



051022-010

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

11 MAY 2022

## DIVISION MEMORANDUM

No. 310 s. 2022

**2022 GLOBAL MEDIA COMPETITION OF THE GLOBAL CENTER FOR GOOD  
GOVERNANCE IN TOBACCO CONTROL**

To: OIC-Assistant Schools Division Superintendent  
Chief Education Supervisors  
Heads, Public Elementary and Secondary Schools  
All Others Concerned

1. Relative to **OUA Memo 00-0522-013**, this Office invites all learners, teaching and non-teaching personnel to join in the **2022 Global Media Competition (GMC)** organized by the Global Center for Good Governance in Tobacco Control (GGTC).
2. Interested participants must create compelling social media graphics or short videos exposing the tobacco companies' dirty tactics in disguising the harmful events of their products to the environment. Deadline for submission of entries is on May 11, 2022.
3. Attached is OUA Memo for more information and guidance of all concerned.
4. Immediate and widest dissemination of this Memorandum is desired.

  
**NATIVIDAD P. BAYUBAY, CESO VI**  
Schools Division Superintendent 

RECEIVED



Brgy. Poto, Tayabas City



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<https://depedtayabas.com/>



Republika ng Pilipinas  
**Kagawaran ng Edukasyon**  
Tanggapan ng Pangalawang Kalihim



**OUA MEMO 00-0522-013**

**MEMORANDUM**

04 May 2022

For:

**Undersecretaries  
Assistant Secretaries  
Regional Directors and BARMM Education Minister  
Bureau and Service Directors  
Schools Division Superintendents  
Tobacco Control Coordinators  
Brief Tobacco Intervention Providers  
NDEP/BKD Coordinators  
Youth Formation Coordinators  
DRRM Coordinators  
School Heads**

Subject:

**2022 GLOBAL MEDIA COMPETITION OF THE GLOBAL  
CENTER FOR GOOD GOVERNANCE IN TOBACCO CONTROL**

The Office of the Undersecretary for Administration (OUA), through the the Bureau of Learner Support Services-School Health Division (BLSS-SHD), invites learners, teaching and non-teaching personnel in the Department of Education (DepEd) and other interested persons or groups to join the **2022 Global Media Competition (GMC)** organized by the Global Center for Good Governance in Tobacco Control (GGTC).

Participants must create compelling **social media graphics or short videos** exposing the tobacco companies' dirty tactics in disguising the harmful effects of their products to the environment.

**Winners can take as much as \$ 4,000.00.**

The competition is in support of the comprehensive tobacco control policy of DepEd and in celebration of the *World No Tobacco Day* on 31 May 2022.

The theme of this year's GMC is ***Disaster in Disguise: Tobacco Companies' Environmental Harms.***

**Deadline for the submission of entries is on 11 May 2022 (Wednesday).**



Scan the QR Code to view  
Videos and Magazines  
of Major Programs



**Office of the Undersecretary for Administration (OUA)**

[Administrative Service (AS), Information and Communications Technology Service (ICTS),  
Disaster Risk Reduction and Management Service (DRRMS), Bureau of Learner Support  
Services (BLSS), Baguio Teachers Camp (BTC), Central Security & Safety Office (CSSO)]

Department of Education, Central Office, Meralco Avenue, Pasig City  
Rm 519, Mabini Bldg.; Mobile: +639260320762; Tel: (+632) 86337203, (+632) 86376207  
Email: [usec.admin@deped.gov.ph](mailto:usec.admin@deped.gov.ph); Facebook/Twitter @depedtayo



Participants are advised to closely monitor on the platforms below the advisories of the GGTC on GMC, including any announcement on the possible extension of the deadline:

- Competition website- <https://ggtc.world/actions/global-media-competition>
- Facebook - <https://www.facebook.com/TheGGTC>
- Twitter - <https://twitter.com/theggtc>


Tobacco control coordinators are requested to facilitate the promotion of this competition in their regions or divisions. Soft copies of GMC's posters (**Annex A**) may be accessed at: <https://bit.ly/GGTC2022GMCposter>.

Offices and schools that manage social media pages are enjoined to share the poster to reach more participants.

Youth Formation Coordinators are also requested to disseminate information on this activity to the learners.

Participants below 18 years old are required to submit a consent form from a parent or guardian.

For questions and concerns, please contact **Gian Erik M. Adao**, Education Program Specialist II, through email at [blss.shd@deped.gov.ph](mailto:blss.shd@deped.gov.ph).

  
**ATTY. SALVADOR C. MALANA III**  
Assistant Secretary  
Officer-in-Charge Office of the  
Undersecretary for Administration



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GUAD00-0523-06 13  
The Global Tobacco Industry Watchdog  
Prevent the GTIW Case



# Short Video and Design Awards

GLOBAL MEDIA COMPETITION 2022

GRAND PRIZE  
**\$4,000**

Submit entries on the theme

**DISASTER IN DISGUISE:**  
*Tobacco Companies' Environmental Harms*

by May 11, 2022 to [bit.ly/GMCggtc](https://bit.ly/GMCggtc)

For more information, contact [gmc@ggtc.world](mailto:gmc@ggtc.world)  
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GLOBAL MEDIA COMPETITION 2022

## COMPETITION PRIZES

### Social Media Graphics

1st place winner - **USD\$2,000**

2nd place winner - **USD\$1,000**

3rd place winner - **USD\$500**

Online choice winner - **USD\$500**

### Short Videos

1st place winner - **USD\$4,000**

2nd place winner - **USD\$2,000**

3rd place winner - **USD\$1,000**

Online choice winner - **USD\$500**

For more information, contact [gmc@ggtc.world](mailto:gmc@ggtc.world)  
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