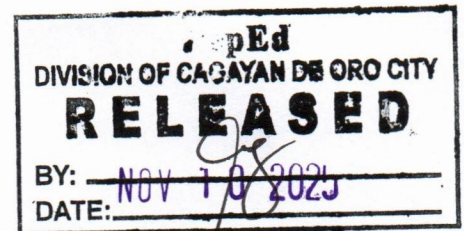




Republic of the Philippines
Department of Education
REGION X
DIVISION OF CAGAYAN DE ORO CITY



Office of the Schools Division Superintendent

November 10, 2025

DIVISION MEMORANDUM
No. 1020, s.2025

TO:

Asst. School Division Superintendent
Chiefs, CID and SGOD
Public School District Supervisors
Concerned Secondary School Heads
Concerned School Health Personnel- OKD-NDEP Focals
This Division

PARTICIPATION AND ASSISTANCE TO THE "YOUTH'S CHOICE- A DRUG-FREE LIFE" ENGAGEMENT PROGRAM

1. In reference to the regional communication dated October 7, 2025 that refers to the request on the Participation and Assistance during the "Youth's Choice- A Drug Free Life " Engagement Program in partnership with Department of Interior and Local Government (DILG-10), in line with the celebration of the Drug Abuse Prevention and Control (DAPC) Week on November 18, 2025 at Balulang National High School.
2. The one day activity aims at maximizing drug preventive coping skills among the youth through participation in the Designing Digital Information Materials Competition, Reel Making and Poster-Slogan contests.
3. The identified School Heads of the following schools shall send ten (10) contestant-learners with their respective accompanying adviser or coach:

1) Agusan NHS	6) Cugman NHS
2) Balulang NHS	7) Gusa Regional Science HS
3) Camaman-an NHS	8) Macabalan NHS
4) Canitoan NHS	9) Macasandig NHS
5) Carmen NHS	10) Puerto NHS

4. The host school shall include targeted participating students as audiences to join the culmination program together with their parents and the Barangay Anti-Drug Abuse Council (BADAC) members.
5. In adherence to Equal Opportunity Policy (EOP), inclusive and fair treatment are accorded to all participants regardless of age, gender, sexual orientation, disability, religion, and ethnicity.



Address: Fr. William F. Masterson Ave., Upper Balulang, Cagayan de Oro City
Telephone: (088) 855-0044, (088) 855-0047, (088) 328-2142
Email Address: cagayandeoro.city@depdep.gov.ph
Website: <https://depdepdcdo.net/>

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

Office of the Schools Division Superintendent

6. Attached herewith are copies of pertinent communication and contest's guidelines and mechanics for reference.
7. For compliance.

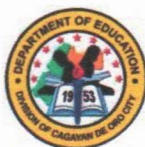
ROY ANGELO E. GAZO
Schools Division Superintendent

Encl.: As stated
Ref.: As stated
To be indicated in the Perpetual Index
Under the following subjects:

HEALTH EDUCATION

OKD-NDEP-DAPC Week

DM-100-SGOD-SHN-NVS/ PARTICIPATION AND ASSISTANCE TO THE "YOUTH'S CHOICE- A
DRUG-FREE LIFE" ENGAGEMENT PROGRAM
November 10, 2025



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GENERAL GUIDELINES

1. Participants must be a student and are currently enrolled in any of the identified school/educational institutions within the region to join the said activity.
2. All contested events are free of charge. No entry fees shall be collected from the contestants.
3. All entries in the contested events must focus on the theme **"YOUTH'S CHOICE: A DRUG-FREE LIFE" A YOUTH ENGAGEMENT PROGRAM OF THE DILG.**
4. Participants must be duly endorsed by the concerned school. Each school may endorse only one (1) participant per category.
5. The decision of the panel of judges is final and irrevocable.
6. Intellectual property ownership of the project remains the participant's, with the following exceptions:
 - a. The participant grants DILG Region 10 the right to use, reproduce, reprint, distribute, perform, and/or display the participant's project video without further recompense or notification to the participant;
 - b. The right to reproduce, reprint, distribute, perform, display, or exhibit the project for advertising, publicity, and promotional purposes on their website, at conferences, or at any other venues shall remain with DILG Region 10; and
 - c. Participants agree to be bounded by the official contest rules and decisions of the judges.

CATEGORIES AND MECHANICS

1. Reels Making Contest

- A. An individual/group (maximum of five [5] people per group) is allowed to submit only one entry per school;
- B. The reel must include the official contest theme text:
"Youth's Choice: A Drug-Free Life"

Content should be age-appropriate using storytelling and visuals to introduce drug prevention themes in an informative and child-friendly way, as well as promoting early awareness and drug-free values among the youth.

- C. The reel should run for a maximum of one minute and thirty seconds (1 minute & 30 seconds);
- D. The language to be used must be English, Filipino, or a local dialect with English subtitles;
- E. The video should be in digital format (MP4) with a minimum resolution of 400 x 1067 pixels and a maximum resolution of 1080 x 1920 pixels (portrait mode);
- F. The visuals (photos and videos), music and/or graphics to be used should be free from copyright to avoid crimes against property. Plagiarism of any kind will immediately result in disqualification.
- G. The content's language must be appropriate for an audience of all ages. Entries containing foul and offensive language will be immediately disqualified.
- H. All entries must be submitted in digital format.
- I. Entries must not have been used or entered in any other competition or published in any media and posted online for whatever purpose prior to the start of the competition and during the competition;
- J. Entries should be submitted through this link:
<https://tinyurl.com/YouthsChoiceREELmakingContest>. **Submission of entries will start on November 3, 2025, and not later than November 14, 2025 (5:00 PM).**

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M. Winners will be announced during the culminating activity on November 18, 2025.

Area of Assessment	Details	Point Percentage
Relevance to the theme	The film effectively conveys the message of the contest theme, "Youth's Choice: A Drug-Free Life." It should promote youth empowerment, positive life choices, and advocacy for a drug-free lifestyle. The storyline must align with the objectives of the DILG's youth engagement and anti-drug campaign	25%
Originality and creativity	The concept and presentation are unique and imaginative. The film demonstrates innovative storytelling, creative use of visuals, sound, and editing. It avoids clichés and presents a fresh perspective on promoting a drug-free life.	25%
Storytelling and script	The story is well-structured, coherent, and engaging. The script clearly delivers the intended message with emotional depth and impact. Dialogue and narration are appropriate, relevant, and contribute effectively to the film's theme.	25%
Technical execution	The film demonstrates good technical quality, including cinematography, lighting, sound design, editing, and transitions. The overall production reflects attention to detail and professionalism.	15%
Visual impact	The film captures the audience's attention through strong visuals and effective use of cinematography. Visual elements such as color, framing, and composition enhance the emotional and thematic appeal of the film.	10%
TOTAL		100%

2. Digital Poster/Information Material Contest

A. Each participating school is allowed to submit only one (1) official entry;

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software (e.g., Adobe Photoshop, Illustrator, Canva, or similar tools).

D. The poster size should be set to A3 (11.7 x 16.5 inches) in portrait orientation, with a resolution of 300 dpi.

E. The design must not contain any copyrighted materials (such as logos, images, or artworks) unless the participant owns the rights or has secured permission.

F. Entries must be free from offensive, obscene, or discriminatory content.

G. The poster must include the official contest theme text: **"Youth's Choice: A Drug-Free Life"**

H. Participants must submit their final entries in JPEG or PNG format.

I. Entries must not have been used or entered in any other competition or published in any media and posted online for whatever purpose prior to the start of the competition and during the competition;

J. To submit an entry, entries should be submitted through this link:

<https://tinyurl.com/YouthsChoiceDigiPosterContest>. **Submission of entries will start on November 3, 2025, and not later than November 14, 2025 (5:00 PM).**

K. The email subject should be: **Digital Poster Making Contest – [Name of School] – [Participant's Name]**

L. The file name should follow this format:

[SchoolName]_[ParticipantName].jpg

M. Late submissions or entries not following the required format will not be accepted.

N. The decision of the board of judges is final and irrevocable.

O. Winners will be announced during the culminating activity on November 18, 2025.

Area of Assessment	Details	Point Percentage
Relevance to Theme	Effectiveness in portraying the advocacy for a drug-free life and alignment with the theme "Youth's Choice: A Drug-Free Life."	30%
Creativity and Originality	Uniqueness of the concept, artistic style, and innovative approach to the theme.	25%
Visual Impact	Overall appeal, composition, and the ability of the poster to attract attention and deliver the message powerfully.	20%
Technical Skill	Mastery of digital tools, clarity of design elements, color harmony, and overall neatness.	15%
Adherence to Guidelines	Compliance with size, format, deadline, and other contest mechanics.	10%
TOTAL		100%

3. On-the-Spot Poster-Slogan Making Contest

A. Only one (1) entry/contestant per school.

B. All artworks must be done on the spot and must be completed within the allotted time of one (1) hour.

C. Contestants must incorporate the following to their output:

"YOUTH'S CHOICE: A DRUG-FREE LIFE - A YOUTH ENGAGEMENT PROGRAM OF THE DILG"

- They must create a visually compelling poster that communicates the theme effectively.

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provided):

- i. One-fourth ($\frac{1}{4}$) size illustration board
- ii. Pencil
- iii. Oil Pastel
- iv. Marker

E. Contestants may use personal art materials, provided they comply with the competition's guidelines.

F. All entries must be pre-numbered. No other identifying marks will be allowed to appear in the artworks.

G. To Pre-register, register through this link:
<https://tinyurl.com/YouthsChoicePosterSloganReg>

SCORING CRITERIA:

Area of Assessment	Details	Point Percentage
Adherence to the Theme	▪ How effectively does the poster reflect the theme? ▪ Is the message against drug abuse prominently conveyed?	40%
Clarity of Message	▪ Is the message clear and easily understood? ▪ Do the visual elements reinforce the anti-drug message?	25%
Visual Impact	▪ How visually appealing and impactful is the poster? ▪ Does it capture attention and engage the audience effectively?	20%
Creativity and Originality	▪ How unique and original is the approach taken by the participant? ▪ Does the poster stand out in terms of creative elements?	15%
TOTAL		100%

CASH PRIZES

CATEGORY	1 ST Place	2 nd Place	3 rd Place
Reel Making	15,000.00	10,000.00	5,000.00
Digital Poster/Information Material Contest	10,000.00	5,000.00	3,000.00
On-the-Spot Poster Making	10,000.00	5,000.00	3,000.00

Note to Judges:

Judges should evaluate each poster based on the provided criteria and assign scores accordingly.

It's essential to be fair and unbiased in judging all entries.

The final decision should consider the poster's overall quality, relevance to the theme, and its impact.

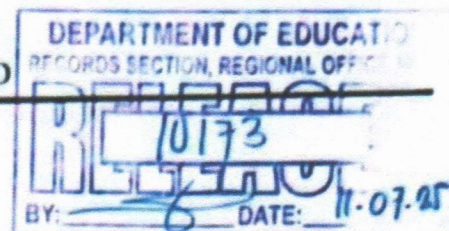


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Republic of the Philippines
Department of Education
REGION X - NORTHERN MINDANAO

Office of the Regional Director

November 7, 2025



DR. ROY ANGELO E. GAZO, CESO V

Schools Division Superintendent
Division of Cagayan de Oro City
Cagayan de Oro City

Subject: Request for participation and assistance during the
"Youth's Choice: A Drug-Free Life" Engagement Program

Dear Dr. Gazo:

Greetings from DepEd NorMin!

This communication refers to the attached letter from the Department of Interior and Local Government (DILG, dated October 30, 2025, requesting to conduct the "Youth's Choice: A Drug-Free Life" Engagement Program, in line with the celebration of the Drug Abuse Prevention and Control (DAPC) Week at Balulang National High School, Cagayan de Oro City, on November 18.

This activity is composed of the following competitions: (a) Designing Digital Information Materials Competition, (b) Reel Making Contest, and (c) Poster-Slogan Making Contest.

It shall be participated in by select learners with an adviser/coach from 10 secondary schools: (1) Puerto NHS, (2) Camaman-an NHS, (3) Carmen NHS, (4) Canitoan NHS, (5) Macabalan NHS, (6) Gusa Regional Science HS, (7) Agusan NHS, (8) Macasandig NHS, (9) Cugman NHS, and (10) Balulang NHS.

These schools are invited to join and send 10 learners (including an Adviser/Coach) during the culmination program. The target number of participants during the activity is 700, and the host school shall invite its identified students to join the activity, together with the parents and the Barangay Anti-Drug Abuse Council (BADAC) members.

The complete details are indicated in the attached contest guidelines and mechanics for reference.

Thus, this Office requests the **School Health Section** of your Division to assist in this activity. Thank you for the usual support.

Very truly yours,

DR. ARTURO B. BAYOCOT, CESO III
Regional Director

For the Regional Director:


ATTY. CANDICE ZENNIA R. RAZON
Attorney IV, Legal Unit

ESSD/re y