



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON



10 October 2025

Regional Memorandum

**UNIVERSAL PREVENTION CURRICULUM (UPC) FOR
SUBSTANCE ABUSE IN CALABARZON RE-ECHO
TRAINING OF MODULE 8: MEDIA-BASED
PREVENTION INTERVENTIONS**

To: **Schools Division Superintendents**
All others concerned

1. The Department of Education Regional Office IV-A CALABARZON through the Education Support Services Division-School Health Section will conduct this Training on November 17-21, 2025 at a venue to be announced on a separate advisory.
2. The training goals are to provide an overview and in-depth study of media and their use in substance use prevention campaigns; provide comprehensive overview of persuasion theory; facilitate understanding of how to develop theory-based persuasive anti-drug media campaigns; provide insight into what makes an effective vs an ineffective media campaign and to provide a framework for participants to develop and evaluate their own effective media campaigns to prevent substance use
3. Participants are the Schools Division Medical Officers, National Drug Education Program Focal Person, EPS for Values, Registered Guidance Counselor/Guidance Counselor and School Head. They should have completed Curriculum 1 (Introduction to Prevention Science).
4. The list of participants and program are attached. Participants are to register before October 30, 2025 (Thursday) via <https://bit.ly/R4A-UPC8>. Participants are encouraged to wear corporate attire with agency ID and to bring a laptop to be used during the event.
5. Travel and other related expenses of participants shall be charged to local funds, while room and board, honoraria of speakers and other related expenses shall be charged to OSEC-4A-25-03562 subject to the usual accounting and auditing



Address: Gate 2, Karangalan Village, Cainta, Rizal
Telephone No.: 02-8682-2114
Email Address: region4a@depd.gov.ph
Website: depdcalabarzon.ph



Certificate No. PHP QMS
22 93 0085

6. For inquiries and further clarifications, please contact Dr. Pearl Oliveth S. Intia, Medical Officer IV at pearl.intia@deped.gov.ph.
7. Immediate dissemination and strict compliance with this Memorandum are desired.



ATTY. ALBERTO T. ESCOBARTE, CESO II
Regional Director

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Enclosure 1: LIST OF PROJECT MANAGEMENT TEAM AND PARTICIPANTS
UNIVERSAL PREVENTION CURRICULUM (UPC) FOR SUBSTANCE ABUSE IN
CALABARZON RE-ECHO TRAINING OF COURSE 8: MEDIA-BASED PREVENTION
INTERVENTIONS November 17-21, 2025

Pearl Oliveth S. Intia MD (Overall Coordinator)	Medical Officer IV, Regional Office	Project Management Team
Venus Manalo (Program Committee)	Nurse II, SDO Santa Rosa City	
Jeremy Christian Innovero (Registration Committee)	Nurse II, SDO Santa Rosa City	
Perla Vicenta M. De Castro MD (Program Committee)	Medical Officer III, SDO Lipa City	
Jhunel Saguni (Program and Registration Committee)	SDO Cabuyao City	
Michaela Formalejo (Documentation Committee)	Technical Assistant I SDO Quezon	
Bishop Little Jones B. Espeleta	Global Master Trainer on Universal Prevention Course Colombo Plan	Resource Speaker
Schools Division Medical Officer (1), National Drug Education Program Focal Person(1), EPS for Values (1), Registered Guidance Counselor/Guidance Counselor (1) and School Head (1)	SDO Batangas	5 slots
	SDO Cavite	5 slots
	SDO Laguna	5 slots
	SDO Quezon	5 slots
	SDO Rizal	5 slots
Schools Division Medical Officer (1), National Drug Education Program Focal Person(1) and School Head (1)	SDO Antipolo City	3 slots
	SDO Bacoor City	3 slots
	SDO Batangas City	3 slots
	SDO Binan City	3 slots
	SDO Cabuyao City	3 slots
	SDO Calamba City	3 slots
	SDO Cavite City	3 slots

	SD Calaca City	3 slots
	SDO Dasmaringas City	3 slots
	SDO General Trias City	3 slots
	SDO Imus City	3 slots
	SDO Lipa City	3 slots
	SDO Lucena City	3 slots
	SDO San Pablo City	3 slots
	SDO San Pedro City	3 slots
	SDO Santa Rosa City	3 slots
	SDO Santo Tomas City	3 slots
	SDO Tanauan City	3 slots
	SDO Tayabas City	3 slots

Enclosure 2:

INDICATIVE PROGRAM OF ACTIVITIES

UPC Regional Roll-out
Course 8: Media-Based Prevention Interventions

Day 1: November 17, 2025

Time	Activity/Content	Persons Involved
8:00 – 10:00 am	Registration	Secretariat
10:00 am – 10:30 am	AM Break	
10:30 am – 12:00 noon	Opening Program MOL Opening Remarks Introduction of Participants	Mr. Jhunel Saguni Ms. Mica Habito
12:00 noon – 1:00 pm	Lunch Break	
<i>Module 1- Training Introduction</i>		
1:00 pm – 1:15 pm	Pre-Test	Reverend Little Jones B. Espeleta
1:15 pm – 1:30 pm	Presentation: Training Materials	
1:30 pm – 1:45 pm	Module 1: Why this Training?	
1:45 pm – 2:00 pm	Large Group Exercise: Training Expectations	
2:00 pm- 3:00 pm	Large Group Discussion: Examples of Persuasion Media	
3:00 pm – 4:30 pm	Small-group Exercise: Substance Use problems for media interventions	
4:30 pm – 4:45 pm	Summary and Reflections	
4:45 pm – 5:00 pm	Wrap-up and Module 2 Evaluation	

Day 2: November 18, 2025

Time	Activity/Content	Persons Involved
8:00 am – 8:15 am	MOL	SDO In-Charge
<i>Module 2- Introduction to Media and Their Use in Prevention</i>		
8:15 am – 8:30 am	Introduction to Module 2	Reverend Little Jones B. Espeleta
8:30 am – 8:45 am	Presentation: Why use the media in substance use prevention	
8:45 am – 9:00 am	Presentation and discussion: UNODC International Standards on Drug Use Prevention: Media Campaigns	
9:00 am – 9:15 am	Presentation and discussion: Three successful campaigns	
9:15 am – 9:30 am	AM Break	
9:30 am – 10:00 am	Presentation and discussion: Research on past campaigns: What works/what doesn't work	
10:00 am – 10:30 am	Large-group discussion: Scare tactics almost always fail	
10:30 am – 11:15 am	Large-group discussion: Why do they fail?	
11:15 am – 12:00 noon	Small-group exercise: Revising the ads	
12:00 noon – 1:00 pm	Lunch Break	
<i>Module 3 – The Nature of Media and Theories of How the Media Affects Audiences</i>		
1:00 pm – 1:20 pm	Introduction to Module 3	Reverend Little Jones B. Espeleta
1:20 pm – 1:35 pm	Presentation: Media-based prevention and the community	
1:35 pm – 1:55 pm	Presentation and discussion: Theories and approaches that guide effective media messages	

1:55 pm – 2:10 pm	Individual exercise: Setting the stage for message construction	
2:10 pm – 2:25 pm	Large-group discussion: Setting the stage for message construction	
2:25 pm – 2:40 pm	PM Break	
2:40 pm – 3:20 pm	Presentation and discussion: Theories and approaches that guide effective media messages (continued)	
3:20 pm – 4:00 pm	Small-group Exercise: Gain- or loss-framed ads	
4:00 pm – 5:00 pm	Presentation and discussion: Analyzing the audience to target the message	

Day 3: November 19, 2025

Time	Activity/Content	Persons Involved
8:00 am – 8:15 am	MOL	SDO In-Charge
<i>Module 3 – The Nature of Media and Theories of How the Media Affects Audiences (continuation)</i>		
8:15 am – 9:00 am	Small-group exercise: Developing a campaign message	Reverend Little Jones B. Espeleta
9:00 am – 9:20 am	Presentation and discussion: Reinforcement or associationism	
9:20 am – 9:35 am	AM Break	
9:35 am – 10:20 am	Small-group exercise: Designing a poster	
10:20 am – 10:35 am	Reflections and Module 3 evaluation	
<i>Module 4- Practical Application of Theories of Persuasion in Substance Use Prevention</i>		
10:35 am – 10:50 am	Introduction to Module 4	Reverend Little Jones B. Espeleta
10:50 am – 11:10 am	Presentation: Classic approaches to persuasion	

11:10 am – 11:30 am	Presentation and Discussion: Creating messages that conform to the formula	
11:30 am – 12:00 noon	Large-group discussion: Audience and message	
12:00 noon – 1:00 pm	Lunch Break	
1:00 pm – 1:15 pm	Presentation and discussion: Overcoming resistance	
1:15 pm – 2:00 pm	Small-group exercise: Understanding counter-arguing	
2:00 pm – 2:20 pm	Reflections and Module 4 Evaluation	
2:20 pm – 2:35 pm	PM Break	
<i>Module 5- The Two-Step Flow of Communication and Parental Impact</i>		
2:35 pm – 3:00 pm	Introduction to Module 5	Pearl Oliveth S. Intia MD
3:00 pm – 3:20 pm	Presentation: Two-Step Flow of Communication Model	
3:20 pm – 3:45 pm	Presentation and Discussion: Parental Influence on Children's Substance Use: Current research	
3:45 pm – 4:15 pm	Small-group exercise: Opinion leader communication	
4:15 pm – 5:00 pm	Reflections and Module 5 Evaluation	

Day 4: November 20, 2025

Time	Activity/Content	Persons Involved
8:00 am – 8:15 am	MOL	SDO In-Charge
<i>Module 6 – Pre- and Post-Evaluation of Effects of Media-Based Prevention Interventions</i>		
8:15 am – 8:30 am	Introduction to Module 6	Ms. Venus Manalo
8:30 am – 8:45 am	Presentation and discussion: Processes involved in evaluation of a media program	
8:45 am – 9:15 am	Presentation and discussion: Baseline measures of the problem	
9:15 am – 9:30 am	AM Break	
9:30 am – 9:40 am	Presentation: Process assess ment of implementation	
9:40 am – 10:10 am	Presentation and discussion: Outcome assessment	
10:10 am – 10:25 am	Presentation: Common research designs for media	
10:25 am – 10:45 am	Presentation and discussion: Campaign implementation assessment	
10:45 am – 11:15 am	Small-group exercise: Measuring the Two-Step Flow Model	
11:15 am – 12:00 noon	Reflections and Module 6 Evaluation	
12:00 noon – 1:00 pm	Lunch Break	
<i>Module 7 – Review of Media-Based Prevention Interventions: Application to Practice</i>		
1:00 pm -1:15 pm	Introduction to Module 7 and review of exercise	Perla de Castro MD
1:15 pm – 2:15 pm	Small-group exercise: Development of a media-based prevention campaign to integrate learning from this introductory curriculum	
2:15 pm – 2:45 pm	Large-group discussion: Review of plans, approaches to	

	overcoming barriers, and general Q & A session	
2:45 pm – 3:00 pm	PM Break	
3:00 pm – 5:00 pm	Overall training evaluations	

Day 5: November 21, 2025

Time	Activity/Content	Persons Involved
8:00 am – 8:15 am	MOL	SDO In-Charge
8:15 am – 8:30 am	Post-test and Training Evaluation	
8:30 am – 10:15 am	Preparation and Finalization of SDO Action Plan	
10:15 am – 10:30 am	AM Break	
10:30 am – 12:00 noon	Presentation and Critiquing of SDO Action Plan	
12:00 noon – 1:00 pm	Lunch Break	
1:00 pm – 3:00 pm	Presentation and Critiquing of SDO Action Plan (Continuation)	
3:00 pm – 3:15 pm	PM Break	
3:15 pm – 5:00 pm	Closing Program	PMT