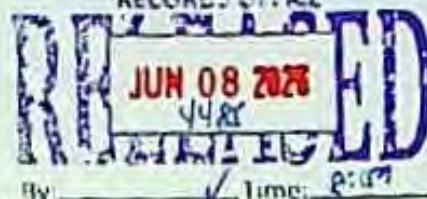




Republic of the Philippines
Department of Education
REGION I
SCHOOLS DIVISION OF DAGUPAN CITY

DepEd SDO Dagupan City
RECORDS OFFICE



Office of the Schools Division
Superintendent

June 3, 2026

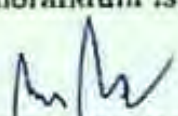
DIVISION MEMORANDUM

No. 310, s. 2026

**CALL FOR SUBMISSION OF ENTRIES FOR THE BEST GENDER AND
DEVELOPMENT ADVOCACY (GADVOCACY) FY 2026**

To: Assistant Schools Division Superintendent
Chief Education Supervisor
Public Schools District Supervisors
Public Elementary and Secondary School Heads
School GFPS
All others concerned

1. Pursuant to Republic Act 9710 (Magna Carta of Women) and DepEd Order no. 32, s. 2017 titled "Gender-Responsive Basic Education Policy," this Office commits to the promotion of Gender and Development (GAD) mandates, laws, issues, and concerns through implementation of gender-related PPAS.
2. Anent this, this Office, through the Division Gender and Development Focal Point System (GFPS), calls for the submission of entries for the **Division Search for the Best Gender and Development Advocacy (GADVOCACY) FY 2026**. Deadline of submission of entries is on **July 24, 2026, 5:00 PM** stamped "Received" at the Records Section.
3. The guideline for the search is attached as *Enclosure 1*.
4. For technical assistance, please coordinate with the Division GAD Coordinator Dr. Liezl Cancino.
5. Immediate dissemination of this Memorandum is desired.


MARCIANO U. SORIANO JR. PhD, CESO VI
Assistant Schools Division Superintendent
Officer-In-Charge
Office of the Schools Division Superintendent



Address: Burgos St., Poblacion Oeste, Dagupan City
Telephone: (075) 653-4101
Website: depeddagupan.com
email: dagupan.city@deped.gov.ph



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Guidelines for the Division Search for the Best Gender and Development Advocacy

The Search is open to all Public Elementary, Junior High School, and Senior High Schools in the SDO.

A. Content

The content of the GAD IEC materials may be based on the following DepEd gender-related priority themes and agenda in line with the Women's Priority Legislative Agenda as stated in the Philippine Commission on Women:

1. Cyber Crime and its Impact to Women and their Children
2. DO no. 40, s. 2012: DepEd Child Protection Policy
3. Eradicating Harassments and Abuses on Women and Children
4. Gender Inequality in the Workplace
5. Gender Sensitivity
6. Gender Stereotypes in the Workplace/Schools
7. Gender-Responsive Teaching Techniques and Classroom Management
8. Gender Roles
9. Integrating Gender and Development in the Classroom
10. Material and Reproductive Health Education
11. Mental Health and Coping Strategies
12. Purple Fridays
13. RA 7877: Anti-Sexual Harassment Act of 1995
14. RA 9710: Magna Carta of Women
15. RA 11313: Safe Spaces Act
16. Rights and Legal Protection Policies for Women
17. Use of Gender Fair Language/Non-Sexist Language

B. Types and quantity of IEC Materials and Requirements

Two types of IEC materials may be submitted:

(a) A4 brochure-type material

- Must use the standard A4 bond paper size;
- Materials can be created using design software, such as Canva, Microsoft Publisher, Adobe Photoshop, and other applications to create printed IEC materials



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(b) **Audio-Visual Presentation**

- Should have a video length of 4 to 7 minutes in length with a maximum file size of 2 GB.
- Must not contain any material that is obscene, defamatory, libelous, pornographic, offensive, or encourage conduct that would violate the law
- May be in MP4 format

C. Criteria

The following criteria will be used for judging:

	MOVs	Points
DEVELOPMENT		
Quantity At least three (3) relevant IEC materials are developed and has not been submitted in the previous GADvocacy searches	At least 3 original or locally produced AVP or brochure	10 points (10 points – 10 or more IEC materials submitted, 8 points – 8-9 IEC materials submitted, 6 points – 6-7 IEC materials submitted, 4 points – 4-5 IEC materials submitted, 2 points – 3 IEC materials submitted)
Content The IEC materials must provide relevant, original, and updated information on GAD mandates, issues, policies, programs	Original or locally produced AVP or brochure with content aligned with GAD-related mandates, issues/concerns	35 points



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Use of Gender-fair language Language used reflects gender sensitivity or fairness	IEC materials use gender-fair language	15 points
DISSEMINATION & IMPACT IEC materials are disseminated in the school across grade levels and the community across various sectors	At least three (3) of the following: • Letter of Agreement / Memorandum of Agreement with Partners/stakeholders • Receiving form/ Logbook of IEC material users • Documentation report • Photos • Inclusion of IEC in school GAD Corner	40 points

D. Procedure

Nomination

1. Public Elementary and Secondary schools shall submit a **minimum of three (3) IEC materials** consisting of brochure-type and AVPs per category: elementary, junior high school, and senior high school.



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2. The **hard copies** of these IEC materials shall be submitted along with the **Entry Form signed by the School Head** on or before the indicated deadline.
3. Additionally, soft copies of these IEC materials shall be emailed along with the Entry Form signed by the School Head to sdodagupangad@gmail.com with the Subject title: "[School] GAD IEC 2026".
4. The Division GAD Technical Working Group (TWG) shall acknowledge receipt email/submission or write a letter of reply noting the receipt of the emailed documents.

Screening and Evaluation

1. Upon receipt of the school nominations, the GAD TWG shall conduct a pre assessment of all entry/application/submission. After thorough assessment, the GAD TWG shall present to the PRAISE committee the shortlist of qualified nominations.
2. The GAD TWG shall serve as the Secretariat. They shall download and screen all electronically submitted nominations with complete documentary requirements, and determine the correctness of the category vis-à-vis the accomplishment/s presented. They shall shortlist qualified nominees based on the guidelines.
3. The GAD TWG shall then provide copies of the nominations and folders/criteria for judging to the SDO PRAISE Committee for deliberation.
4. A nomination with incomplete documentary requirements will no longer be included in the Search.

Deliberation

1. The GAD TWG shall convene for initial screening of submission/entry. Qualified entries will then form part of the list of IEC materials for judging.
2. The Board of Judges and GAD TWG shall convene on an agreed date through face to face/video/ teleconferencing to evaluate, deliberate, and agree on their choices and select the division winner/s of the Search.
3. The scores given by the judges will be tabulated by the SDO PRAISE and GAD Secretariat. The Secretariat shall come up with the final tally sheet for each category and minutes of the meeting/proceedings and to be presented to the SDO PRAISE Committee for issuance of resolution and to the agency head for approval.
4. The decision of the Board of Judges is final and irrevocable.

Announcement of Winners

The GAD TWG shall prepare a memorandum announcing the list of winner/s to be uploaded at the SDO Dagupan City website and posted to other social media platforms for public information. Winning IEC materials will also be issued Quality Assurance Certification (for Regional Search purposes).



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E. Grounds for Disqualification

1. School entries that are submitted beyond the deadline will not be included for initial screening.
2. School entries with incomplete requirements (i.e. did not submit duly signed Entry Form) will not be included in the list of IEC materials for initial screening.
3. Schools that fail to comply on any of the criteria of the search.
4. Content and design of IEC material is similar to what has been submitted during the previous years or that has been submitted in other searches.

F. Timeline of Activities

DATE	ACTIVITY	PERSON RESPONSIBLE
1st week of June 2026	Call for Nomination for BEST GADvocacy	GAD TWG
July 24, 2026	Deadline of Submission stamped <i>"Received"</i> at the Records Section	School Heads
July 27-31, 2026	Initial Screening and Evaluation Deliberation	GAD TWG SDO PRAISE Committee
October 2026	Awarding Rites	Top Management, SDO



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Enclosure 1

**DIVISION SEARCH FOR BEST GADVOCACY
Entry Form**

School:
School Head:
Level (Elem/JHS/SHS):

IEC Title:
Type of IEC (Brochure/AVP):
Submitted by:
IEC Title:
Type of IEC (Brochure/AVP):
Submitted by:
IEC Title:
Type of IEC (Brochure/AVP):
Submitted by:
IEC Title:
Type of IEC (Brochure/AVP):
Submitted by:
IEC Title:
Type of IEC (Brochure/AVP):
Submitted by:



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IEC Title:

Type of IEC (Brochure/AVP):

Submitted by:

Endorsed by:

School Head (Signature over Printed Name)



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