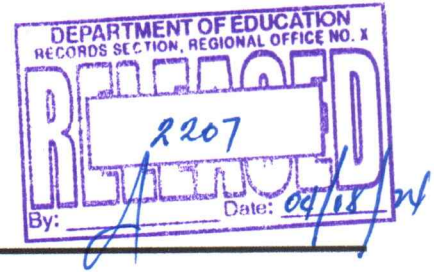




Republic of the Philippines
Department of Education
REGION X - NORTHERN MINDANAO



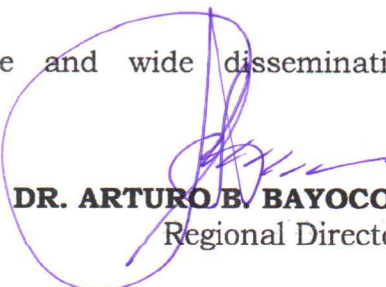
April 1, 2024

REGIONAL MEMORANDUM
No. 0221, s. 2024

PARTICIPATION IN THE PHILHEALTH REEL-MAKING COMPETITION

To: Schools Division Superintendents
All Others Concerned

1. The Philippine Health Insurance Corporation (PhilHealth) will be organizing a **Reel-Making Competition** dubbed **#Nag4MKNB?**
2. The contest aims to raise awareness of the Universal Health Care and encourage active participation of students in the National Health Insurance Program.
3. The reel/video entry must not exceed one minute and should include PhilHealth's 4M steps:
 - a. Magparihistro
 - b. Magbayad ng kontribusyon
 - c. Mag-update ng record
 - d. Magclaim ng benepisyo.
4. The competition is open to all currently enrolled Grade 8 students, together with their teachers from public and private schools nationwide. Each contestant must be accompanied by at least one teacher. Attached to this Memorandum are the poster and contest mechanics.
5. **From the screened entries at the divisional level, each Schools Division Office (SDO) shall email its top-three entries philhealth10pau@gmail.com not later than 11:59 p.m. of April 30, 2024.**
6. For more details, please contact Mr. Zaiferraef M. Tiblani, Training Specialist III, Philippine Health Insurance Corporation Social Health Insurance Academy, at zaife.philhealth@gmail.com or Dr. Bienvenido U. Tagolimot Jr., education program supervisor, at 0977-812-7679.
7. This Office directs the immediate and wide dissemination of this Memorandum.


DR. ARTURO B. BAYOCOT, CESO III
Regional Director

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

CONTESTS

CLMD/Benz



Address: DepEd Regional Office X, Zone 1, Upper Balulang, Cagayan de Oro City
Telephone No: (088) 881-3137
Email: region10@deped.gov.ph
Website: r10.deped.gov.ph

Doc. Ref. Code	RO-ORD-F013	Rev	01
Effectivity	01.22.24	Page	1 of 1

#NAG4MKNB?

A PhilHealth Reel-Making Contest

REELease

your

creativity!

Make a reel on PhilHealth
and **win awesome prizes!**



CALLBACK CHANNEL: 0917-8987442

I-text ang "PHIC callback <space> mobile number o Metro Manila landline ninyo <space> tanong o concern"

✉ actioncenter@philhealth.gov.ph 🌐 www.philhealth.gov.ph 📺 PhilHealthOfficial 📺 teamphilhealth



This is one reel-ly exciting challenge!

COME AND JOIN THE

#NAG4MKNB?


A PhilHealth Reel-Making Contest



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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, Magclaim 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 minimum exposure or participation).
7. 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.
8. The entry's video resolution shall be at least 1920 x 1080p or Full HD or higher.
9. The entry may be in English, Tagalog, Taglish or in the local dialect.
10. Contestants may wear the school uniform in the video or any proper/age-appropriate clothing.
11. Each entry must be an original idea by the contestant.

12. 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.
13. All qualified video entries shall become the property of PhilHealth.
14. Winner selection shall be based on the following criteria:

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

- 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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