



Republic of the Philippines
Department of Education
REGION VI – WESTERN VISAYAS
SCHOOLS DIVISION OF AKLAN

Division Advisory No. 043 s. 2021
September 15, 2021

In compliance with DepEd Order No. 8, s. 2013,
this advisory is issued not for endorsement of DepEd Aklan
officials, personnel/staff, as well as the concerned public.
(Visit www.deped.gov.ph)

Attached is DepEd Regional Advisory No. 134, s. 2021 dated September 7, 2021, from Dr. Ramir B. Uytico, CESO IV, Regional Director, DepEd Region VI, Iloilo City, regarding World Heart Day Video Contest.

Participation to this activity is strictly voluntary.

For more information and verification, contact:

Ms. Irene Publico- Alejo
Advocacy and Chapters Coordinator
Philippine Heart Association
Mobile No.: 0995-2526634



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DepEd Region VI
EDUCATION DIVISION
REGIONAL OFFICE

DepEd VI Western Visayas <region6@depd.gov.ph>

By: *ay*
Date: *SEP 01 2021*

SEP 01 2021

Department of Education
Regional Office VI
Borja Street, Iloilo City



Mon, Aug 30, 2021 at 2:10 PM

World Heart Day Celebration Video Contest Invite

Phil Heart <phil.heart@yahoo.com>

To: "region6@depd.gov.ph" <region6@depd.gov.ph>

RAMIR B. UYTICO

Regional Director, DepEd Region VI

Dear Mr. Uytico,

Good afternoon Sir. Here's the copy of our invitation/contest mechanics and poster re World Heart Day Celebration Video Contest signed by our Chair Dr. Ronald Cuyco, Co-Chair Dr. Richard Henry Tiongco II and President Dr. Gilbert Vilela. Please see attached files for details.

We do look forward to any update from your good office. Please feel free to get in touch with us for any queries regarding this matter.

thank you

Irene Publico-Alejo

Advocacy & Chapters Coordinator

Philippine Heart Association

0995-2526634

3 attachments



WHD 2021 Video Contest Poster.jpg
233K



Letter Invite to RAMIR B. UYTICO .pdf
948K



FINAL_WHD 2021 CONTEST MECHANICS.doc.pdf
448K



**PHILIPPINE HEART ASSOCIATION, INC.
PHILIPPINE COLLEGE OF CARDIOLOGY**

Advocacy & Communication Committees present

World Heart Day 2021

CAMPAIGN VIDEO Contest

(Contest runs from August 25 - September 15, 2021)

Theme:
**USE
HEART
TO
CONNECT**

*See mechanics
to join*

**BECAUSE YOUR
HEART MATTERS**

52100

- 5** FIVE servings of fruits and vegetables per day
- 2** TWO grams of added salt per day
- 1** TWO hours maximum screen time
- 0** ONE hour exercise per day
- 0** ZERO smoking
- 0** ZERO sugared drinks

Winners will receive:

1st Place	PHP30,000.00
2nd Place	PHP20,000.00
3rd Place	PHP10,000.00
People's Choice Award	PHP5,000.00



a sub-specialty society of the
Philippine College of Physicians
under the
Philippine Medical Association

and a member society of the
ASEAN Federation of Cardiology
Asian Pacific Society of Cardiology
World Heart Federation

International Chapter,
American College of Cardiology
Affiliated Cardiac Society,
European Society of Cardiology

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Mission

Ensuring compassionate and
quality cardiovascular care.

Vision

The Philippine Heart Association shall
be an Asia-Pacific leader in
cardiovascular healthcare by 2021.

PHILIPPINE HEART ASSOCIATION, INC. PHILIPPINE COLLEGE OF CARDIOLOGY

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URL: <http://www.philheart.org> E-mail addresses: secretariat@philheart.org, phil.heart@yahoo.com

19 August 2021

RAMIR B. UYTICO
Regional Director, DepEd Region VI

Dear Mr. Uytico,

Greetings! As the world struggles to fight COVID-19, we've never been more aware of the importance of our and our loved one's health. Cardiovascular disease (CVD) remains the world's number one killer, resulting in 18.6 million deaths a year. It has many causes: from smoking, diabetes, high blood pressure and obesity, to air pollution, and less common conditions such as Chagas disease and cardiac amyloidosis.

For the 520 million people living with CVD, COVID-19 has been heartbreaking. They have been more at risk of developing severe forms of the virus. And many have been afraid to attend routine and emergency appointments, and have become isolated from friends and family.

This year on World Heart Day, we're asking the world to **USE HEART TO CONNECT**. The healthcare crisis we've all been living through has highlighted an urgent need to find different and innovative ways to connect people to heart health, particularly in lower resource areas and communities. Harnessing the power of digital health to improve awareness, prevention and management of CVD globally is our goal for World Heart Day 2021.

USE HEART TO CONNECT is about using your knowledge, compassion and influence to make sure you, your loved ones and the communities you're part of have the best chance to live heart-healthy lives. It's about connecting with our own hearts, making sure we're fuelling and nurturing them as best we can, and using the power of digital to connect every heart, everywhere.

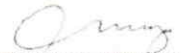
To highlight the event, the Philippine Heart Association (PHA) will have its online video contest focusing on the **PHA's 52100 Healthy Lifestyle Campaign** which is open to all non-professional video enthusiasts/maker.

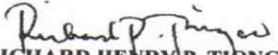
In behalf of the PHA Board of Directors we are inviting you to join us in this advocacy.

Please see attached copy of the **CONTEST MECHANICS**.

For further inquiries or clarifications, please feel free to contact the PHA Secretariat at 470-5525, 470-5528, Fax 687-7797 or email phil.heart@yahoo.com and look for Ms. Irene Publico-Alejo, Advocacy and Chapters Coordinator (0995-2526634).

Truly yours,


RONALD E. CUYCO, MD
Chair, World Heart Day Celebration 2021
Secretary, PHA


RICHARD HENRY P. TIONGCO II, MD
Co-Chair, World Heart Day Celebration 2021
Director, PHA

Noted by:


GILBERT VILELA, MD
President, PHA

The heart is our concern, education and research our commitment.

BEST World Heart Day 2021 CAMPAIGN VIDEO AWARD

The PHA online video contest is in line with the PHA's **52100 Campaign** and World Heart Day (WHD) 2021 global celebration with the theme *Use Heart to Connect*.

Mechanics:

- 1) Open to all NON-professional video enthusiasts/makers. Each contestant may submit one (1) entry only.
 - 2) Videos must promote the "**PHA's 52100 Healthy Lifestyle Campaign**". At least 3 components of the 52100 must be evidently demonstrated in the original video that is to be created.
 - 5 servings of fruits and vegetables per day
 - 2 grams of added salt per day
 - hours maximum screen time
 - 1 hour exercise per day
 - PHA's Sneakers Friday
 - PHA's Fit Heart Minute
 - 0 smoking
 - 0 sugared drinks

(Please visit the PHA website for references)
 - 3) Videos must likewise promote the Philippine Heart Association.
 - 4) Videos must be one minute long (60 seconds) or less.
 - 5) Videos must be in English, or Filipino with English Subtitles.
 - 6) Videos must be original.
 - 7) Use of any material (e.g. video clips, music, printed work, etc.) protected by copyright or intellectual property law is NOT allowed without written permission from the owner of the material. Unauthorized use of these material(s) is/are ground/s for automatic disqualification.
- First place P30,000
- Second place P20,000
- Third place P10,000
- People's Choice Award P 5,000
- 8) To join the contest, you may do any of the following: a. Submit your one-minute video by google drive to phil.heart@yahoo.com with subject "WHD 2021 CONTEST ENTRY", the email must contain your video file or its link, the title of the video, your name, your email, and your telephone number. b. Upload your video to Facebook or Youtube with the hashtag #WHDPHA2021 and also email the exact URL link phil.heart@yahoo.com with the subject "WHD 2021 CONTEST ENTRY", the email must contain your video file link, the title of the video, your name, your email, and telephone number.
 - 9) Deadline for submission of entries is September 15, 2021, 12:00 midnight.
 - 10) A. Criteria for awarding of the top three entries: 30% creativity 30% significance 30% over-all impact 10% popularity B. Criteria for The People's Choice Award: Given to the entry with the most number of likes/views/shares.
 - 11) Awarding of winners will be on September 29, 2021 during the PHA online celebration of World Heart Day.
 - 12) By submitting your entry, you signify that you are allowing the PHA to post your video on the PHA Facebook and PHA YouTube page, and/or use your video for the promotion of PHA advocacies, with proper attribution to you as creator, indefinitely, free of charge, and royalty free.