



Republic of the Philippines
Department of Health
CAGAYAN VALLEY CENTER FOR HEALTH DEVELOPMENT



September 19, 2024

BENJAMIN D. PARAGAS, PhD, CESO III
Director IV
Department of Education-Regional Office 2
Carig Sur, Tuguegarao City, Cagayan

ATTN: DR. KAE KRYZZL C. PARAGAS-MAMBA
School Health and Nutrition Unit

Dear Dr. Paragas,

Healthy Greetings!

We are pleased to invite you to the launching of the School Based Immunization (SBI) which will be held on October 18, 2024 at Tuguegarao West Central School. This program of the Department of Health (DOH), in coordination with the Department of Education (DepEd), aims to protect communities against vaccine-preventable diseases such as measles, rubella, tetanus, diphtheria, and HPV, addressing both public health and educational needs.

The Cagayan Valley Center for Health Development is also sharing a Google link to IEC materials for health education and School-Based Immunization, aimed at increasing vaccine uptake among students and their parents. These materials can be accessed through this link: <https://tinyurl.com/SBI-lccs>. Moreover, in line with the launching, a TikTok competition will be held to promote awareness of the SBI campaign, with each division required to submit one entry. Program details and competition guidelines are also attached with this letter.

Please let us know at your earliest convenience if you would like to accept this invitation and confirm the one entry for each division for the TikTok competition. Should you require any additional information or have any further questions, please do not hesitate to contact Ms. Ruth Aguinaldo (+639652657171) hldemandgen@gmail.com.

Thank you for your attention to this matter and for your continued support.

Very truly yours,

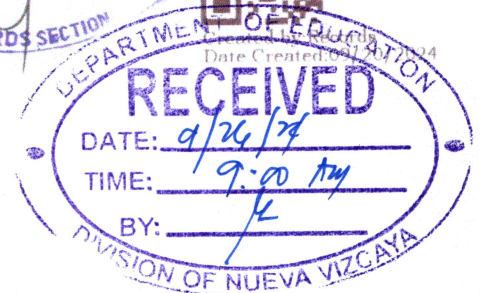
AMELITA M. PANGILINAN, MD, MPH, CESO III
Director IV



DepEd Regional Office No. 02



DOCS ID No:
092024041



DEPED REGIONAL OFFICE 02
RELEASED
DATE: 09-25-2024

MEMORANDUM		Date: 9/27/24	Released (Records):
To:	<input checked="" type="checkbox"/> PSDS/DICs	<input checked="" type="checkbox"/> Elem/Sec School Heads	
	<input checked="" type="checkbox"/> Private Schools	<input type="checkbox"/> Others:	
For:	<input checked="" type="checkbox"/> Information	<input checked="" type="checkbox"/> Dissemination	
	<input type="checkbox"/> Guidance	<input type="checkbox"/> Strict Compliance	
ORLANDO E. MANUEL PhD., CESO V Office of the Schools Division Superintendent			
By:	<input type="checkbox"/> ASDS	<input type="checkbox"/> CID Chief	<input type="checkbox"/> SG/D Chief
	<input type="checkbox"/> AO	<input type="checkbox"/> Atty	Signature:

September 24, 2024

To: **Schools Division Superintendents**

Attention: Medical Officers
Nurses-In-Charge

In line with the upcoming School-Based Immunization launching on October 18, 2024 at Tuguegarao West Central School, a TikTok competition and Jingle Challenge will be held to promote awareness of the SBI campaign. SDOs are encouraged to submit an entry on or before October 4, 2024 to this link <https://tinyurl.com/SBITIKTOK>. Please pre-register to this link <https://forms.gle/KX3IXs12Fht3P2G8> on or before September 30, 2024.

Kindly disseminate the IEC materials which can be accessed through the link provided in the letter.

For your information and appropriate action

BENJAMIN D. PARAGAS PhD, CESO III
Director IV/Regional Director



Republic of the Philippines
Department of Health
Cagayan Valley Center for Health Development



TIME	ACTIVITY	RESOURCE PERSON
07:00 AM - 08:00 AM	Registration and Arrival of Participants	CVCHD
08:00 AM - 08:10 AM	Prayer	TWCS Students
08:10 AM - 08:15 AM	National Anthem	TWCS Staff
08:15 AM - 08:25 AM	Acknowledgement of Participants	PAULENE KEITH D. ATAL, RPh HEPO III, HPU Head
08:25 AM - 08:40 AM	Opening Remarks	AMELITA M. PANGILINAN, MD, MPH, CESO III Regional Director
08:40 AM - 09:00 AM	Message of Support	BENJAMIN PARAGAS, PhD, CESO III Director IV Regional Director DepEd
09:AM - 09:15 AM	Discussion on the Importance of School Based Immunization	MARWYN BELLO, MD, MPA, CESO IV Director III Assistant Regional Director
09:15 AM - 9:25 AM	Presentation of Guidelines and Mechanics	CVCHD
09:25 AM - 9:30 AM	Introduction of the Board Judges	CVCHD
09:30 AM - 10:00 AM	Tiktok Contest Proper	CVCHD
10:30 AM - 11:00 AM	Announcement of Winners	GUIA G. COMILLAS, MD, MPH Medical Officer V, LHSD CHIEF
11:00 AM - 11:15 AM	Awarding of winners	AMELITA M. PANGILINAN, MD, MPH, CESO III Regional Director MARWYN BELLO, MD, MPA, CESO IV Director III Assistant Regional Director BENJAMIN PARAGAS, PhD, CESO III Director IV Regional Director DepEd AGNES A. DE LEON, CESO V Regional Director DILG HON. MAILA ROSARIO TING-QUE Tuguegarao City Mayor REBECCA C. BATTUNG, MD Provincial Health Officer II
11:15 AM - 11:30 AM	Pledge of Commitment	AGNES A. DE LEON, CESO V Regional Director DILG
11:30 AM - 11:45 AM	Ceremonial Vaccination	JERMAINE FARRAH LIGGAYU, RN, MSN Regional NIP Coordinator
11:45 AM - 12:00 NN	Words of gratitude	Ms. EVANGELINE M. PALEJO Principal IV Tuguegarao West Central School
12NN Onwards	Vaccination Proper	RVOC and NIP, CHO Tuguegarao



TIKTOK DANCE AND JINGLE CHALLENGE GUIDELINES

Registration:

- Deadline: Online registration forms must be submitted by **SEPTEMBER 30, 2024**. Registration form can be accessed through this link: <https://forms.gle/KX3fXs1Z1Fh13P2G8>
- Forms: Complete the team registration form, including details of each member and the division they represent.

Teams and Participants:

- 2 participant from the working age group 25 and above preferably a teacher and a parent
- 3 Children from Grade 1, and 4.

Guidelines:

1. Crafting the Jingle:

- Theme: Focus on the importance of school-based immunization. Emphasize safety, health, and the benefits of getting vaccinated.
- Lyrics: Write simple, catchy lyrics that highlight key points about immunization. For example:
Example Lyrics: "Shots are quick, they keep us strong, stay up-to-date and join the throng!"
- Melody: Create a cheerful, upbeat melody that's easy to sing along with. Ensure it fits the rhythm of typical TikTok videos.
- Length: Keep the jingle between **30-60 seconds** to match TikTok's format and maintain viewer engagement.

2. Designing the Dance:

- Align with Lyrics: Incorporate dance moves that reflect the message of the jingle.

For instance:

- For "Shots are quick": Mimic a quick jab or motion as if getting a shot.
- For "Stay up-to-date": Use a gesture that implies keeping track or updating, like a ticking clock motion.

- Simple and Repetitive Moves: Create moves that are easy to follow and repeat, helping others quickly learn the dance. TikTok dances often have a few distinct moves that are easy to replicate.

- Visual Appeal: Ensure the dance is engaging and visually clear. Use bright, energetic movements to capture attention.

3. Implementation:

- Video Creation: Record a high-quality video of the jingle with the dance. Include subtitles or captions for the lyrics to enhance understanding.

- Hashtags and Challenges: Use the following relevant hashtags: **#GetImmunized2gether**, **#Bakuna2Eskwela**, and **#BalikBakunaEskwela**. Create a challenge encouraging others to participate.

- Educational Component: Include brief educational information about the benefits of immunization in the video description or in a follow-up post. **Don't forget to include your respective Division.** This helps reinforce the message.

- Engagement: Interact with participants, share their videos, and provide positive feedback to foster community involvement and spread awareness.

By combining educational content with an engaging jingle and dance, you can effectively raise awareness about school-based immunization in a fun and memorable way.

- Deadline of Submission for the TikTok Competition will be on **OCTOBER 4, 2024**. Upload your entries on the following link: <https://tinyurl.com/SBITIKTOK>



CRITERIA FOR JUDGING THE TIKTOK JINGLE AND DANCE CHALLENGE FOR SCHOOL BASED IMMUNIZATION

To ensure a fair and comprehensive evaluation of the entries, here are the criteria for judging the TikTok Dance and Jingle Challenge:

1. Creativity and Originality (20%)

- Jingle Creativity: How original and creative are the lyrics and melody? Is the jingle catchy and unique?
- Dance Creativity: How inventive are the dance moves? Do they complement the jingle in a novel way?

2. Relevance to Theme (25%)

- Jingle Theme Alignment: How well does the jingle address the theme of school-based immunization? Does it emphasize safety, health, and the benefits of vaccination effectively?
- Dance Theme Alignment: How well do the dance moves reflect the message of the jingle? Are the moves symbolic or representative of the lyrics?

3. Execution and Performance (20%)

- Jingle Performance: Is the jingle performed clearly and confidently? Are the lyrics easy to understand?
- Dance Execution: Are the dance moves executed smoothly and accurately? Is the performance energetic and engaging?

4. Simplicity and Viewer Engagement (20%)

- Jingle Simplicity: Are the lyrics and melody simple and catchy enough to be easily remembered and sung along to?
- Dance Simplicity: Are the dance moves easy to follow and replicate? Is the dance engaging and fun for viewers?
- Interaction: How well does the entry engage with viewers through comments, likes, and shares? Are participants actively encouraging others to join the challenge?

5. Visual and Audio Quality (5%)

- Video Quality: Is the video clear and well-lit? Are the audio and visual elements of the jingle and dance high quality?
- Subtitles and Captions: Are the lyrics and key information clearly displayed with appropriate captions or subtitles?

6. Educational Component (10%)

- Informative Content: Does the video include educational information about the benefits of immunization? Is this information presented clearly and effectively?
- Call to Action: Does the video encourage viewers to participate in the challenge or take further action regarding immunization?

Total Possible Score: 100 Points

- Creativity and Originality: 20 points
- Relevance to Theme: 25 points
- Execution and Performance: 20 points
- Simplicity and Viewer Engagement: 20 points
- Visual and Audio Quality: 5 points
- Educational Component: 10 points

Note: Judges should consider all criteria holistically and provide constructive feedback to each team