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Republika ng Pilipinas
Kagawaran ng Edukasyon
Tanggapan ng Pangalawang Kalihim

OUA MEMO 00-1121-0233

MEMORANDUM

16 November 2021

For: **Undersecretaries**
Assistant Secretaries
Bureau and Service Directors
Regional Directors and BARMM Education Minister
Division Chiefs
Schools Division Superintendents
School Heads
Adolescent Reproductive Health (ARH) Focal Persons
Comprehensive Sexuality Education (CSE) Focal Persons
Youth Formation Division (YFD) Focal Persons
Alternative Learning Systems (ALS) Focal Persons
Information Officers
Student Leaders
All Others Concerned

Subject: **'I CHOOSE #MALAYA AKONG MAGING' CAMPAIGN FOR ADOLESCENT HEALTH**

The Department of Education supports the Department of Health (DOH) and the Commission on Population and Development (POPCOM) in their advocacy of reducing cases of teenage pregnancy, HIV/AIDS infection rates and improving the over-all health of Filipino adolescents.

With this, DepEd adapts the 'I CHOOSE #MalayaAkongMaging' which is a joint and co-branded campaign for adolescent health and development. The initiative covers adolescent sexual and reproductive health (ASRH). It emphasizes the message that the youth must be given safe platforms where they can have access to appropriate health information and services. It also encourages the youth to choose healthy options for themselves and to reach out to proper networks.

For these reasons, the Office of the Undersecretary for Administration (OUA), through the Bureau of Learner Support Services-School Health Division (BLSS-SHD), in coordination with the Youth Formation Division (YFD), invites student leaders, learners grades 7-12, students from the Alternative Learning System (ALS) and DepEd teaching and non-teaching personnel concerned to the **national launch of the IChoose Campaign on November 28, 2021 (Saturday) at 2:00 PM via DepEd Philippines Facebook Page and Zoom.**



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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; Facebook/Twitter @depedtayo



Zoom slots for all elected Regional Federation of Supreme Student Government Officers and interested student leaders, (1) Regional Youth Formation Focal Person, (1) Regional Adolescent Reproductive Health (ARH) Focal Person and (1) Regional Information Officer are provided. You may have access to the event through bit.ly/ICHOOSERLaunch.



The live webinar will be made available through DepEd Professional Development-Learning Management System (PD-LMS) on December 10, 2021 and Certificates of Attendance shall be issued upon completion of an evaluation. The site may be accessed through <https://training.deped.gov.ph/>

To promote the campaign, the ARH Focal Persons, in collaboration with the Comprehensive Sexuality Education (CSE), ALS, YFD Focal Persons, student leaders and Information Officers, will conduct the following:

- Endorse the campaign messages by sharing I CHOOSE materials across local networks and platforms via <https://www.facebook.com/MalayaAkongMaging>.
- Participate in the campaign promotion activities such as posting of video messages (Please access bit.ly/ICHOOSEVideoMessageGuide for the guidelines) and IChoose TikTok Contests (Please get the mechanics via <https://www.facebook.com/MalayaAkongMaging>).
- Use hashtags #IChoose #MalayaAkongMaging #OKsaDepEd in all related social media posts.

For more information, queries and concerns on the above-mentioned subject, please contact Dr. Maria Corazon C. Dumlao (Chief Health Program Officer) or Ms. Lien Ivy C. Callado (Health Education and Promotion Officer II) of BLSS-SHD through (02) 8632 9935 or email at arh@deped.gov.ph.

For immediate and appropriate action.



ALAIN DEL B. PASCUA
Undersecretary



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