



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

June 7, 2022

**REGIONAL MEMORANDUM**

No. **548**, s. 2022

**UPDATED SCHEDULE OF THE NATIONAL SCHOOL LAUNCH OF THE  
 BIDA KID CAMPAIGN**

To: Schools Division Superintendents  
 All Others Concerned

1. Attached is Memorandum PAS-OD-2022-053 from Jason V. Mercene, Director IV, Public Affairs Service announcing the conduct of the National School Launch of the BIDA Kid campaign at San Roque National High School of the Schools Division of Antipolo on June 22, 2022.
2. This activity, which is conducted in partnership with the Department of Health (DOH) and the United States Agency for International Development (USAID), coincides with the week-long celebration of the Department's 124<sup>th</sup> Founding Anniversary.
3. Attached is a copy of the program for the event.
4. Immediate dissemination of this Memorandum is desired.

  
**EVELYN R. FETALVERO, CESO IV**  
 Regional Director

Enclosures: As stated

References: As stated

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

ESSD-SPPS-EAD





Republic of the Philippines  
**Department of Education**  
PUBLIC AFFAIRS SERVICE

054002

6/6/22  
[Signature]

**Office of the Director IV**  
PAS-OD-2022-053

OFFICE OF THE DIRECTOR IV	
Date and Time Received	Signature
06 JUN 2022	[Signature]
Date and Time Released	Signature
07 JUN 2022	[Signature]

**FOR :** UNDERSECRETARIES  
ASSISTANT SECRETARIES  
BUREAU AND SERVICE DIRECTORS  
REGIONAL DIRECTORS  
All Others Concerned

**FROM :** **JASON V. MERCENE**  
Supervising Administrative Officer  
Officer-in-Charge, Public Affairs Service

**SUBJECT :** **UPDATED SCHEDULE OF THE NATIONAL SCHOOL LAUNCH  
OF THE BIDA KID CAMPAIGN**

**DATE :** June 3, 2022

The Department of Education (DepEd), in partnership with the Department of Health (DOH), and the United States Agency for International Development (USAID), is proactively rolling out the BIDA Kid campaign.

In this line and within the week-long celebration of the Department's 124<sup>th</sup> Founding Anniversary, DepEd is set to conduct the National School Launch of the BIDA Kid campaign at San Roque National High School of the Schools Division of Antipolo on June 22, 2022.

Attached in this memorandum is the program for the said event for your reference.

For more information, all concerned may contact Ms. Patricia Morales through email at [patricia.morales001@deped.gov.ph](mailto:patricia.morales001@deped.gov.ph) or Viber/SMS at +63945-422-9957.

For reference and guidance. Thank you very much.



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6/6/22

# NATIONAL SCHOOL LAUNCH OF THE BIDA KID CAMPAIGN PROGRAM

**JUNE 22, 2022 | 10:00 A.M.**

**SAN ROQUE NATIONAL HIGH SCHOOL, ANTIPOLO CITY, RIZAL**

10:00 - 10:10 AM	<b>PRELIMINARIES</b>	
10:10 - 10:15 AM	<b>WELCOME MESSAGE</b>	<b>Superintendent Christopher R. Diaz</b> Schools Division Superintendent Schools Division of Antipolo, DepEd IV-A CALABARZON
10:15 - 10:20 AM	<b>KEYNOTE</b>	<b>Honorable Secretary Leonor Magtolis Briones</b> Secretary, Department of Education
10:20 - 10:30 AM	<b>MESSAGE</b>	<b>Assistant Secretary Malcolm S. Garma</b> Assistant Secretary for Field Operations Department of Education
10:30 - 10:35 AM	<b>MESSAGE OF SUPPORT</b>	<b>Director Cesar B. Bringas</b> Regional Director, DepEd IV-A CALABARZON
10:35 - 10:40 AM	<b>SHOWCASING OF BIDA KID CAMPAIGN REGIONAL CASCADING</b>	
10:40 - 10:45 AM	<b>MESSAGE OF SUPPORT</b>	<b>Director Beverly Lorraine Ho</b> Director, Disease Prevention and Control Bureau
10:45 - 10:50 AM	<b>MESSAGE OF SUPPORT</b>	<b>Director Michelle Lang-Alli</b> Office of Health United States Agency for International Development (USAID)
10:50 - 10:55 AM	<b>MESSAGE OF SUPPORT</b>	<b>Mr. Behzad Noubary</b> Deputy Representative, United Nations International Children's Emergency Fund (UNICEF)
10:55 - 11:00 AM	<b>MESSAGE OF SUPPORT</b>	<b>Mayor Andrea "Andeng" Ynares</b> Mayor, Antipolo City
11:00 - 11:05 AM	<b>TURNOVER OF BIDA SCHOOL KITS TO THE REGIONAL OFFICES</b>	To be led by attending DepEd Officials, DOH, USAID & UNICEF representatives.
11:05 - 11:10 AM	<b>MESSAGE OF SUPPORT</b>	<b>Ms. Myla Dela Cruz</b> Supreme Student Government President San Roque National High School
11:10 - 11:20 AM	<b>MESSAGE OF SUPPORT</b>	<b>Mr. Bryan Orilla</b> Parents-Teachers Association President San Roque National High School
11:20 - 11:25 AM	<b>INTERMISSION: BIDA KID DANCE PERFORMANCE</b>	<b>San Roque National High School Dance Troupe</b>

