



Republic of the Philippines
Department of Education

09 JUL 2021

DepEd MEMORANDUM
No. 039, s. 2021

SUSTAINING ACTIVITIES AND REINFORCING KEY MESSAGES OF THE 2021 WORLD NO TOBACCO DAY AND 2021 NATIONAL NO SMOKING MONTH UNTIL MAY 2022

To: Undersecretaries
Assistant Secretaries
Minister, Basic, Higher, and Technical Education, BARMM
Bureau and Service Directors
Regional Directors
Schools Division Superintendents
Public and Private Elementary and Secondary School Heads
All Others Concerned

1. **Commit to Quit**, the World Health Organization's (WHO) campaign for the 2021 World No Tobacco Day, has been the basis of the Department of Health's (DOH) theme for the 2021 National No Smoking Month, an annual observance every month of June, pursuant to Presidential Proclamation No. 183, s. 1993.
2. The global campaign aims to help create healthier conditions that **promote tobacco cessation** through:
 - a. supporting robust tobacco cessation policies,
 - b. improving access to cessation services,
 - c. raising awareness about the tactics of the tobacco industry, and
 - d. supporting people who want to quit tobacco via Quit and Win initiatives.
3. Per DepEd Order (DO) No. 48, s. 2016 titled, *Policy and Guidelines on Comprehensive Tobacco Control*, the term, **cessation interventions**, refers to the treatment of tobacco dependence, which includes a range of techniques such as motivation, advice and guidance, counseling, telephone and internet support, and appropriate pharmaceutical aids all of which aim to encourage and help tobacco users to stop using tobacco and to avoid subsequent relapse. DO 48, s. 2016 further provides that cessation intervention services shall be made available and accessible to learners and personnel in need of such services. ,
4. According to WHO, the COVID-19 Pandemic has led to millions of tobacco users saying they want to quit. The WHO Director General Dr. Tedros Adhanom Ghebreyesus has also said that **smokers have up to a 50% higher risk of developing severe disease and death from COVID-19, so quitting is best thing smokers can do to lower their risk from this coronavirus, as well as the risk of developing cancers, heart disease and respiratory illnesses.**
5. Recognizing the relevance of the WHO campaign, especially its theme, objectives, and key messages in the government's ongoing COVID-19 response, as well as its strong alignment with DO 48, s. 2016, DepEd enjoins all offices and schools **to sustain activities and reinforce key messages** of the 2021 World No Tobacco Day and 2021 National No

Smoking Month **until May 2022** when the new theme for the next World No Tobacco Day will be announced.

6. At the national level, the Bureau of Learner Support Services-School Health Division (BLSS-SHD), together with Public Affairs Service (PAS), in coordination with concerned offices, shall develop **a localized campaign to help DepEd personnel who smoke to quit tobacco use through various initiatives and tools, and to discourage learners from initiating tobacco use.** The localized campaign shall aim to

a. **For learners**

- i. encourage learners to develop and maintain a healthy lifestyle and a strong immune system,
- ii. educate learners about the tactics employed by the tobacco industry to lure them into using their products,

b. **For personnel**

- i. enjoin personnel to participate in DepEd health and wellness activities,
- ii. empower adults (and families) to become **role models** and provide active support for the health of their learners,
- iii. encourage personnel to quit smoking (and not shift to vaping and other novel tobacco and nicotine products),

c. **For DepEd offices and schools**

- i. reinforce the strong implementation of DO 48, s. 2016, and
- ii. reduce the influence of tobacco industry in the implementation of tobacco control policies and in marketing tobacco and related products to children and youth.

7. Campaign resources that will be developed by BLSS-SHD and PAS may be accessed at <https://bit.ly/dep2021nns>.

8. All offices and schools are enjoined to participate in, support, or initiate own **activities aligned with DepEd localized campaign and its objectives.** Activities shall be conceptualized in consideration of the overall national situation related to COVID-19, and therefore, may utilize online and other media platforms that are accessible to DepEd personnel and learners. Designated Regional and Schools Division **Tobacco Control Coordinators**, per DepEd Memorandum (DM) No. 147, s. 2018, together with the Designated Regional and Schools Division **Brief Tobacco Intervention (BTI) Providers**, per DM 110, s. 2019, are expected to provide the necessary technical support.

9. Consistent with DO 48, s. 2016, funding for the implementation of the school-initiated activities may be sourced from the budget for the school maintenance and other operating expenses (MOOE), subject to the usual accounting and auditing policies, procedures and standards. For activities initiated by the regional offices and schools division offices, expenses may be charged to applicable funds downloaded by the Central Office, through the BLSS-SHD, subject to the guidelines for the utilization of the said funds.

10. The report and pictorials on the highlights of the activities implemented in line with this Memorandum shall be incorporated in the consolidated *OK sa DepEd* progress and accomplishment reports for submission by the regional health and nutrition personnel to the BLSS-SHD.

11. All involved are reminded to be extra cautious in engaging external partners for the campaign activities, and ensure—as it shall be done all year—that no participation, directly or indirectly, is entertained, in whole or in part, with those who represent interest or have

affiliation with the tobacco industry, whether personal, financial or other interest, including but not limited to

- a. having an existing ownership or investment in the tobacco industry;
- b. being a member of the Board of Directors, an officer of the corporation, or a partnership with the tobacco industry; and
- c. receiving any contribution from the tobacco industry.

12. For more information, please contact **Mr. Gian Erik Adao**, Education Program Specialist II of the Bureau of Learner Support Services-School Health Division through email at gian.adao@deped.gov.ph or at telephone number (02) 8632 9935.

13. Immediate dissemination of this Memorandum is desired.


LEONOR MAGTOLIS BRIONES
Secretary

References:

- DepEd Order (No. 48, s. 2016)
- DepEd Memorandum (Nos. 147, s. 2018 and 110, s. 2019)



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