



Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON  
CITY SCHOOLS DIVISION OF THE CITY OF TAYABAS

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Advisory No. 032 s. 2024

February 12, 2024

In compliance with DepEd Order (DO) No. 8 s. 2013  
this advisory is issued not for endorsement per DO 28 s. 2001,  
but only for the information of DepEd officials,  
personnel/staff, as well as the concerned public.  
(Visit [www.deped.gov.ph](http://www.deped.gov.ph))

**#NAG4MKNB? A PHILHEALTH REEL-MAKING CONTEST**

The Philippine Health Insurance Corporation will be organizing **#NAG4MKNB A PhilHealth Reel-Making Contest** which is open to all currently enrolled grade 8 students together with their teachers from private and public schools.

Submission of entries is extended until **March 31, 2024**.

Enclosed is a copy of the contest mechanics and other details for more information.

Immediate dissemination of this advisory is desired.

This is one reel-ly exciting challenge!

**COME AND JOIN THE**

**#NAG4MKNB?**

**A PhilHealth Reel-Making Contest**

[www.philhealth.gov.ph](http://www.philhealth.gov.ph)

✉ [actioncenter@philhealth.gov.ph](mailto:actioncenter@philhealth.gov.ph)  PhilHealthOfficial   [teamphilhealth](#)





# #NAG4MKNB?

## A PhilHealth Reel-Making Contest

### WHO CAN JOIN?

- All currently **enrolled Grade 8 students from private or public schools**, who must be accompanied by at least 1 teacher (with minimum exposure or participation in the video).
- There shall only be **1 ENTRY per school**.

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# #NAG4MKNB?

## A PhilHealth Reel-Making Contest

### CONTEST MECHANICS

1. The PhilHealth reel-making competition is open to all currently enrolled Grade 8 students together with their teachers from private or public educational institutions.
2. Create a video/reel about the Universal Health Care (UHC) 4M steps (Magparehistro, Magbayad ng kontribusyon, Mag-update ng record, Magdaim ng benepisyo).
3. The duration of the video must not exceed one (1) minute.
4. The video entry must deliver the information on either one of the 4Ms or a combination of all.
5. There should only be ONE (1) ENTRY per school/campus.
6. Each contestant must be accompanied by at least one (1) teacher (with not more than 30 seconds exposure).
7. Relatives of PhilHealth employees up to the third degree of affinity or consanguinity are not qualified to join the competition.
8. Contestants may use mobile phone, DSLR or mirrorless camera; videos may contain images/graphics/animation, subtitles/text, voice over, music, which are royalty-free or must not contain copyrighted artwork.
9. The entry's video resolution shall be at least 1920 x 1080p or Full HD or higher.
10. The entry may be in English, Tagalog, Taglish or in the local dialect.
11. Contestants may wear the school uniform in the video or any proper/age-appropriate clothing.
12. Each entry must be an original idea by the contestant.
13. A link shall be available to view and print the Contest Mechanics (to be presented to the child's parent) and the Parental and School Administration Consent (to be filled out by the student, students' parent, teacher and school head); the same link shall also provide the 4M video presentation materials for reference.
14. All qualified video entries shall become the property of PhilHealth.
15. Winner selection shall be based on the following criteria:
 

Theme relevance	40%
Story concept	30%
Execution	25%
Viewer's reaction	5%
<b>TOTAL</b>	<b>100%</b>

• Judges' decision is final.

• Prizes and plaques for all winners.

First place Php 15,000.00

Second place Php 10,000.00

Third place Php 5,000.00

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### CONTEST DETAILS

**September 22, 2023**

Launching during FB Live (Teachers Orientation on NHIP)

**October 1, 2023 to March 15, 2024**

- Promotional campaign and information dissemination of PhilHealth Regional Offices to different schools in their area
- School preparation for their official entry

**January 4 to March 31, 2024**

Registration period and submission of entries by the contestants

**April 1-30, 2024**

Initial screening of qualified entries

**May 1-31, 2024**

Posting of qualified entries on PhilHealth's digital media platforms to gather viewers' reactions

**June 3-14, 2024**

Preparation and judging of entries

**June 17-21, 2024**

Announcement of Winners

**June 24-28, 2024**

Awarding of Winners

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**PhilHealth**  
Your Partner in Health



# #NAG4MKNB?




## A PhilHealth Reel-Making Contest

Submission of Entries

**EXTENDED**

until

**MARCH 31, 2024**

 **New Hotline:** (02) 866-225-88 | **Mobile Hotlines Call and text (24/7)**  
**Smart:** 0998-857-2957; 0968-865-4670 **Globe:** 0917-127-5987; 0917-110-9812  
I-text ang "PHIC callback <space> mobile number o Metro Manila landline ninyo <space> tanong o concern"  
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