts	Monitoring; health standards	(Weekly)



- b. The specific video titles per weekly focus/topic, as brainstormed by the Vacc2School Champions, may be accessed at: <https://bit.ly/vacc2schoolvidtitles> .
- c. The videos shall be contextualized according to the culture, language, or situation of their respective regions or division offices. The champions will work with their respective IOs and other personnel, as needed. Champions may also collaborate with each other.
- d. The Central Office will select field-posted videos that will be featured on the DepEd Philippines Facebook page and TikTok account.
- e. In addition to the videos posted by the regions, the Central Office through PAS, in coordination with BLSS-SHD, shall also post its own videos aligned with the scheduled topics and titles. These videos will be co-created with a **National Pool of Vacc2School champions** selected from the list submitted by regions.
 - i. Those interested to become part of the National Pool of Vacc2School Champions may upload their TikTok-format video at <https://bit.ly/V2SVideoSubmissions> . Based on the agreement during the planning workshop, submission shall be made until 25 June 2021. However, submissions until 27 June 2021, 12:00 noon, will still be considered.
 - ii. Based on the submitted videos, PAS will select those who will become part of the National Pool of Champions.
 - iii. Selected champions will be individually invited by PAS to a private brainstorming/scriptwriting activity on **28 June 2021, from 9:00 a.m. to 12:00 noon**.
 - iv. This National Pool will co-create videos for the DepEd Philippines social media pages, although they may still continue to create videos for their respective regions. Those who will not be selected as part of the National Pool will continue to post videos for their respective regional or schools division pages.
- f. All videos posted shall use the hashtags #Vacc2School, #RESBAKUNA and #BidaSolusyonPlus.

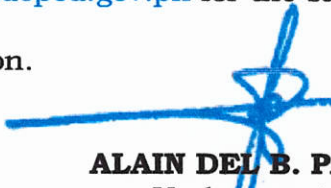
For more information, queries and concerns on this subject, please contact BLSS-SHD, Secretariat/Lead of DTFC, through (02) 8632 9935 or email at medical.nursing@deped.gov.ph . Likewise, the PAS-Creative Media Unit may be reached through (02) 8635 3765 or pas@deped.gov.ph for the same purpose.

For guidance and appropriate action.



QUADOC 0021-C208
To participate in the program,
please scan the QR Code




ALAIN DEL B. PASCUA
Undersecretary
Chairperson, DepEd Task Force COVID-19



**VACC2SCHOOL: LIGTAS NA BAKUNA PARA SA BALIK-ESKWELA!
INITIAL ACTIVITY REPORT**

SDO :

I. Activities Conducted (Week: _____)

A. New media (Webinars and town halls via Facebook Live, Zoom, MS Teams and similar platforms) and limited face-to-face activities

Date	Type/ Platform ¹	Title of Activity (Indicate organizer ²)	Participants (Indicate number of participants, if available) ³	Resource Persons

¹ Webinars and town halls via Facebook Live, Zoom, MS Teams and similar platforms

² RO/SDO/Name of Office

³ Post reach, views, attendance

B. Other activities (Press release, radio/TV interviews, distribution of IEC materials/leaflets)

Date	Activity (Indicate organizer ⁴)	Details ⁵

⁴ RO/SDO/name of office

⁵ Name of guest, of program, and of station, and general topic of the discussion for radio or TV interview; place of distribution of materials; link to the press release)

II. Scheduled Activities (Week: _____)

A. New media (Webinars and town halls via Facebook Live, Zoom, MS Teams and similar platforms) and limited face-to-face activities

Date	Type/ Platform ⁶	Title of Activity (Indicate organizer ⁷)	Target Participants	Resource Persons

⁶ Webinars and town halls via Facebook Live, Zoom, MS Teams and similar platforms

⁷ RO/SDO/Name of Office

B. Other activities (Press release, radio/TV interviews, distribution of IEC materials/leaflets)

Date	Activity	Details ⁵
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(Enclosure No. 2 to Regional Memorandum No. 441S, 2021)

	(Indicate organizer ⁴)	

⁴ RO/SDO/name of office

⁵ Name of guest, of program, and of station, and general topic of the discussion for radio or TV interview; place of distribution of materials; link to the press release)

Prepared by:
