



Republic of the Philippines
Department of Education
REGION VIII
SCHOOLS DIVISION OF NORTHERN SAMAR

November 5, 2025

DIVISION MEMORANDUM

No. 45, s. 2025

**OBSERVANCE OF DRUG ABUSE PREVENTION AND CONTROL
(DAPC) WEEK 2025**

To: Assistant Schools Division Superintendent
Chief, Schools Governance & Operations Division
School Health & Nutrition Section Personnel
All Public Schools District Supervisors/ Principal In-Charge
All Elementary & Secondary School Principals/ School Heads
All Others Concerned

1. Pursuant to **Presidential Proclamation No. 124**, issued on **November 26, 2001**, declaring the **third week of November** of every year as **Drug Abuse Prevention and Control (DAPC) Week**, and in compliance with **Memorandum Circular No. 105**, **"Directing All Government Agencies and Instrumentalities to Support the Observance of the 2025 Drug Abuse Prevention and Control Week,"** dated October 28, 2025, all schools under the jurisdiction of the **Schools Division of Northern Samar** are enjoined to actively participate in the observance of **DAPC Week** from **November 16 to 22, 2025**. This year's celebration, led by the **Dangerous Drugs Board (DDB)**, carries the national theme: **"Sa Bagong Filipinas, Kalusugan ay Pinapahalagahan, Droga ay Inaayawan."**
2. The observance of **Drug Abuse Prevention and Control Week** aims to:
 - a. promote awareness on the ill effects of drug abuse among learners, personnel, and communities;
 - b. encourage schools to implement preventive education and health promotion activities;
 - c. strengthen collaboration among schools, families, and stakeholders in maintaining drug-free environments; and
 - d. support national and local government initiatives toward a drug-free and healthy society.
3. In support of this observance, schools are encouraged to conduct relevant and meaningful activities that will raise awareness and strengthen preventive education against drug abuse among learners and stakeholders. Suggested activities include, but are not limited to, the following:
 - a. **Advocacy of the 2025 DAPC Week Theme** – through the display of **tarpaulins, banners, or streamers** in strategic areas within school premises. The official layout template may be accessed and downloaded from the Dangerous Drugs Board (DDB) website at <https://ddb.gov.ph>.



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- b. **Simultaneous Flag Ceremony and Pledge of Commitment** ("*Panata na Manatiling Malaya sa Droga*") on **November 17, 2025**, to demonstrate the united efforts of the government against dangerous drugs;
 - c. **Homeroom or classroom discussions** integrating health, wellness, and drug prevention topics;
 - d. **Parent-Teacher Association (PTA) forums** emphasizing family roles in drug prevention;
 - e. **School-community campaigns or pledge-signing activities** affirming commitment to a drug-free school; and
 - f. **Information and Education Campaigns (IEC)** using DDB, DOH, and DepEd materials.
4. To highlight the Division observance, schools are encouraged to participate in the **Video Advocacy Campaign Contest** titled "*Panata ng Kabataan: Kalusugan ay Pinapahalagahan, Droga ay Inaayawan.*" Students may create a **five-minute video** featuring **role-playing, acting, or spoken-word poetry** that advocates a **drug-free lifestyle** and promotes the values of **health, responsibility, and nation-building**. Each school is enjoined to submit its entry **on or before November 25, 2025** (see attached mechanics).
 5. To ensure effective implementation, the **School Health Section** is hereby **directed to provide technical assistance** to schools on the planning and conduct of activities related to this observance. Schools may coordinate and seek guidance **through their assigned School Health Personnel** for any technical or implementation concerns.
 6. All schools are requested to submit an **Activity Completion Report**, including **photo documentation, attendance sheets, and other supporting materials**, to the **Division School Health Section** through the link <https://bit.ly/nsamardapcweek2025> on or before **November 28, 2025**, for consolidation and submission to the Regional Office and other concerned agencies.
 7. The full support and active participation of all schools in this observance are highly encouraged to promote health, discipline, and the shared vision of a **drug-free Schools Division of Northern Samar**.
 8. Immediate dissemination and compliance with this Memorandum are desired.

GAUDENCIO C. ALJIBE JR., PhD, CESO VI
Schools Division Superintendent

DepEd Northern Samar

NOV 07 2025

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Enclosure No. 1 to DM 417, s. 2025

PANATA NA MANATILING MALAYA SA DROGA

Ako ay nanunumpa na mamumuhay nang malaya sa anumang uri ng bisyo o droga. Tutulungan ang aking pamilya, mga kaibigan, at kapwa kabataan na umiwas sa paggamit ng ipinagbabawal na gamot.

Pangangalagaan at igagalang ang aking katawan at isipan upang maging mabuting huwaran sa iba. Ipaapaabot sa aking pamilya at mga kaibigan ang masasamang epekto ng droga, paninigarilyo, at paggamit ng vape.

Ako ay nanunumpa na ipagdiwang ang aking kakayahan, kabutihan, at dangal bilang isang kabataang malaya sa droga dahil **Sa Bagong Pilipinas, Kalusugan ay Pinapahalagahan, Droga ay Inaayawan.**



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Enclosure No. 1 to DM 487, s. 2025

MECHANICS OF THE VIDEO ADVOCACY CAMPAIGN CONTEST
“Panata ng Kabataan: Kalusugan ay Pinapahalagahan, Droga ay Inaayawan”

I. Rationale

In celebration of the **2025 Drug Abuse Prevention and Control (DAPC) Week**, the Schools Division of Northern Samar launches the **Video Advocacy Campaign Contest** titled **“Panata ng Kabataan: Kalusugan ay Pinapahalagahan, Droga ay Inaayawan.”** This initiative aims to strengthen learners’ awareness of the importance of health, responsibility, and nation-building by promoting a drug-free lifestyle through creative self-expression.

II. Objectives

The contest aims to:

1. Engage learners in promoting advocacy for a drug-free and healthy lifestyle;
2. Develop creativity and communication skills through visual storytelling; and
3. Support the Division’s efforts in spreading the message of preventive drug education in schools and communities.

III. Eligibility

1. The contest is open to **all public secondary schools** in the Schools Division of Northern Samar.
2. Each school may submit **only one (1) official entry**.
3. The video entry must be a collaborative work of **students**, under the supervision or guidance of a **teacher-adviser**.
4. Participating learners must secure a **written parental consent**, consistent with the provisions of the **DepEd Learners’ Rights and Protection Policy**, before participation and video production.

IV. Contest Mechanics

1. The entry must be a **five-minute video** (maximum duration: 5 minutes).
2. The content may be in the form of **role-playing, acting, or spoken-word poetry**, conveying messages aligned with the theme:
“Sa Bagong Pilipinas, Kalusugan ay Pinapahalagahan, Droga ay Inaayawan.”
3. The video must **advocate a drug-free lifestyle** and emphasize **health, responsibility, and nation-building**.
4. The language used may be **English, Filipino, or a local dialect**, provided that the message is clear and relevant.
5. The video must be **original** and **not previously submitted** to other contests or posted online before this Division competition.



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6. Entries should be recorded in **MP4 format** and saved with the filename: SchoolName_DAPC2025_VideoTitle.mp4
7. Each participating school shall submit the following:
 - o The **video file** (via Google Drive link or USB);
 - o A **brief write-up (100–150 words)** describing the concept and message of the video;
 - o A **copy of the list of participants** with their grade levels and teacher-adviser's name; and
 - o **Copies of duly signed parental consent forms** of all participating learners.
8. All entries must be submitted to the **Division School Health Section** through their assigned **School Health Personnel** on or before **November 25, 2025**.

V. Judging Criteria

Criteria	Percentage
Relevance to the Theme	30%
Creativity and Originality	25%
Message Clarity and Impact	25%
Technical Quality (Audio/Video/Editing)	10%
Overall Presentation	10%
Total	100%

VI. Awards and Recognition

1. The **top three (3) winning entries** shall receive **Certificates of Recognition and cash gifts** from the Schools Division of Northern Samar.
2. **All participating entries** shall receive a **Certificate of Participation** in recognition of their creative efforts and advocacy support.
3. Winning videos may also be **featured on the Division's official social media platforms** and utilized as **advocacy materials** for future health and wellness campaigns.

VII. Important Dates

- **Deadline for submission of entries:** November 25, 2025
- **Judging of entries:** November 25–27, 2025
- **Announcement of winners:** November 28, 2025