



Republic of the Philippines  
Department of Education  
REGION X

SCHOOLS DIVISION OF LANA DEL NORTE



09 September 2024

DIVISION MEMORANDUM  
No. 427 s. 2024

**CELEBRATION OF THE WORLD RABIES DAY 2024 THROUGH A POSTER  
MAKING AND RABIES INFOMERCIAL CONTEST**

To: Assistant Schools Division Superintendent  
SGOD Chief Education Supervisor  
CID Chief Education Supervisor  
All Public and Private Elementary School Administrators  
All Public and Private Secondary (Junior & Senior) School Administrators  
All Others Concerned  
*This Division*

1. In pursuance to a letter dated August 19, 2024 from the Provincial Government of Lanao del Norte- Provincial Veterinary Office dated August 19, 2024, requesting for the participation of DepEd-Lanao del Norte in the celebration of World Rabies Day 2024 with the theme: **"Breaking Rabies Boundaries"**, this Office supports this activity to help achieve the common goal for the eradication of dog-mediated disease in the Philippines to Zero Deaths by 2030.
2. With this, all public and private elementary and secondary (Junior and Senior) schools are encouraged to join and register in the **Poster Making and Rabies Infomercial contest on September 27, 2024** at the MCC Hotel Function Hall and Gazebo, Tubod, Lanao del Norte, to wit:
  - a. 20 participants (Elementary Category)
  - b. 20 participants (Junior High School Category)
  - c. 10 schools (Senior High Category-maximum of 3 members)
3. One coach per entry is invited to accompany the pupil and student participant/s during the activity.
4. All contest participants are directed to register at this link:  
<https://tinyurl.com/RabiesRegistration2024>.
5. Deadline in the **registration** for the Poster Making Contest and Rabies Infomercial contest participants shall be on **September 16, 2024**. Contestant slots shall be on a "first-to-register, first-to-join" basis (maximum number of participants applied).



Address: Pigcarangan, Tubod, Lanao del Norte  
Telephone No.: (063) 227-6150  
Email Address: [lanao.norte@deped.gov.ph](mailto:lanao.norte@deped.gov.ph)  
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**SCHOOLS DIVISION OF LANAOS DEL NORTE**

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6. The **submission** of the Rabies Infomercial entries for the Senior High School (Grades 11 and 12) category shall be within 12:00 AM of September 18, 2024 to 11:59 PM of September 20, 2024.
7. Attached is a copy of the letter coming the Provincial Government of Lanao del Norte-Provincial Veterinary Office and the mechanics and criteria of the contest for reference.
8. For inquiries, please reach the Provincial Veterinary Office thru Melvin S. Encabo at 0949-652-3958 and/or the DepEd-Lanao del Norte Division Focal for Rabies Prevention (Nurse Patre Raiffah A. Domato) at the School Health Section.
9. Participation to this contest shall be on a "first-to-register, first to get accommodated" basis.
10. For immediate and wide dissemination.

**EDWIN R. MARIBOJOC, CESO V**  
Schools Division Superintendent

Reference: Letter from the Provincial Government of Lanao del Norte-Provincial Veterinary Office dated August 19, 2024

To be indicated in the Perpetual Index  
Under the following subject

World Rabies Day 2024

Poster Making and Rabies Infomercial Contest

Breaking Rabies Boundaries

Domato/DM- Celebration of the World Rabies Day 2024 Through a Poster Making and Rabies Infomercial Contest  
September 9, 2024



Address: Pigcarangan, Tubod, Lanao del Norte  
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Republic of the Philippines  
Region X

**PROVINCE OF LANA DEL NORTE  
OFFICE OF PROVINCIAL GOVERNOR**

Governor Arsenio A. Quibranza Provincial Government Center  
Pigcarangan, Tubod, Lanao Del Norte



August 19, 2024

**EDWIN R. MARIBOJOC, CESO V**  
Schools Division Superintendent  
Department of Education  
Lanao del Norte



Sir:

Good Day!

The Provincial Government of Lanao del Norte through the Provincial Veterinary Office continuously implement the National Rabies Prevention and Eradication Program to achieve the common goal for the eradication of this dog-mediated disease in the Philippines to Zero deaths by 2030. In line with this, our province will join the celebration of World Rabies Day 2024 with the theme "*Breaking Rabies Boundaries*" through a POSTER MAKING and RABIES INFOMERCIAL CONTESTS on **September 27, 2024 at MCC Hotel Function Hall and Gazebo, Tubod, Lanao del Norte**. The theme encourages overcoming barriers in disease management, fostering cross-sector collaboration, promoting innovation, and increasing public awareness. This type of contests highlights the insights of pupils and students on the importance of strict implementation of STOP-R framework in eliminating this zoonotic disease.

In connection with this event, the Provincial Veterinary Office would like to request your assistance in providing participants in the said Poster Making and Rabies Infomercial Contest, to wit:

1. **20 participants (Elementary Category)**
2. **20 participants (Junior High School Category)**
3. **10 schools ( Senior High Category- maximum of 3 members)**

One coach per entry is invited to accompany the pupil and student participant/s during the activity. Attached herewith are the mechanics and criteria for your information and reference. For inquiries, please contact the Provincial Veterinary Office thru Melvin S. Encabo with mobile number 0949-6523958.

Looking forward for your full support and cooperation on this activity. Thank you very much.

Very truly yours,

  
**IMELDA QUIBRANZA-DIMAPORO**  
Provincial Governor

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[lanadelnorte.gov.ph](http://lanadelnorte.gov.ph) ; [www.facebook.com/LanaoDelNorte](http://www.facebook.com/LanaoDelNorte) ; [provir@of\\_lanao\\_del\\_norte](https://www.instagram.com/province_of_lanao_del_norte)



# WORLD RABIES DAY CELEBRATION 2024

## 5<sup>th</sup> POSTER MAKING CONTEST & 1<sup>st</sup> RABIES INFOMERCIAL CONTEST

### BACKGROUND

September 28 is World Rabies Day, a global health observance started in 2007 to raise awareness about the burden of rabies and bring together partners to enhance prevention and eradication efforts worldwide. The Department of Health states that rabies is considered to be a neglected disease since it is 100 percent preventable through prompt vaccination but it is also 100 percent fatal. It is sad to note that thousands of people still die from the disease around the world each day. World Rabies Day is an opportunity to reflect on our efforts to control this deadly disease and remind ourselves that the fight against it is real.

One of the thrusts of the Provincial Government of Lanao del Norte (PGLDN) is to increase public knowledge on rabies prevention and eradication, hence the conduct of media-related contests is vital in propagating information to its constituents. PGLDN administration through the leadership of Governor Imelda Quibranza-Dimaporo with the strong support of the Sangguniang Panlalawigan, believes that using social media, broadcast mediums and the likes are essential in reaching constituents who are undoubtedly active in these platforms. This year, the Province of Lanao del Norte will celebrate **World Rabies Day 2024** with the theme "*Breaking Rabies Boundaries*" through the conduct of **Poster Making Contest and Infomercial Contest**.

These contests are aimed to increase public awareness about Republic Act No. 9482 also known as *Anti-Rabies Act of 2007* with its Implementing Rules and Regulations, and LGU adoption through Provincial Ordinance No. 07-2017. It is stipulated in the above-mentioned legislations that to eradicate rabies, implementation strategies must focus on the STOP-R Framework. "S" stands for Socio-cultural, through information and education drive focusing on Responsible Pet Ownership, Rabies Month and World Rabies Day celebrations. "T" stands for Technical, through effective barangay catching and impounding of stray animal population, spay and castration activities, and regular meetings with municipal and barangay counterparts. "O" stands for Organizational, through institutionalization of trained Barangay Vaccinators and Barangay Animal Health Workers. "P" stands for Political through stringent implementation of all pertinent laws, policies and guidelines. And "R" stands for Resources, through provincial, municipal and barangay budgetary allocation counterpart for procurement of vaccines, medical supplies, and other logistical support. Successful elimination of human rabies requires a multi-sectorial, collaborative approach. Department of Health, Department of Agriculture, Department of Interior and Local Government, and Department of Education are the four agencies mandated to implement the National Rabies Prevention and Control Program (NRPCP).

Governmental commitment, adequate resources, and well-planned rabies control programs are keys to rabies elimination. Strong political and interdisciplinary support from different sectors will save human lives and suffering, and decrease the resources spent on human post-exposure treatments.

### MECHANICS

#### RABIES POSTER-MAKING CONTEST

1. The contest is intended to increase public awareness about Rabies prevention and eradication with Twenty (20) slots for selected Elementary Pupils and twenty (20) slots for selected Grade 7 to Grade 10 Students.



2. The contestants shall draw their numbers during registration. They will be given number tag which will be attached to the poster.
3. Only one (1) coach will be allowed for each participant and only one (1) participant per school. Coaches are not allowed to sit beside the participant except for elementary level.
4. Each participant should submit ONE (1) ENTRY only.
5. The poster must illustrate, interpret and emphasize the theme of the 2024 World Rabies Day celebration: ("**Breaking Rabies Boundaries**").
6. The contestant shall bring the following materials to be used in the contest:
  - a. Illustration board, lead pencil, sharpener, eraser, ruler, black pentel pen, cotton/ tissue.
  - b. Coloring material: oil pastel/craypas, markers, ink, mixed media, oil, acrylic, and watercolor (Use of other materials not specified above is strictly prohibited)
  - c. Size and design are the following:
    - Elementary Category –  $\frac{1}{4}$  Illustration board & vertical or portrait format
    - For Secondary and Senior High School Category-  $\frac{1}{2}$  illustration board & horizontal/ and or landscape format
7. Poster-Entries must be done on-site as well as the judging in MCC Hotel Function Hall and Gazebo, Tubod, Lanao del Norte. The artist will be held accountable to any issues that may arise with regards to the originality and authenticity of the design.
8. Six (6) winning posters (3 Elementary Level and 3 Secondary Level) will automatically become an official property of the Provincial Government of Lanao del Norte and will be exhibited at the Provincial Capitol Lobby for 1 week after the contest.
9. Participants' work of art must come from their interpretation of the theme through imaginative and creative thinking. Therefore, they are not allowed to peek or look at any pictures in cellphone or printed materials while painting or drawing.
10. Each entry will receive Two thousand pesos (Php 2,000.00) to be received by the participating pupil/student and Five Hundred Pesos (Php 500.00) for the coach as cash incentives with Certificate of Participation.
11. There will be three (3) winners for both elementary category and junior high category. Cash prize will be received by the pupil/student, and trophy will go to his/her represented school, to wit:

*1<sup>st</sup> place – Php 7,000.00*

*2<sup>nd</sup> place – Php 5,000.00*

*3<sup>rd</sup> place – Php 3,000.00*
12. Poster – Making Contest 2024 is spearheaded by the Provincial Veterinary Office in collaboration with Office of Schools Division Superintendent, Division of Lanao del Norte, Department of Education.

## RABIES INFOMERCIAL CONTEST

### A. Who can Join

The contest is open to Senior High School students ( Grades 10 to 12 ) enrolled at any school in Lanao del Norte. A total of Ten (10) slots for infomercial will be accommodated. Each school infomercial entry will have a maximum of three (3) team members and one (1) Adviser/coach . PGLDN will require participants to submit proof/s of enrolment/registration and endorsement certificate from Office of the School Principal/ Director.

### B. Contest-piece Content

Contest pieces must capture the essential message on Rabies prevention and the role of every Filipino in increasing public knowledge on Rabies and become models of positive charge towards Rabies elimination. It must also embody this year's World Rabies Celebration theme "**Breaking Rabies Boundaries**"

### C. Contest Duration

The Provincial Information Office will accept entries from 12:00AM of September 18, 2024 to 11:59PM of September 20, 2024

### D. Submission of Entries

D.1. Each senior high school is allowed to submit ONE (1) entry per contest category

D.2. Participants must submit the GoogleDrive Links of their entries to the Provincial Information Office email address: *information\_ldn@yahoo.com*

D.3. The following details must also be submitted:

i. Name of infomercial student team members (maximum of 3) and Name of Coach/Adviser;

ii. Contact Number;

iii. Endorsement certificate from Office of the School Principal/ Director;

iv. Scanned copies of Proof of Registration/Enrolment;

vii. File name of entries should follow this format: SCHOOL NAME\_MUNICIPALITY (ex. LNNCHS\_BAROY);

viii. Submission of infomercial entries must be within **12:00AM of September 18, 2024 to 11:59PM of September 20, 2024**. Entries submitted beyond the stated time period will automatically be disqualified;

viii. Successfully screened entries for Rabies Infomercial will be posted on the official Facebook page of the Provincial of Lanao del Norte. **Likes, Comments** and **Shares** (no profane/derogatory comments allowed, one comment per person only) are part of the criteria.

D.4. Shortlisted entries and final winners agree to the disclosure and publication of their names and entries in any media arrangement by the Provincial Government of Lanao del Norte related to the announcement of the results of the contests.



E. Entry Requirements

E.1. Infomercial: Maximum running time is **TWO (2) minutes only** and must not be lower than 30 seconds, any form of multimedia or video camera is permitted; all created infomercial must be ORIGINAL and no part of it was obtained from any show or TV commercials; must be in mp4/mpeg format

F. Awards and Incentives

F.1. Each entry slot will have Five thousand pesos (Php 5,000.00) cash incentive to be received by the student team members and Five Hundred Pesos (Php500.00) cash incentive for the coach/adviser with Certificate of Participation.

F.2. A “ People’s Choice” trophy is a special award to be given for the entry with the highest number of reactions and views on the official Facebook page of the Provincial of Lanao del Norte within the period of September 21—27, 2024.

F.3. There will be three winning entries for Rabies Infomercial (Senior High category). Cash prize will be received by the students, and trophy will go to their represented school, to wit: *1<sup>st</sup> place – Php 10,000.00*  
*2<sup>nd</sup> place – Php 7,000.00*  
*3<sup>rd</sup> place – Php 5,000.00*

G. Criteria for Judging

POSTER-MAKING CONTEST

|                           |          |             |
|---------------------------|----------|-------------|
| Creativity & Presentation | =        | 50%         |
| Originality               | =        | 30%         |
| Relevance to the theme    | =        | 20%         |
| <b>TOTAL</b>              | <b>=</b> | <b>100%</b> |

INFOMERCIAL CONTEST

|                        |          |             |
|------------------------|----------|-------------|
| Story                  | =        | 20%         |
| Originality            | =        | 20%         |
| Relevance to the theme | =        | 20%         |
| Technicality           | =        | 15%         |
| Appeal                 | =        | 15%         |
| Likes & Shares         | =        | 10%         |
| <b>TOTAL</b>           | <b>=</b> | <b>100%</b> |

H. Awarding of Winners

All three(3) student team members together with their coach/ multimedia adviser are cordially invited to attend during the announcement of winners and awarding ceremony to start at 1:00 o'clock in the afternoon on September 27, 2024 at MCC Hotel Functional Hall (*tentative*), Tubod, Lanao del Norte.

I. Contact Persons

DepEd Division Office: *Patre Raiffah A. Domato* #0933-8509302  
Provincial Veterinary Office: *Melvin “Andee” Encabo* # 0949-6523958