



Republic of the Philippines  
**Department of Education**  
Region IV-A  
SCHOOLS DIVISION OF QUEZON PROVINCE



DEPED - QUEZON  
ICT UNIT

**UPLOADED**

Date/Time: APR 11 2022

By: ms. tel. b. 08 am

Ref. no. DM 290, s. 2022

07 April 2022

**DIVISION MEMORANDUM**  
DM No. 290, s. 2022

**DIVISION SEARCH FOR THE BEST BIDA KID SCHOOL**

**To:** Assistant Schools Division Superintendents  
Division Chiefs  
Division Information Officer  
District Information Coordinator  
School Information Coordinator  
Elementary and Secondary School Heads  
All Others Concerned

1. In support to the BIDA Kid Campaign of the Department of Education, this Office through the Division Information Officer announces the **Division Search for the Best BIDA Kid School**.
2. This Search aims to strengthen the schools' campaign activities about health and safety protocols in the expansion phase of limited face-to-face classes, and recognize best program implementers in their effort.
3. The Search criteria are aligned with **DepEd Memorandum No. 027, s. 2022** (Recommended Activities to Support the BIDA Kid Campaign) attached herewith. See Enclosure No. 1.
4. Each schools district is expected to submit at least one entry for each category. See Enclosure No. 2 for the guidelines and criteria for judging.
5. Deadline of submission is on **May 13, 2022**.
6. Winning schools will receive certificates of recognition. A separate certificate will be issued to respective school heads and SICs.
7. For immediate and wide dissemination.

**ELIAS A. ALICAYA JR., EdD**  
Assistant Schools Division Superintendent  
Officer-in-Charge  
Office of the Schools Division Superintendent

ordsmme04/07/2022

DEPEDQUEZON-TM-SDS-04-009-003



*"Creating Possibilities, Inspiring Innovations"*

Address: Sitio Fori, Brgy. Talipan, Pagbilao, Quezon  
Trunkline #: (042) 784-0366, (042) 784-0164, (042) 784-0391, (042) 784-0321  
Email Address: quezon@deped.gov.ph  
Website: [www.depedquezon.com.ph](http://www.depedquezon.com.ph)



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Enclosure No. 1 to DM No. 290, s. 2022

**RECOMMENDED ACTIVITIES FOR THE BIDA KID CAMPAIGN**

**BIDA KID**  
RECOMMENDED ACTIVITIES

**BIDA KID**  
**CAMPAIGN**  
DepEd Memorandum No. 027, s. 2022

Field offices and schools are encouraged to support the campaign through the following activities:

- printing and display of BIDA Kid posters and banners, which can be accessed through the following link <http://d1ty/BIDAKidCampaignMaterials>
- playing of BIDA Kid jingle or music video during office- or school-wide programs,
- conduct of office- or school-wide BIDA Kid program and related activities (e. g. poster making, slogan making, forum, webinars, etc.),
- photo documentation of local BIDA Kid activities,
- social media posting of BIDA Kid implementation and efforts,
- development of localized BIDA Kid materials,
- coordination with local partner media organizations for possible ad space for the BIDA Kid jingle or music video,
- other possible BIDA Kid promotion efforts in collaboration with LGUs, local partners, and community members, and
- crossposting of the BIDA Kid Campaign Launch Program livestream on April 5, 2022.

*\*Other local initiatives and innovations may be included.*

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Enclosure No. 2 to DM No. 290, s. 2022

**SEARCH FOR THE BEST BIDA KID SCHOOL**

**General Guidelines:**

1. The Search is open to all public and private schools in DepEd Quezon.
2. The Search shall be divided into two categories: **elementary** and **secondary**.
3. All documentations (PDF) of BIDA Kid Campaign shall be submitted to the Division Office for shortlisting via Google Form: [tinyurl.com/QuezonSearchBIDAKid](https://tinyurl.com/QuezonSearchBIDAKid). Refer to DM 027, s. 2022 for the recommended activities. Photo-documentations must have captions.
4. A Memorandum for the submission of videos (mp4) of the Search qualifiers will be issued separately after the pre-evaluation.
5. The decision of the Division Evaluation Committee is final and irrevocable.
6. Interested schools may submit entries on or before **May 13, 2022**.
7. **Top 10 BIDA Kid Schools** will be selected from each category.
8. Winning entries will be announced through a Division Memorandum, and will be posted in the DepEd Quezon website.
9. Exemplary video entries will be featured in the Division's **Best BIDA Kid School Awarding** in DepEd Tayo Quezon and Quezon PREFIC FB Page.

**Criteria for Judging:**

SEARCH CRITERIA	Points
Maximization of social media and other platforms in the campaign	20
Use of DepEd resources for the campaign (print/non-print) <a href="https://bit.ly/BIDAKidCampaignMaterials">bit.ly/BIDAKidCampaignMaterials</a>	15
Localization of campaign strategies and promotional activities	20
Development and utilization of IEC materials	15
Partnership with stakeholders in the campaign	20
Use of BIDA Kid Facebook profile frame and hashtags (#BIDAKidCampaign; #DepEdPhilippines; #ResBakuna; #DepEdTayoQuezonProvince #ALITAPTAPawards) of personnel and stakeholders <a href="https://www.facebook.com/twb.nz/bidakid">twb.nz/bidakid</a>	10

*-Nothing follows.-*

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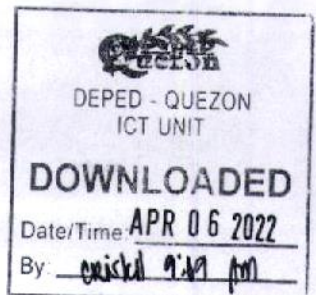


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MS NO. 20040622-104927



DepEd MEMORANDUM  
No. **027**, s. 2022

05 APR 2022

**RECOMMENDED ACTIVITIES TO SUPPORT THE BIDA KID CAMPAIGN**

To: Regional Directors  
Schools Division Superintendents  
Public Elementary and Secondary School Heads  
All Others Concerned



1. The Department of Education (DepEd), in partnership with the Department of Health (DOH) and the United States Agency for International Development (USAID), will launch the **BIDA Kid Campaign** to guide schools and communities about health and safety protocols in the expansion phase of limited face to face classes.

2. Aiming to continue the success of previous *BIDA* campaigns, *BIDA Kid* is focused on providing health reminders among minors and education stakeholders through **3Bs: Bakuna, Bayanihan, BIDA (Bestfriend natin ang masks, Ingatan at hugasan ang kamay, Dumistansya upang makaiwas sa sakit, Airflow ay panatilihin).**

3. In this line, DepEd Central Office (CO) is requesting the support of regional offices, schools division offices, and schools in promoting the campaign to their respective constituents.

4. Specifically, the field offices and schools are encouraged to support the campaign through the following activities:

- a. printing and display of *BIDA Kid* posters and banners, which can be accessed through the following link: <http://bit.ly/BIDAKidCampaignMaterials>,
- b. playing of *BIDA Kid* jingle or music video during office- or school-wide programs,
- c. conduct of office-or school-wide *BIDA Kid* program and related activities (e.g., poster making, slogan making, forum, webinars, etc.),
- d. photo documentation of local *BIDA Kid* activities,
- e. social media posting of *BIDA Kid* implementation and efforts,
- f. development of localized *BIDA Kid* materials,
- g. coordination with local partner media organizations for possible ad space for the *BIDA Kid* jingle or music video,
- h. other possible *BIDA Kid* promotion efforts in collaboration with LGUs, local partners, and community members, and
- i. crossposting of the *BIDA Kid* Campaign Launch Program livestream on April 5, 2022.

5. The Public Affairs Service (PAS) shall provide access to *BIDA Kid* collaterals to the field offices through the Regional and Division Information Officers.

6. For inquiries or clarifications, please contact **Director June Arvin Gudoy** of the Public Affairs Service, Department of Education Central Office, Aguinaldo Building, Meralco Avenue, Pasig City through email at [pas@deped.gov.ph](mailto:pas@deped.gov.ph) or at telephone number (02) 8633-2120.

7. Immediate dissemination of this Memorandum is desired.

  
**LEONOR MAGTOLIS BRIONES**  
Secretary

Reference:

N o n e



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

BUREAUS AND OFFICES  
CAMPAIGN  
PROGRAMS  
PROJECTS  
SCHOOLS

WNBO/ APA/MPC, DM Recommended Activities to Support the BIDA Kid Campaign  
0063 - April 1, 2022