



Republic of the Philippines  
 Department of Education  
 Bureau of Learner Support Services  
 DepED Complex, Meralco Avenue Pasig City

DepEd Region IV-A  
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 For your appropriate  
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MEMORANDUM

FOR ALL REGIONS  
 I, II, III, IV-A, IV-B, V, VI, VII, VIII, IX, X, XI, XII  
 CAR, NCR, NIR, CARAGA and ARMM

FROM *[Signature]*  
 RIZALINO JOSE T. ROSALES  
 Director IV

SUBJECT #BAWASBISYO2016 VIDEO COMPETITION ON ALCOHOL HARMS

DATE July 11, 2016

The World Health Organization (WHO) and Action for Economic Reforms (AER), a public interest non-governmental organization that conducts policy analysis and advocacy on key economic issues, have launched the #BawasBisyo2016 Video Competition on Alcohol Harms. This aims to bring out youth's potential to be ambassadors of messages towards better health.

Winning entries will compete for the 9<sup>th</sup> World Conference on Public Health to be held on November 2016 in Shanghai, China. Interested participants may submit their entries to AER until July 28, 2016.

Attached is the mechanics of the competition for your reference.

Thank you.

DepEd Region IV-A  
 ICT Unit  
**RECEIVED**  
 7731  
 Date: 7/18/16 By: [Signature]



# #BAWASBISYO2016

## VIDEO COMPETITION ON ALCOHOL HARMS

Action for Economic Reforms (AER) and the World Health Organization (WHO) invite Filipino and foreign youth to participate in the **#BAWASBISYO2016 Video Competition on Alcohol Harm Reduction**.

The competition aims to:

- 1) Inform, educate the general public, especially the youth about health and non-health effects of alcohol, as well as ways to quit the habit; and
- 2) Encourage the youth to become ambassadors of important messages to their fellow youth through using their talents in video editing and/or film making. There will be two categories: high school and college. The WHO will select one video per category to present to the 6th World Conference on Public Health on November 2016.

Action for Economic Reforms (AER) is a public interest non-governmental organization that conducts policy analysis and advocacy on key economic issues. In 2012, AER led a multi-sectoral coalition of civil society and government champions to make alcohol and tobacco products less affordable. Other current work of AER includes campaign for Freedom of Information (FOI), Industrial Policy, and Tax Reform. Meanwhile, the **World Health Organization (WHO)** is committed to coordinating United Nations countries in matters related to health. In its Pacific Region strategy, it emphasized the need to reduce alcohol-related harm, specifically its effects to young people.

Below are the mechanics of the entry submissions and judging:

- i. Contestants must be 15 to 24 years old and a citizen of the country, and can participate as individual or by group (max of 3 members). A maximum of 2 entries is allowed per participant.
- ii. The video (animation, narrative, typography, or documentary) must not be commercial and should be 7 to 3 minutes long.
- iii. Statistics and other information should be based on facts (sources cited).
- iv. Videos must not reference existing brands in the market or contain scenes of nudity, profanity, graphic violence and hateful or inappropriate sexual content.
- v. Due to copyright laws, music and images used in any entry must be original, licensed or in public domain.
- vi. The videos may be used in future events in relation to the alcohol control campaign. Upon entering contest, the participant grants this permission.
- vii. Participants must send their entries to [action.ph@gmail.com](mailto:action.ph@gmail.com).

Selected videos will be uploaded to our official video platform for public voting. At the same time, it will be submitted to the panel for selection of winners. The criteria below will constitute 90% of the total votes, while 10% will be based on popularity.

Consistency with the theme and messages:	25%
Accuracy of messaging and information:	25%
Video and audio quality:	25%
Creativity:	25%

We hope that your school could send entries, while incorporating the advocacy in any of your subjects as well. We have trust in the power of the youth as ambassadors of messages for health.

Sincerely,



Jharcia Jay Ypaaraguire | [jypaaraguire@gmail.com](mailto:jypaaraguire@gmail.com); 0921 771 1667  
Action for Economic Reforms ([www.aer.ph](http://www.aer.ph))

