



Republic of the Philippines
Department of Education
REGION X – NORTHERN MINDANAO
SCHOOLS DIVISION OF EL SALVADOR CITY

29 November 2021

DIVISION MEMORANDUM

No. 498, s. 2021

“ICHOOSE #MALAYAAKONGMAGING” CAMPAIGN FOR ADOLESCENT HEALTH

To: **Assistant Schools Division Superintendent
Chief Education Supervisor CID/SGOD
Secondary School Heads
ARH Secondary School Coordinators
Division Youth Formation Coordinator
Alternative Learning System Focal Person
Supreme Pupil Government Advisers and Student Leaders
All Others Concerned**

1. With reference to OUA MEMO 00-1121-0233, Re: “ICHOOSE #MALAYAAKONGMAGING” Campaign for Adolescent Health, this office supports the Department of Health (DOH) and the Commission on Population and Development (POPCOM) in their advocacy of reducing cases of teenage pregnancy, HIV/AIDS infection rates and improving the over-all health of Filipino Adolescents.
2. With these, DepEd adapts the “I CHOOSE #MalayaAkongMaging” which is a joint and co-branded campaign for adolescent health and development. The initiative covers adolescent sexual and reproductive health (ASRH). It emphasizes the message that the youth must be given safe platforms where they can have access to appropriate health information and services. It also encourages the youth to choose healthy options for themselves and to reach out to paper networks.





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3. For these reasons, DepEd Launched the National IChoose Campaign last November 28, 2021 via DepEd Philippines Facebook Page and Zoom. To promote the campaign, the ARH Focal Persons, in collaboration with the Comprehensive Sexuality Education (CSE), ALS, YFD Focal Person and student leaders, will conduct the following:
- Endorse the campaign messages by sharing I CHOOSE materials across local networks and platforms vis <https://www.facebook.com/MalayaAkongMaging>.
 - Participate in the campaign promotion activities such as posting of video messages (Please access [bit.ly/ICHOOSEVideoMessageGuide](https://www.facebook.com/MalayaAkongMaging) for the guidelines) and IChoose TikTok Contests (Please get the mechanics via <https://www.facebook.com/MalayaAkongMaging>).
 - Use hashtags #IChoose #MalayaAkongMaging #OKsaDepEd in all related social media posts.
4. This initiative adheres to the Equal Opportunity Principle (EOP). Hence, all actions shall be based solely on guidelines set with no discrimination on the account of age, gender, identity, sexual orientation, civil status, disability, religion, ethnicity or political affiliation.
5. For information and guidance.

OLGA C. ALONSABE, Ph.D., CESE
Assistant Schools Division Superintendent
Office of the Schools Division Superintendent

To be indicated in the Perpetual Index
under the following subjects:

SGOD/VP/PT

