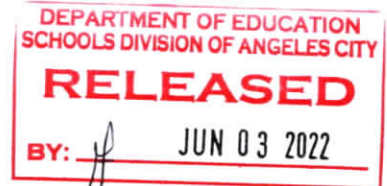




Republic of the Philippines
Department of Education
Region III
Schools Division of Angeles City



June 3, 2022

DIVISION MEMORANDUM

No. 201, s. 2022

SOCIAL MEDIA CAMPAIGN FOR THE NATIONAL NO SMOKING MONTH

To: Heads of Public Elementary and Secondary Schools
Schools Tobacco Control Program Coordinators

1. The Office of the Undersecretary for Administration (OUA), through the Bureau of Learner Support Services-School Health Division (BLSS-SHD) in coordination with the Philippine Pediatric Society (PPS), invites all learners - with the permission and guidance of their parents or guidance - to post on Facebook a video of themselves asking their questions or sharing their ideas related to tobacco and vape use. This social media campaign will encourage learners to make their voices heard about tobacco and vape control in the country, for the entire month of June.

2. All interested learners shall use the hashtags #NNSM2022, #NoTobacco, #TobaccoExposed, and #SmokeFreePhilippines and mention/tag in their post the Facebook pages of the PPS (<https://web.facebook.com/PhilPediaSocInc>), OK sa DepEd (<https://web.facebook.com/OplanKalusuganSaDepEd>) and School Health and Nutrition Unit (<https://www.facebook.com/profile.php?id=100009687310807>)

3. Listed below are examples of questions the learners can ask in their videos:

- How can cigarette butts be an environmental hazard when there is no combustion anymore?
- Our apartment neighbors smoke and we can still smell the smoke even if they are not there. How can we keep ourselves safe from second hand and third hand smoke?
- They say it is the tar that causes cancer and not nicotine. Vapes do not have tar. Does this mean the cancer potential is less or none at all in vapes?
- How do smoking and vaping contribute to air pollution and climate change?
- Some vapes claim they have no nicotine and have lesser chemicals; can vaping still affect my immune system and brain development?
- We are still in pandemic times, do people who smoke and vape have higher risk of having Covid-19 infection even if vaccinated?
- Are there laws in place to protect us children, teens, and young adults from smoking and vaping?



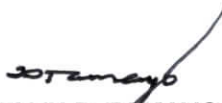
Address: Jesus Street, Pulungbulu, Angeles City
Telephone No. (045) 322-4101





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4. Health professionals from PPS and DepEd will respond to the selected videos throughout the month, while some videos will be featured on the Facebook pages of PPS and OK sa DepEd.
5. Tobacco Control Coordinators, Brief Tobacco Intervention Providers, NDEP/BKD Coordinators, Youth Formation Coordinators, DRRM Coordinators, classroom advisers, and other school personnel are requested to disseminate information/promote awareness about the campaign and to provide necessary support or guidance to learners who wish to participate. For reference, a video from PPS providing context to these concerns may be accessed at <https://bit.ly/depedpps2022wntdnsm>.
6. For questions and concerns, please contact **Ms. Heidie D. Suarez**, Division Tobacco Control Focal Person through the cell phone number 0933-8694-476.
7. For immediate dissemination and strict compliance.


MA. IRELYN P. TAMAYO PhD, CESO V *nl*
Schools Division Superintendent

NationalNoSmokingMonth/Hds/nurse/SHNUnit2022

Control No. 143



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