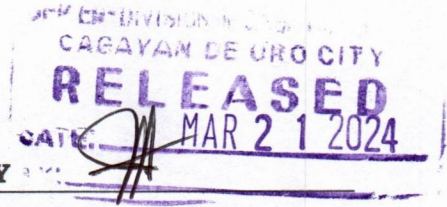




Republic of the Philippines  
**Department of Education**  
REGION X  
DIVISION OF CAGAYAN DE ORO CITY



**Office of the Schools Division Superintendent**

21 March 2024

**DIVISION MEMORANDUM**

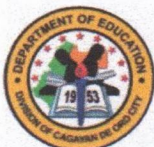
No. 200 s., 2024

**PHILHEALTH'S #NAG 4MKNB? REEL-MAKING COMPETITION**

To: Public Schools Districts Supervisors  
All Public Secondary School Principals  
This Division

1. PhilHealth is celebrating its 29<sup>th</sup> Anniversary and part of the activity is the reel-making contest entitled "#Nag 4MKNB?" to be participated by the Grade 8 students.
2. The aim of the contest is to raise awareness on the Universal Health Care (UHC) and urge participation in the National Health Insurance Program (NHIP).
3. Hence, all Secondary Schools are encouraged to participate in the reel-making competition.
4. For any queries, please contact Merlyn H. Ybanez at 09176296608 or email at [philhealth10pau@gmail.com](mailto:philhealth10pau@gmail.com).
5. Attached herewith are the request letter, contest mechanics, and the parental and school administration consent.
6. For immediate and widest dissemination.

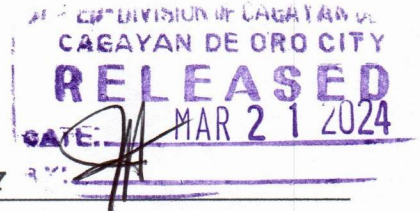
**ROY ANGELO E. GAZO**  
Schools Division Superintendent



**Address:** Fr. William F. Masterson Ave., Upper Balulang, Cagayan de Oro City  
**Mobile No:** +63 975 6403 226 (Globe) | +63 951 1710 902 (Smart)  
**Email Address:** [cagayandeoro.city@deped.gov.ph](mailto:cagayandeoro.city@deped.gov.ph)



Republic of the Philippines  
**Department of Education**  
REGION X  
DIVISION OF CAGAYAN DE ORO CITY



Office of the Schools Division Superintendent

21 March 2024

DIVISION MEMORANDUM

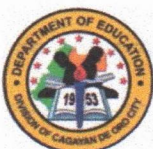
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Republic of the Philippines

**PHILIPPINE HEALTH INSURANCE CORPORATION**  
**PhilHealth Regional Office X**

8F Gateway Tower 2, Limketkai Center, C.M. Recto Avenue  
Cagayan de Oro City

(088) 859-0225 [www.philhealth.gov.ph](http://www.philhealth.gov.ph)

[philhealthnorthminregion](#) [teamphilhealth](#)

March 11, 2024

**MR. ROY ANGELO E. GAZO**  
Division Superintendent  
Cagayan de Oro City

Received by:   
MAR 11 2024  
11:09

Dear Sir,

Greetings of good health!

As part of PhilHealth's 29<sup>th</sup> Anniversary Celebration on February 14, 2024, PhilHealth Regional Office 10 will hold a Reel-Making Competition entitled "#Nag 4MKNB?" to be participated in by Grade 8 students.

The competition aims to raise awareness on the Universal Health Care (UHC) and encourage active participation in the National Health Insurance Program (NHIP).

In this regard, we would like to seek your assistance to urge participation from the various schools in Northern Mindanao. We have attached a letter from our President and CEO Emmanuel R. Ledesma Jr. to DepEd Secretary and Vice-President of the Philippines Hon. Zara Z. Duterte regarding this matter and other relevant documents on the competition.

For more information, you may contact Merlyn H. Ybañez at 09176296608 or email us at [philhealth10pau@gmail.com](mailto:philhealth10pau@gmail.com).

4/30/24

Thank you for your usual support.

Sincerely,

  
**DELIO A. ASERON II**  
Regional Vice President  
PhilHealth Regional Office 10



**“#Nag 4MKNB? A PhilHealth Reel-Making Competition”  
(version 2)**

## **I. Contest Details**

September 22, 2023

Launching during FB Live (Teachers Orientation on NHIP)

October 01, 2023 to March 15, 2024

Promotional campaign and information dissemination of PhilHealth Regional Offices to different schools in their area

School preparation for their official entry

January 04 to March 31, 2024

Registration period and submission of entries by the contestants

April 01-30, 2024

Initial screening of qualified entries

May 01-31, 2024

Posting of qualified entries at the PhilHealth YouTube and Facebook page to gather viewer's reaction

June 3-14, 2024

Preparation and judging of entries

June 17-21, 2024

Announcement of winners

June 24-28, 2024

Awarding of winners

## **II. Contest Mechanics**

- The PhilHealth reel-making competition is open to all currently enrolled Grade 8 students together with their teachers from private or public educational institutions;
- Create a video (live) about the Universal Health Care (UHC) 4M steps (Magparehistro, Magbayad ng kontribusyon, Mag-update ng record, Magclaim ng benepisyo);
- The duration of the video entry must limit to ONE (1) MINUTE only;
- The video entry must deliver the information on either one of the 4Ms or a combination of all;
- There should only be ONE (1) ENTRY per school/campus;
- Each contestant must be accompanied by at least one (1) teacher (with not more than 30 seconds exposure);
- 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;
- The entry's video resolution shall be at least 1920 x 1080p or Full HD or higher;
- The entry may be in English, Tagalog, Taglish or in the local dialect;
- Contestants may wear the school uniform in the video or any proper/age-appropriate clothing;
- Each entry must be an original idea by the contestant;

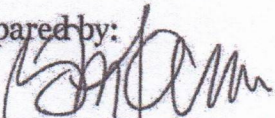
3

- A link (to be provided by each PRO) 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; Registration shall be from March 01-31, 2024 and all video entries must be submitted not later than 11:59 p.m. on March 31, 2024; Registration Link: (to be provided by each PRO); Initial screening of official entries shall be from April 01-30, 2024;
- All qualified video entries shall become the property of PhilHealth;
- Winner selection shall be based on the following criteria:
 

|                   |      |
|-------------------|------|
| Theme relevance   | 40%  |
| Story concept     | 30%  |
| Execution         | 25%  |
| Viewer's reaction | 5%   |
| Total             | 100% |
- All qualified entries shall be posted at PhilHealth YouTube and Facebook page from May 01-31, 2024 to gather viewer's reaction;
- Winner selection shall be conducted by the PROs; Preparation and judging of entries is from June 3-14, 2024;
- Judges' decision is final and winners will be announced within June 17-21, 2024 and to be awarded from June 24-28, 2024;
- Prizes are plaques for all winners.
 

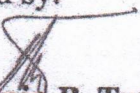
|              |            |
|--------------|------------|
| First Place  | Php 15,000 |
| Second Place | Php 10,000 |
| Third Place  | Php 5,000  |

Prepared by:



**Zaiferraef M. Tiblani**  
Training Specialist III  
Social Health Insurance Academy

Noted by:



**Arsenia B. Torres**  
Senior Manager  
Social Health Insurance Academy

**PARENTAL AND SCHOOL ADMINISTRATION CONSENT**  
**"PhilHealth Reel-Making Competition"**

Name of Student: \_\_\_\_\_  
Name of School: \_\_\_\_\_  
School Address: \_\_\_\_\_

I hereby consent to the above child participating in the "#Nag 4MKNB? A PhilHealth Reel-Making Competition" as the schools' official entry. This activity is to be participated in by Grade 8 students and accompanied by their respective teachers.

I confirm that I have read the contest mechanics and objective provided by PhilHealth and undertake to abide by the obligations which it imposes on me as the parent of the above named child. As mentioned in the contest mechanics, I also confirm that the submitted entry by the school in which my child will take part shall be the property of PhilHealth and thus all information shared in the video are correct and appropriate to their level.

I acknowledge that the school shall provide teacher supervision during my child's participation for this activity. Their involvement shall manifest good moral relationship between students and teachers as we all consider them as the second parent of our children.

Name of Parent: \_\_\_\_\_

Signature: \_\_\_\_\_  
Contact Details: \_\_\_\_\_

Name of Teacher: \_\_\_\_\_

Signature: \_\_\_\_\_  
Contact Details: \_\_\_\_\_

Acknowledge by:

\_\_\_\_\_  
Name of School Head and Signature

\_\_\_\_\_  
Date Signed