



Republic of the Philippines  
**Department of Education**  
 REGION I

Office of the Regional Director

REGIONAL MEMORANDUM  
 No. 213, s. 2022



Republic of the Philippines  
**Department of Education**  
 REGION I  
 SCHOOLS DIVISION OF ALAMINOS CITY

Office of the Schools Division Superintendent

March 16, 2022

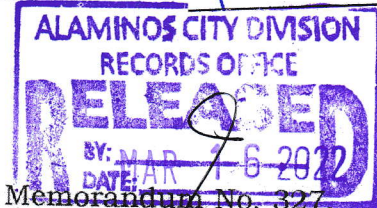
**DIVISION MEMORANDUM**  
**DM-2022-096**

To : Assistant Schools Division Superintendent  
 CID Chief  
 SGOD Chief  
 Heads of Public Elementary and Secondary Schools

For information, guidance, wide dissemination and strict compliance.

**ADOPTING THE VACC2SCHOOL BRAND GUIDE FOR THE  
 ROLLOUT OF PEDIATRIC VACCINATION**

LORNA G. BUGAYONG PhD, CESO V  
 Schools Division Superintendent



To: **Schools Division Superintendents**  
**Division Information Officers**  
**School Information Coordinators**

1. In line with the DepEd Task Force COVID-19 (DTFC) Memorandum No. 327, the Public Affairs Service (PAS) created the **Vacc2School: Ligtas na Bakuna Para sa Balik-Eskwela!** campaign to encourage the Department's teaching and non-teaching personnel to take part in the immunization program of the national government.

SGOD  
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2. As the national government expanded the scope of the national vaccination program, DepEd acknowledged and expressed its support for the ongoing participation of field offices in the vaccination of the pediatric population ages 12-17 and 5-11 through the issuance of DTFC Memorandum Nos. 557 and 606 respectively.

3. PAS encourages all division information officers and school information officers to adopt the attached brand guide of the Vacc2School campaign to strengthen the information dissemination, convey its key messages, and make the public aware of the initiatives the DepEd is taking to support the National Change Campaign of the government.

4. PAS also enjoins all DIOs to conduct activities and coordinate with local concerned offices and authorities aligned with the Vacc2School campaign.

5. The downloadable branding materials may be accessed through the link: <https://bit.ly/Vacc2SchoolMaterials>

6. For clarifications, you may get in touch with Ms. Sofhia De Guzman through (02) 8633-2120 or email [sofhia.deguzman@deped.gov.ph](mailto:sofhia.deguzman@deped.gov.ph)

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7. For the information of the concerned.



**TOLENTINO G. AQUINO**  
Director IV *q*

Encl: None

Reference: PAS Memo

To be indicated in the Perpetual Index

Under the following subjects:

VACCINATION  
MESSAGING  
BRANDING GUIDE

ORD-PAU/csb/jds/Vacc2School Branding Guide  
March 1, 2022