



Republic of the Philippines
Department of Education
REGION VIII - EASTERN VISAYAS

May 11, 2022

REGIONAL MEMORANDUM

No. **442** 2022

2022 GLOBAL MEDIA COMPETITION OF THE GLOBAL CENTER FOR GOOD GOVERNANCE IN TOBACCO CONTROL

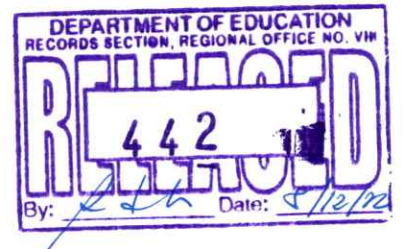
To: Schools Division Superintendents
Tobacco Control Coordinator
NDEP/BKD Coordinator
Youth Formation Coordinators
DRRM Coordinators
School Heads
All Others Concerned

- Attached is Memorandum No. 00-0522-013 from the Office of the Undersecretary for Administration of Assistant Secretary Atty. Salvador C. Malana III, dated May 04, 2022, inviting learners, teaching and non-teaching personnel in the Department of Education (DepEd), and other interested individuals or groups to join the **2022 Global Media Competition (GMC)** with the theme *"Disaster in Disguise: Tobacco Companies' Environmental Harms"* organized by the Global Center for Good Governance in Tobacco Control (DDTC).
- Interested participants must create *social media graphics* or *short videos* exposing the tobacco companies' tactics in disguising the harmful effects of their products on the environment.
- Additional information and details on the competition are stipulated in the communication attached to this Memorandum.
- For the information and guidance of all concerned.


EVELYN R. FETALVERO, CESO IV
Regional Director

Enclosures: As stated
References: As stated
To be indicated in the Perpetual Index under the following subjects:
BKD DRRM Youth Formation

ESSD-SPSS-DRRM-TJCP





OFFICE OF THE DIRECTOR IV
 This Received
 Signature
 Date
11 MAY 2022

002678

Republika ng Pilipinas
Kagawaran ng Edukasyon
 Tanggapan ng Pangalawang Kalihim



OUA MEMO 00-0522-013
MEMORANDUM
 04 May 2022

For: Undersecretaries
Assistant Secretaries
Regional Directors and BARMM Education Minister
Bureau and Service Directors
Schools Division Superintendents
Tobacco Control Coordinators
Brief Tobacco Intervention Providers
NDEP/BKD Coordinators
Youth Formation Coordinators
DRRM Coordinators
School Heads

Subject: 2022 GLOBAL MEDIA COMPETITION OF THE GLOBAL CENTER FOR GOOD GOVERNANCE IN TOBACCO CONTROL

The Office of the Undersecretary for Administration (OUA), through the the Bureau of Learner Support Services-School Health Division (BLSS-SHD), invites learners, teaching and non-teaching personnel in the Department of Education (DepEd) and other interested persons or groups to join the **2022 Global Media Competition (GMC)** organized by the Global Center for Good Governance in Tobacco Control (GGTC).

Participants must create compelling **social media graphics or short videos** exposing the tobacco companies' dirty tactics in disguising the harmful effects of their products to the environment.

Winners can take as much as \$ 4,000.00.

The competition is in support of the comprehensive tobacco control policy of DepEd and in celebration of the *World No Tobacco Day* on 31 May 2022.

The theme of this year's GMC is ***Disaster in Disguise: Tobacco Companies' Environmental Harms.***

Deadline for the submission of entries is on 11 May 2022 (Wednesday).



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))

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Handwritten note: *OUA mail 5/10/22*

Participants are advised to closely monitor on the platforms below the advisories of the GGTC on GMC, including any announcement on the possible extension of the deadline:

- Competition website- <https://ggtc.world/actions/global-media-competition>
- Facebook - <https://www.facebook.com/TheGGTC>
- Twitter - <https://twitter.com/theGGTC>


Tobacco control coordinators are requested to facilitate the promotion of this competition in their regions or divisions. Soft copies of GMC's posters (**Annex A**) may be accessed at: <https://bit.ly/GGTC2022GMCposter>.

Offices and schools that manage social media pages are enjoined to share the poster to reach more participants.

Youth Formation Coordinators are also requested to disseminate information on this activity to the learners.

Participants below 18 years old are required to submit a consent form from a parent or guardian.

For questions and concerns, please contact **Gian Erik M. Adao**, Education Program Specialist II, through email at blss.shd@deped.gov.ph


ATTY. SALVADOR C. MALANA III
Assistant Secretary
Officer-in-Charge Office of the
Undersecretary for Administration



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GLOBAL TOBACCO INDUSTRY WATCHDOG
Please visit the GTIW Code



Short Video and Design Awards

GLOBAL MEDIA COMPETITION 2022

Submit entries on the theme

DISASTER IN DISGUISE:
Tobacco Companies' Environmental Harms

by May 11, 2022 to bit.ly/GMCggtc

GRAND PRIZE
\$4,000

For more information, contact gmc@ggtc.world.
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STOP. A GLOBAL TOBACCO INDUSTRY WATCHDOG

GLOBAL MEDIA COMPETITION 2022

COMPETITION PRIZES

Social Media Graphics

- 1st place winner - **USD\$2,000**
- 2nd place winner - **USD\$1,000**
- 3rd place winner - **USD\$500**
- Online choice winner - **USD\$500**

Short Videos

- 1st place winner - **USD\$4,000**
- 2nd place winner - **USD\$2,000**
- 3rd place winner - **USD\$1,000**
- Online choice winner - **USD\$500**

For more information, contact gmc@ggtc.world.
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STOP. A GLOBAL TOBACCO INDUSTRY WATCHDOG