



Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON  
**SCHOOLS DIVISION OF LUCENA CITY**

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**Advisory No. 001, 2023**  
December 27, 2023

In compliance with DepEd Order (DO) No. 8 s. 2013  
this advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of DepEd officials,  
personnel/staff, as well as the concerned public.

**#Nag 4MKNB? A PhilHealth Reel-Making Competition**

To inculcate the value of social health insurance among students at an early age and for learners to become advocate of the government's National Health Insurance Program (NHIP), PhilHealth will be organizing a contest, #Nag 4MKNB? A PhilHealth Reel-Making Competition.

The contest is open for Grade 8 students in the division. The contest is for them to express their understanding of the NHIP under the context of Universal Health Care (UHC) through video presentation. The students will showcase their creativity and craftsmanship by making their own video under the topic "Health Information, Products, Services, and Providers.

For further details, please see the attached document for reference.

  
**SUSAN DL. ORIBIANA, CESO V**  
Schools Division Superintendent

RCF/4MKNB



**Address:** Lucena West I ES Compound, M.L. Tagarao St. Brgy. Ilayang Iyam, Lucena City  
**Telephone Nos.:** (042) 421-4161/421-4162/421-5137  
**Email Address:** lucena.city@deped.gov.ph  
**FB Account:** DepEd Tayo Lucena City  
**Website:** depedlucena.com

007/27 Oct 2023



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Republic of the Philippines

**PHILIPPINE HEALTH INSURANCE CORPORATION**

**PhilHealth Regional Office IV-A**

Lucena Grand Central Terminal, Brgy. Ilayang Dupay, Lucena City

(042) 373-7554 [www.philhealth.gov.ph](http://www.philhealth.gov.ph)

PhilHealthRegion4A [teamphilhealth](#)

December 14, 2023

**SUSAN DE LEON ORIBIANA, CESO V**

School Division Superintendent

City Schools Division of Lucena City

Dear Ms. Oribiana:

PhilHealth believes that it is essential to inculcate the value of social health insurance among students at an early age. This will enable them to become future advocates of the government's National Health Insurance Program (NHIP) towards ensuring that each Filipino is continuously secured, covered and protected from financial risk in times of illness.

In view of this, PhilHealth will be organizing a contest, **#Nag 4MKNB? A PhilHealth Reel-Making Competition**, as an opportunity for Grade 8 students across the nation to express their understanding of the National Health Insurance Program (NHIP) under the context of Universal Health Care (UHC) through a video presentation showcasing their students' creativity and craftsmanship. This is in consonance with the inclusion of the NHIP in the Grade 8 curriculum under the topic "*Health Information, Products, Services, and Providers*".

All qualified video entries shall become the property of PhilHealth and shall be posted at PhilHealth Facebook page to gather viewer's reaction. In addition, cash prizes await the winners at the Regional level. Please see attached contest details and mechanics for your reference and guidance.

In connection with this, we would like to seek your assistance to disseminate this information to all schools under your division and encourage their participation to this contest. Our LHIO Lucena City staff will coordinate with your office regarding this. If you have questions or clarifications, you may contact them at telephone number (042) 373-6703/ (042) 373-6359 or email at [lhicolucena389@gmail.com](mailto:lhicolucena389@gmail.com).

We look forward to your positive response on this request.

Very truly yours,

**DANILO M. REYNES, MD, MPA**  
Regional Vice President, PRO IVA

## **“#Nag 4MKNB? A PhilHealth Reel-Making Competition”**

### **I. Contest Details**

September 22, 2023

Launching during FB Live (Teachers Orientation on NHIP)

October 01, 2023 to January 15, 2024

Promotional campaign and information dissemination of PhilHealth Regional Offices to different schools in their area

School preparation for their official entry

January 04-19, 2024

Registration period and submission of entries by the contestants

January 22-26, 2024

Initial screening of qualified entries

January 29 to February 04, 2024

Posting of qualified entries at the PhilHealth YouTube and Facebook page to gather viewer's reaction

February 05-09, 2024

Preparation and judging of entries

February 14, 2024

Announcement of winners

February 15-29, 2024

Awarding of winners

### **II. Contest Mechanics**

- The PhilHealth reel-making competition is open to all currently enrolled Grade 8 students together with their teachers from private or public educational institutions;
- Create a video (live) about the Universal Health Care (UHC) 4M steps (**Magparehistro**, **Magbayad ng kontribusyon**, **Mag-update ng record**, **Magclaim ng benepisyo**);
- The duration of the video entry must limit to ONE (1) MINUTE only;
- The video entry must deliver the information on either one of the 4Ms or a combination of all;
- There should only be ONE (1) ENTRY per school/campus;
- Each contestant must be accompanied by at least one (1) teacher (with minimum exposure or participation);
- Contestants may use mobile phone, DSLR or mirrorless camera; videos may contain images/graphics/animation, subtitles/text, voice over, music, which are royalty-free or must not contain copyrighted artwork;
- The entry's video resolution shall be at least 1920 x 1080p or Full HD or higher;
- The entry may be in English, Tagalog, Taglish or in the local dialect;
- Contestants may wear the school uniform in the video or any proper/age-appropriate clothing;
- Each entry must be an original idea by the contestant;

- A link shall be available to view and print the Contest Mechanics (to be presented to the child's parent) and the Parental and School Administration Consent (to be filled out by the student, students' parent, teacher and school head); the same link shall also provide the 4M video presentation materials for reference;
- All qualified video entries shall become the property of PhilHealth;
- Winner selection shall be based on the following criteria:
 

Theme relevance	40%
Story concept	30%
Execution	25%
Viewer's reaction	5%
Total	100%
- Judges' decision is final;
- Prizes and plaques for all winners.
 

First Place	Php 15,000
Second Place	Php 10,000
Third Place	Php 5,000

# **#NAG4MKNB?**

## **A PhilHealth Reel-Making Contest**

**REEL**ease  
**your**  
**creativity!**


**Make a reel** on PhilHealth  
and **win awesome prizes!**



**CALLBACK CHANNEL: 0917-8987442**



I-text ang "PHIC callback <space> mobile number o Metro Manila landline ninyo <space> tanong o concern"

actioncenter@philhealth.gov.ph  www.philhealth.gov.ph  PhilHealthOfficial  teamphilhealth



**PhilHealth**  
Your Partner in Health

# #NAG4MKNB?

## A PhilHealth Reel-Making Contest

### WHO CAN JOIN?

- All currently **enrolled Grade 8 students from private or public schools**, who must be accompanied by at least 1 teacher (with minimum exposure or participation in the video).
- There shall only be **1 ENTRY per school**.



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# #NAG4MKNB?

## A PhilHealth Reel-Making Contest

### CONTEST MECHANICS

1. The PhilHealth reel-making competition is open to all currently enrolled Grade 8 students together with their teachers from private or public educational institutions.
2. Create a video/reel about the Universal Health Care (UHC) 4M steps (Magparehistro, Magbayad ng kontribusyon, Mag-update ng record, Magclaim ng benepisyo).
3. The duration of the video must not exceed one (1) minute.
4. The video entry must deliver the information on either one of the 4Ms or a combination of all.
5. There should only be ONE (1) ENTRY per school/campus.
6. Each contestant must be accompanied by at least one (1) teacher (with minimum exposure or participation).
7. Contestants may use mobile phone, DSLR or mirrorless camera; videos may contain images/graphics/animation, subtitles/text, voice over, music, which are royalty-free or must not contain copyrighted artwork.
8. The entry's video resolution shall be at least 1920 x 1080p or Full HD or higher.
9. The entry may be in English, Tagalog, Taglish or in the local dialect.
10. Contestants may wear the school uniform in the video or any proper/age-appropriate clothing.
11. Each entry must be an original idea by the contestant.

12. A link shall be available to view and print the Contest Mechanics (to be presented to the child's parent) and the Parental and School Administration Consent (to be filled out by the student, students' parent, teacher and school head); the same link shall also provide the 4M video presentation materials for reference.

13. All qualified video entries shall become the property of PhilHealth.

14. Winner selection shall be based on the following criteria:





Theme relevance	40%
Story concept	30%
Execution	25%
Viewer's reaction	5%
TOTAL	100%

- Judges' decision is final.

- Prizes and plaques for all winners.

First place	Php 15,000.00
Second place	Php 10,000.00
Third place	Php 5,000.00

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This is one reel-ly exciting challenge!

**COME AND JOIN THE**

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