



COMMISSION ON HIGHER EDUCATION

## REGIONAL OFFICE III

### CHEDRO-III MEMORANDUM

No. 048, series of 2023

RELEASED  
JUN 23 2023  
CHEDRO III

For : **ALL PRESIDENTS/HEADS/OFFICERS-IN-CHARGE OF HIGHER EDUCATION INSTITUTIONS (HEIs) IN REGION III**

Subject : **INVITATION TO THE PHILIPPINE ANTI-ILLEGAL DRUGS STRATEGY (PADS) ACTIVITY: "DROGA SA LALONG MAS MATAAS NA ANTAS NG EDUKASYON: LABANAN, KAALAMAN AY DAGDAGAN" INFOMERCIAL CONTEST**

Date : **20 June 2023**

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Pursuant to Executive Order No. 66, s. 2018, otherwise known as the "Institutionalizing of the Philippine Anti-Illegal Drugs Strategy (PADS)" and in accordance with the pertinent provisions of Republic Act (RA) 7722, otherwise known as the "Higher Education Act of 1994," the CHED Central Luzon Regional Office III will be conducting an event with the title "**Droga sa Lalong Mas Mataas na Antas ng Edukasyon: Labanan, Kaalaman ay Dagdagan**" on **July 11, 2023** from **9:00AM-5:00PM** in Pampanga (exact venue to be announced at a later date).

The said activity aims:

1. To heighten awareness on drug prevention in campuses;
2. To encourage higher education institutions (HEIs) to institutionalize their anti-illegal drugs strategies;
3. To strengthen campaign against illegal drugs through sports and relevant student services; and
4. To highlight the role of Student Affairs and Services and Sports Units of HEIs in promoting anti-illegal drugs campaign.

Relative to this, all HEIs are advised to choose its representatives to participate in the "**Droga sa Lalong Mas Mataas na Antas ng Edukasyon: Labanan, Kaalaman ay Dagdagan**" **Infomercial Contest**. The said competition aims to showcase the students' creativity and talent.

The Infomercial Contest Mechanics and Guidelines are as follows:

1. The contest is open to all students enrolled in higher education institutions of Region III.
2. Video must be 3 minutes (minimum) to 5 minutes (maximum) only, including the opening and closing credits (if any).
3. Entries must focus on the theme, "**Droga sa Lalong Mas Mataas na Antas ng Edukasyon Labanan, Kaalaman ay Dagdagan**".
4. Each video entry must be an original composition. Plagiarism of any kind will result in disqualification. Video which have been previously shown, published or released shall not be eligible as entries.
5. Dialogue in Filipino language is highly recommended but not required.
6. Entries must be in HD File (MP4, MPEG or MOV formats) to be submitted via email at **chedro3@ched.gov.ph** with the following details on or before **June 30, 2023 (Friday)**:

Subject: Infomercial-NameOfHEI-Title of Infomercial

Body: Name of Participants

(\*Please indicate name of Director, Editor, and Cinematographer)

7. All qualifying entries will be notified through email.
8. All winners will be announced on **July 11, 2023**.
9. All entries will be deemed property of CHED Central Luzon once submitted and shall be played in any medium as part of the Philippine Anti-Illegal Drugs Strategy (PADS) activities.
10. Ineligibility of the entry to comply with all these requirements shall be sufficient ground for disqualification.

**CRITERIA FOR JUDGING:**

Message/Storytelling/Relevance -----	40%
Composition/Creativity/Originality -----	40%
Overall Impact -----	20%
Total -----	100%

Special awards:

Best Director	1 <sup>st</sup> Place
Best Editing	2 <sup>nd</sup> Place
Best Cinematography	3 <sup>rd</sup> Place

Should there be any question/clarification, please directly coordinate with Ms. Aida S. Gomez or Ms. Maricris Z. David, Education Program Specialists II, at (045) 402-66-59 or email at [agomez@ched.gov.ph](mailto:agomez@ched.gov.ph) or [mdavid@ched.gov.ph](mailto:mdavid@ched.gov.ph).

For wide dissemination and students' participation.



**MS. LORA L. YUSI**

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Officer-in-Charge, Office of the Director IV