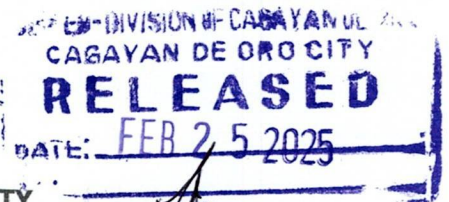




Republic of the Philippines
Department of Education
Region X

SCHOOLS DIVISION OF CAGAYAN DE ORO CITY

Office of the Schools Division Superintendent



25 FEBRUARY 2025

DIVISION MEMORANDUM
No. 183 s. 2025

PARTICIPATION TO PASIGARBO 2025: POPDEV CLUB FESTIVAL OF TALENTS

To: Chief ES, SGOD
Public Schools District Supervisors
Division ARH Coordinators
Private and Public Secondary School Heads
School POPDEV Club Advisers and Officers
All others concerned
This Division

1. With reference to the attached communication from Community Improvement Division (CID), this City, the field is hereby informed of the conduct of the PASIGARBO 2025: POPDEV CLUB FESTIVAL OF TALENTS
2. All eligible secondary schools are hereby directed participation. Details of the upcoming competitions are indicated in the attached communication.
3. This Office directs immediate dissemination and compliance to this Memorandum.

ROY ANGELO E. GAZO
Schools Division Superintendent

Encl: As stated
Reference: None
To be indicated in the Perpetual Index
under the following subjects:

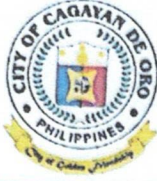
ARH Youth Formation POPDEV

SGOD/Jairus – DM: Participation to the PASIGARBO 2025



Address: Fr. Masterson Ave., Upper Balulang, Cagayan de Oro City
Mobile No: +63 975 6403 226 (Globe) | +63 951 1710 902 (Smart)
Email Address: cagayandeoro.city@depd.gov.ph
Website: <https://depdcdo.net>

Doc. Ref. Code		Rev	00
Effectivity		Page	1 of 1



COMMUNITY IMPROVEMENT DIVISION
Chief Executive Department
City Hall, Cagayan de Oro City

cagayan
de Oro
city of golden friendship

February 12, 2025

ROY ANGELO E. GAZO, PhD
Schools Division Superintendent
City Schools Division
Cagayan de Oro City

Subject: Invitation for Public and Private Secondary High Schools to Participate in
PASIGARBO 2025: POPDEV CLUB FESTIVAL OF TALENTS

Dear Dr. Gazo,

Greetings!

The Community Improvement Division – Adolescent Health and Development Program is pleased to announce **PASIGARBO 2025: POPDEV CLUB FESTIVAL OF TALENTS**. This event will feature a variety of **online and face-to-face competitions** aimed at showcasing the talents, creativity, and advocacy efforts of students from both **public and private high schools**.

In this regard, we respectfully seek your assistance in **disseminating this invitation** to all eligible schools under your jurisdiction and encouraging their participation in the following competitions:

Competition Categories

1. Top 3 School - Based Teen Centers
2. Top 3 PopDev Club Moderators
3. Top 3 NDEP Moderators
4. Top 3 Guidance Counselor/Designate
5. Top 3 PopDev Club Leaders
6. Dance Chant
7. Modern Dance Drama
8. Video Teaser Making
9. Logo Making Contest
10. TEENcredibles social media campaign competition
 - a. Top 3 Best in Mental Health Awareness publication materials
 - b. Top 3 Best in TEENformation Video (ASRH Video Ad Contest)
 - c. Top 3 Best in Parent – Child Relationship Pubmats
 - d. Top 3 Best Drug Prevention Campaign Pubmats



COMMUNITY IMPROVEMENT DIVISION
Chief Executive Department
City Hall, Cagayan de Oro City

cagayan
de Oro
city of golden friendship

e. Top 3 Best Adolescent Nutrition Campaign

We believe that this festival will serve as an excellent platform for students to express their creativity, promote awareness on adolescent health and development, and foster meaningful engagement within their communities.

For more details regarding the competition mechanics, please refer to the attached document.

We sincerely appreciate your support in sharing this opportunity with schools and encouraging their participation. Should you have any inquiries, please feel free to contact us through our Adolescent Health and Development Program Coordinator, **MR. MICHAEL L. ABROGAR**, at **09757199079** and email us through oyc.cdo@gmail.com.

We look forward to their enthusiastic involvement in this exciting and meaningful event.

Very truly yours,


HONORIO C. DIPUTADO, JR.
Community Affairs Officer II
CID-Acting Head



COMMUNITY IMPROVEMENT DIVISION
Chief Executive Department
City Hall, Cagayan de Oro City

cagayan
de Oro
city of golden friendship

**PASIGARBO 2025:
POPDEV CLUB FESTIVAL OF TALENTS MECHANICS**

CONTEST/SEARCH:

11. Top 3 School - Based Teen Centers
 12. Top 3 PopDev Club Moderators
 13. Top 3 NDEP Moderators
 14. Top 3 Guidance Counselor/Designate
 15. Top 3 PopDev Club Leaders
 16. Dance Chant
 17. Modern Dance Drama
 18. Video Teaser Making
 19. Logo Making Contest
 20. TEENcredibles social media campaign competition
 - a. Top 3 Best in Mental Health Awareness publication materials
 - b. Top 3 Best in TEENformation Video (ASRH Video Ad Contest)
 - c. Top 3 Best in Parent - Child Relationship Pubmats
 - d. Top 3 Best Drug Prevention Campaign Pubmats
 - e. Top 3 Best Adolescent Nutrition Campaign
-

SEARCH for 2025 OUTSTANDING School Based Teen Centers

1. The Search for Most Operating Teen Center shall be open to all secondary schools in the City.
2. Submission and confirmation of entry shall be on or before February 2025 through the AHD Program email at oyc.cdo@gmail.com
3. Once confirmed, the evaluation committee shall visit for an on-site evaluation. (Exact date of evaluation is to be announced)
4. A representative from the participating school will be called for an orientation regarding the search, and a scheduled date will be announced by the organizer.
5. On-site evaluation shall focus on three (3) major categories; (1) Physical Facilities, (2) Services and Operations, and (3) Records and Documentations.
6. Criteria for judging:



- a. 25% - Physical Facilities (i.e separate room for counselling area, Conduciveness, Cabinet and etc.)
 - b. 50% - Services and Operations (i.e programs and activities implemented, process of operation, PopDev initiatives, plans and proposals)
 - c. 25% - Records and Documentations (i.e copies of attendance sheets, narrative reports, project proposal/ calendar of activities, cases and data record on teen related cases and action taken)
 - d. TOP 3 with the highest rating for Search for 2025 OUTSTANDING Teen Centers will receive a plaque, cash prize and will be announced during the PASIGARBO 2025: PopDev Club Festival of Talents.
7. The judge's decision is final and irrevocable.

Search for Top 3 PopDev Club Moderators

1. The Search for Best PopDev Club Moderator shall be open to all secondary schools with School-Based Teen Center in the City.
2. Submission and confirmation of entry shall be on or before February 2025 through the AHD Program email at oyc.cdo@gmail.com
3. Once confirmed, the evaluation committee shall visit for an on-site evaluation. (Exact date of evaluation is to be announced)
4. A representative from the participating school will be called for an orientation regarding the search, and a scheduled date will be announced by the organiser.
5. Evaluation for PopDev Club Moderator shall focus on four (4) major categories; (1) Services and Intervention Initiative, (2) Accomplishment Report (From the date of designation – present), (3) linkages and Partnership and (4) Personal Drive - Interview
6. Criteria for judging:
 - a. 25% - Services and Intervention Initiative (i.e counselling mechanism, services delivered to the students, problem analysis and intervention, case handling and protocol, trainings and seminars attended)
 - b. 25% - Accomplishment Report (All achievements and accomplishments upon assumption as PopDev Coordinator/Moderator)
 - c. 25% - Linkages and Partnership (i.e resource mobilisation, list of partners and Statement of support, and etc.)
 - d. 25% - Personal Drive - Interview
7. Winners for Best NDEP Moderator will receive a plaque, cash prize and will be announced during the PASIGARBO 2025: PopDev Club Festival of Talents.



8. The judge's decision is final and irrevocable.

Search for Top 3 Guidance Counselor/Designate

1. The Search for Best Guidance Counselor/Designate shall be open to all secondary schools with School-Based Teen Center in the City.
2. Submission and confirmation of entry shall be on or before February 2025 through the AHD Program email at oyc.cdo@gmail.com
3. Once confirmed, the evaluation committee shall visit for an on-site evaluation. (Exact date of evaluation is to be announced)
4. A representative from the participating school will be called for an orientation regarding the search, and a scheduled date will be announced by the organiser.
5. Evaluation for Guidance Counselor/Designate shall focus on four (4) major categories; (1) Services and Intervention Initiative, (2) Accomplishment Report (From the date of designation – present), (3) linkages and Partnership and (4) Personal Drive - Interview
6. Criteria for judging:
 - a. 25% - Services and Intervention Initiative (i.e counselling mechanism, services delivered to the students, problem analysis and intervention, case handling and protocol, trainings and seminars attended)
 - b. 25% - Accomplishment Report (All achievements and accomplishments upon assumption as Guidance Counselor/Designate)
 - c. 25% - Linkages and Partnership (i.e resource mobilisation, list of partners and Statement of support, and etc.)
 - d. 25% - Personal Drive – Interview
7. Winners for Best Guidance Counselor/Designate will receive a plaque, cash prize and will be announced during the PASIGARBO 2025: PopDev Club Festival of Talents.
8. The judge's decision is final and irrevocable.

Search for Top NDEP Moderators

1. The Search for Best NDEP Moderator shall be open to all secondary schools with School-Based Teen Center i in the City.
2. Submission and confirmation of entry shall be on or before February 2025 through the AHD Program email at oyc.cdo@gmail.com



3. Once confirmed, the evaluation committee shall visit for an on-site evaluation.
(Exact date of evaluation is to be announced)
4. A representative from the participating school will be called for an orientation regarding the search, and a scheduled date will be announced by the organizer.
5. Evaluation for NDEP Moderator shall focus on four (4) major categories; (1) Services and Intervention Initiative, (2) Accomplishment Report (From the date of designation - present), (3) linkages and Partnership and (4) Personal Drive - Interview
6. Criteria for judging:
 - a. 25% - Services and Intervention Initiative (i.e counselling mechanism, services delivered to the students, problem analysis and intervention, case handling and protocol, trainings and seminars attended)
 - b. 25% - Accomplishment Report (All achievements and accomplishments upon assumption as PopDev Coordinator/Moderator)
 - c. 25% - Linkages and Partnership (i.e resource mobilization, list of partners and Statement of support, and etc.)
 - d. 25% - Personal Drive - Interview
8. Winners for Best PopDev Club Moderator will receive a plaque, cash prize and will be announced during the PASIGARBO 2025: PopDev Club Festival of Talents.
9. The judge's decision is final and irrevocable.

Top 3 Best PopDev Leaders

1. The Search for Best PopDev Club Leaders shall be open to all secondary schools with School-Based Teen Center in the City.
2. Submission and confirmation of entry shall be on or before February 2025 through the AHD Program email at oyc.cdo@gmail.com
3. Once confirmed, the evaluation committee shall visit for an on-site evaluation.
(Exact date of evaluation is to be announced)
4. A representative from the participating school will be called for an orientation regarding the search, and a scheduled date will be announced by the organizer.
5. Evaluation for POPDEV Club leaders shall focus on; (1) Intervention Initiative, (2) Accomplishment Report (From the date of designation - present), (3) Personal Drive - Interview
6. Criteria for judging:
 - a. 40% - Intervention Initiative (i.e. best practices)
 - b. 30% - Accomplishment Report



COMMUNITY IMPROVEMENT DIVISION
Chief Executive Department
City Hall, Cagayan de Oro City

cagayan
de Oro
city of golden friendship

- c. 30% - Personal Drive - Interview
7. Winners for POPDEV CLUB Leaders will receive a plaque, cash prize and will be announced during the PASIGARBO 2025: PopDev Club Festival of Talents.
8. The judge's decision is final and irrevocable.

Dance Chant

1. The competition shall be participated by the different High Schools in the city. Each shall have one entry composed of twenty (20) and maximum of thirty (30) members. Thus each district shall be represented by one entry only.
2. Dance Chant will be performed face to face during the Pasigarbo face-to-face competition.
3. The performance must be at least 5 minutes and will not exceed 7 minutes including entrance and exit.
4. The chant or Yells must be related to the theme "I AM TEENCREDIBLES: A well-informed, empowered, healthy, and responsible adolescents! "
5. Only snare drum shall be used as an accompaniment during the presentation. For the props to be used, it should be handy and must not exceed to human size; no standee platform and the like be allowed.
6. Stunts and lifting is strictly prohibited.
7. Winners will be identified through the following criteria:
 - a. Choreography 30%
 - i. Creativity, style and originality
 - b. Execution 30%
 - i. Liveliness and coordination; synchronization
 - c. Relevance to the theme 30%
 - i. Clarity of chant and modulation, message
 - d. Over-all Impact 10%
 - i. Costume and props
8. The judge's decision is final and irrevocable.

MODERN DANCE COMPETITION

1. The competition shall be participated by the different High Schools in the city. Each shall have one (1) entry composed of ten (10) and maximum of fifteen (15) members. Thus, each District will be represented by one entry only.



COMMUNITY IMPROVEMENT DIVISION
Chief Executive Department
City Hall, Cagayan de Oro City

cagayan
de Oro
city of golden friendship

2. Each group will be given a minimum of six (4) and a maximum of ten (7) minutes to perform including entrance and exit.
3. In case the presentation exceeds the allotted time limit, there will be an automatic deduction of points to the final score. 1 minute is equivalent to 1-point deduction.
4. Entries should be a mix of modern songs/beats with TUKSO'Y IWASAN PopDev Song and other related POPDEV songs at Cagayan de Oro Teen Center Facebook Page.
5. Props such as explosives, weaponries, sharp objects, pyro-techniques, slippery materials etc. that may cause harm to the performers, judges and audience are strictly prohibited.
6. Modern Dance Drama will be performed face to face during the Pasigarbo face-to-face competition.
7. Winners will be identified through the following criteria:
 - a. Mastery/Synchronization 25%
 - b. Performance and Execution 25%
 - c. Relevance to the Theme 25%
 - d. Props and Costume 15%
 - e. Audience Impact 10%
 - f. Total 100%

ON THE DAY TEASER VIDEO MAKING CONTEST

1. The competition shall be participated by the different High Schools in the city. Each entry shall be composed of four (4) members.
2. The video must be at least one (1) minute and must not exceed three (3) minutes. The video shall cover the Festival of Talent Activities and its purpose.
3. All entries must be original, unpublished online or in any other media platform, and must be done during the POPDev Festival of talents face-to-face competition. Songs and musical scoring should have no copyright infringement.
4. Contestants must bring their own equipment.
5. Entries will be shown during the POPDEV Festival of Talents and will automatically become official property of the CAGAYAN DE ORO TEEN CENTER.
6. Entries must be submitted on or before 12:00pm.
7. The video will be judged according to the following criteria:
 - a. Creativity and presentation (40%),
 - b. Originality (30%) and
 - c. Relevance to the theme and overall appeal (30%).



COMMUNITY IMPROVEMENT DIVISION
Chief Executive Department
City Hall, Cagayan de Oro City

cagayan
de Oro
city of golden friendship

LOGO MAKING CONTEST

1. The Competition is open to all High Schools in the City (1 entry with 3 participants per school)
2. Participants must be a bona-fide student of the school represented.
3. Participants must bring their own laptop or equipment.
4. The logo should include the name POPDEV CLUB.
5. The logo must include dramatic and positive symbols that symbolize the functions of the PopDev Clubs. Be creative and also observe color combinations as it will be part of the criteria for judging.
6. Fonts used in the Entry logo will also be judged accordingly.
7. The logos can be created in any preferred editing application but make sure that it has its work file (jpeg or png) as it will be needed upon submission.
8. The participants should also give a brief description of the entry logo in English or Filipino. The description may include the essential meaning of the Entry logo and should defy all of the symbols that are embedded with the Entry Logo.
9. Participants should submit (3) files. The Original Work File of the Entry Logo (.psd, .jpg, .docx, or any in application), the .PNG file of the Entry logo, and the word file for the Entry logo's description.
10. The resolution of the logo must be in high resolution.
11. Use of AI-generated images is strictly not allowed.
12. Criteria:
 - Design and General appeal - 35%
 - Originality - 20%
 - Color Combination - 20%
 - Depth of meaning - 10%
 - Popularity (any reacts) - 15%

TEENCREDIBLES: Online Social Media Campaign Competition

- The online competition will run from **February 24 to April 4, 2025**. Participating schools must email their intent to join indicating the category/ies to participate on or before February 28, 2025 at **oyc.cdo@gmail.com**. The competition shall be participated by the different Public and Private High Schools in the city through TEENcredible social media campaign.



ASRH TEENformation Video

1. The video must be at least one (1) minute and must not exceed two (2) minutes. The video message must be relevant to the Adolescent Sexuality and Reproductive Health campaign on teenage pregnancy prevention.
2. All entries must be original, unpublished online or in any other media platform. Songs and musical scoring should have no copyright infringement.
3. Entry must be emailed on oyc.cdo@gmail.com on a scheduled date with brief captions.
4. Entry will be posted on TEENcredibles Facebook Page and must be shared on the school's POPDEV Club Facebook page.
5. The video will be judged according to the following criteria:
 - a. Creativity and Clarity of Message (30%)
 - b. Originality and presentation (20%)
 - c. Relevance to the theme and overall appeal (20%)
 - d. Reached and post engagements (30%)

REACHED	SCORE
Below 5000	20%
5000 -5999	22%
6000 - 6999	24%
7000 - 7999	26%
8000 - 8999	28%
9000 - 9999	29%
10000 and above	30%

**will be used in all online categories*

6. The judge's decision is final and irrevocable.



Top 3 Best in Mental Health Awareness Publication materials - Photo

1. The pubmats POSTER must be relevant to the Adolescent Mental Health campaign.
2. The pubmats must be relevant on Mental Health Awareness.
3. All entries must be original, unpublished online or in any other media platform.
4. Entry must be emailed on oyc.cdo@gmail.com on a scheduled date with brief captions.
5. Entry will be posted on TEENcredibles Facebook Page and must be shared on the school's POPDEV Club Facebook page.
6. The pubmats will be judged according to the following criteria:
 - a. Creativity and Clarity of Message (30%)
 - b. Originality and presentation (20%)
 - c. Relevance to the theme and overall appeal (20%)
 - d. Reached and post engagements (30%)
7. The judge's decision is final and irrevocable.

Top 3 Best in Parent - Child Relationship Photo Pubmats

1. The video must be at least one (1) minute and must not exceed two (2) minutes. The video message must be relevant to the Parent-Child relationship campaign.
2. All entries must be original, unpublished online or in any other media platform.
3. Entry must be emailed on oyc.cdo@gmail.com on a scheduled date with brief captions.
4. Entry will be posted on TEENcredibles Facebook Page and must be shared on the school's POPDEV Club Facebook page.
5. The pubmats will be judged according to the following criteria:
 - a. Creativity and Clarity of Message (30%)
 - b. Originality and presentation (20%)
 - c. Relevance to the theme and overall appeal (20%)
 - d. Reached and post engagements (30%)
 - i. Like · Share · Comments · Reactions
6. The judge's decision is final and irrevocable.



Top 3 Best Drug Prevention Campaign Pubmats - Photo

1. The pubmats PHOTO must be relevant to the Drug Prevention Campaign.
2. All entries must be original, unpublished online or in any other media platform.
3. Entry must be emailed on oyc.cdo@gmail.com on a scheduled date with brief captions.
4. Entry will be posted on TEENcredibles Facebook Page and must be shared on the school's POPDEV Club Facebook page.
5. The pubmats will be judged according to the following criteria:
 - a. Originality (30%)
 - b. Content (20%)
 - c. Creativity (20%)
 - d. Reached and post engagements (30%)
 - i. Like · Share · Comments · Reactions
6. The judge's decision is final and irrevocable.

Top 3 Best in Adolescent Nutrition Publication Video

1. Must be a dance video based on "DOH: Priority Area 1 for Nutrition" music. Participants can create their own remix.
2. The dance video must be at least two (2) minutes and must not exceed three (3) minutes. All entries must be original, unpublished online or in any other media platform.
3. Entry must be emailed on oyc.cdo@gmail.com on a scheduled date with brief captions.
4. Entry will be posted on TEENcredibles Facebook Page and must be shared on the school's POPDEV Club Facebook page.
5. The pubmats will be judged according to the following criteria:
 - a. Creativity and Clarity of Message (30%)
 - b. Choreography and presentation (20%)
 - c. Relevance to the theme, quality, and overall appeal (20%)
 - d. Reached and post engagements (30%)
7. The judge's decision is final and irrevocable.



COMMUNITY IMPROVEMENT DIVISION
Chief Executive Department
City Hall, Cagayan de Oro City

cagayan
de Oro
city of golden friendship

Date	Activity	Remarks
February 24-April 4	TEENCREDIBLES social media campaign	Date of submission: Feb. 26 Mental Health Awareness publication materials Mar. 3 Parent - Child Relationship Pubmats Mar. 10 TEENformation Video (ASRH Video Ad Mar. 17 Drug Prevention Campaign Pubmats Mar. 24 Adolescent Nutrition Campaign submit all entries at oyc.cdo@gmail.com
March 8	PopDev Club Convergence	Venue: City Tourism Hall
March 22	PopDev Club Face to Face Competition	Venue: City Hall Quadrangle
March 17- 21	Evaluation and Assessment of School-Based Teen Centers	Schedule per visit TBA
April 25*	Awarding Ceremony	Date *tentative Venue: TBA

Prepared by:


MICHAEL L. ABROGAR
Population Program Officer II
AHD Program Coordinator

Noted by:


HONORIO G. DIPUTADO JR.
Community Affairs Officer II
Acting Head, CID