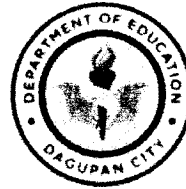
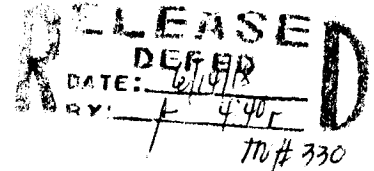


Republic of the Philippines
DEPARTMENT OF EDUCATION
Region I
SCHOOLS DIVISION OFFICE
DAGUPAN CITY



June 14, 2018

Division Memorandum
No. 211 s. 2018




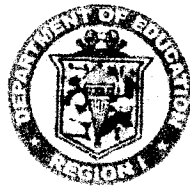
To: Chiefs, CID and SGOD
Education Program Supervisors
Public Schools District Supervisors
Senior Education Program Specialists
Education Program Specialists II
School Heads, Elementary and Secondary Schools
School NDEP Coordinators
All Others Concerned

Subject: **BARKADA KONTRA DROGA (BKD) LAUNCHING**

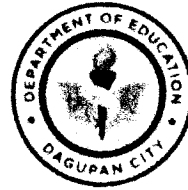
Date: June 14, 2018

1. This is to inform the field that the SDO- Dagupan City in partnership with the City Government of Dagupan City will conduct a Barkada Kontra Droga (BKD) Launching on July 13, 2018 from 7:00AM to 5:00PM at Dagupan City National High School, Dagupan City
2. This is in consonance with our National Drug Education Program and in support for the Dangerous Drug Board (DDB) flagship program.
3. Participants to this activity are Division Personnel, all School Heads, SSG/SPG, School BKD Officers, Federated PTA Officers, NDEP Coordinators, LGUs and other Stakeholders
4. There will be a Jingle Contest with the theme "Kabataan Kaakbay Kontra Droga". Attached are the guidelines and mechanics;
Elementary – per district
Secondary- per school
5. Submission of entry and copy of the jingle lyrics will be on or before June 29, 2018. Submission of said entry beyond the deadline will be disqualified.
6. For further information about the activity kindly contact either of the following:
Dr. Haydee C. Maiquez 09151325313
Dr. Vladimir C. Parayno 09238727700
7. Wide dissemination and strict compliance of this memorandum is directed.


LORNA G. BUGAYONG, Ph.D, CESO VI
Schools Division Superintendent



Republic of the Philippines
DEPARTMENT OF EDUCATION
Region I
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DAGUPAN CITY



LAUNCHING OF BARKADA KONTRA DROGA

Jingle Contest Mechanics


Guidelines and Mechanics

1. The contest is open to elementary and secondary schools.
2. Each district (elementary) / school (high school) is composed of eight to ten (8 to 10) members. The content of the jingle must showcase theme of the Launching of Barkada Kontra Droga.
Theme: **KABATAAN KAAKBAY KONTRA DROGA**
3. Lyrics should not contain vulgar and rude words. Violation for this guideline will result to disqualification.
4. The jingle may be in varied language (English, Filipino, and/or MTB) and must not exceed to seven (7) minutes including entrance and exit.

5. The jingle will be judged according to the following criteria:

Lyrics (relevance to the theme)	-	40%
Originality	-	15%
Musicality and Choreography	-	20%
Performance	-	15%
Over-all Impact	-	10%
<hr/>		
Total	-	100%

6. The judges' decision shall be final and irrevocable.
7. All participants will receive Certificate of Participation. Winners will receive cash prizes (1st place to 4th place)


LORNA G. BUGAYONG, Ph.D, CESO VI
Schools Division Superintendent