



Republic of the Philippines  
Department of Education

05 APR 2022

DepEd MEMORANDUM  
No. **027**, s. 2022

**RECOMMENDED ACTIVITIES TO SUPPORT THE BIDA KID CAMPAIGN**

To: Regional Directors  
Schools Division Superintendents  
Public Elementary and Secondary School Heads  
All Others Concerned

1. The Department of Education (DepEd), in partnership with the Department of Health (DOH) and the United States Agency for International Development (USAID), will launch the **BIDA Kid Campaign** to guide schools and communities about health and safety protocols in the expansion phase of limited face to face classes.

2. Aiming to continue the success of previous *BIDA* campaigns, *BIDA Kid* is focused on providing health reminders among minors and education stakeholders through **3Bs: Bakuna, Bayanihan, BIDA (Bestfriend natin ang masks, Ingatan at hugasan ang kamay, Dumistansya upang makaiwas sa sakit, Airflow ay panatilihin)**.

3. In this line, DepEd Central Office (CO) is requesting the support of regional offices, schools division offices, and schools in promoting the campaign to their respective constituents.

4. Specifically, the field offices and schools are encouraged to support the campaign through the following activities:

- a. printing and display of *BIDA Kid* posters and banners, which can be accessed through the following link: <http://bit.ly/BIDAKidCampaignMaterials>,
- b. playing of *BIDA Kid* jingle or music video during office- or school-wide programs,
- c. conduct of office-or school-wide *BIDA Kid* program and related activities (e.g., poster making, slogan making, forum, webinars, etc.),
- d. photo documentation of local *BIDA Kid* activities,
- e. social media posting of *BIDA Kid* implementation and efforts,
- f. development of localized *BIDA Kid* materials,
- g. coordination with local partner media organizations for possible ad space for the *BIDA Kid* jingle or music video,
- h. other possible *BIDA Kid* promotion efforts in collaboration with LGUs, local partners, and community members, and
- i. crossposting of the *BIDA Kid* Campaign Launch Program livestream on April 5, 2022.

5. The Public Affairs Service (PAS) shall provide access to *BIDA Kid* collaterals to the field offices through the Regional and Division Information Officers.

6. For inquiries or clarifications, please contact **Director June Arvin Gudoy** of the Public Affairs Service, Department of Education Central Office, Aguinaldo Building, Meralco Avenue, Pasig City through email at pas@deped.gov.ph or at telephone number (02) 8633-2120.

7. Immediate dissemination of this Memorandum is desired.

  
**LEONOR MAGTOLIS BRIONES**  
Secretary

Reference:

N o n e



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

BUREAUS AND OFFICES  
CAMPAIGN  
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SCHOOLS

WNBO/ APA/MPC, DM Recommended Activities to Support the BIDA Kid Campaign  
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