



COMMISSION ON HIGHER EDUCATION

REGIONAL OFFICE III

RELEASED
FEB 07 2024
CHEDRO III

CHEDRO-III MEMORANDUM

No. 29 s. 2024

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

Subject : **PARTICIPATION TO THE PHILHEALTH DIGITAL POSTER MAKING CONTEST CY 2024**

Date : **February 6, 2024**

This Office reiterates the CHED Memorandum -OSDS2024-017 on the conduct of PhilHealth Digital Poster Making Contest CY 2024 of Philippine Health Insurance Corporation (PhilHealth). The activity aims to raise awareness about health through creative means and in preparation for PhilHealth's 29th Founding Anniversary.

Relative to this, all Higher Education Institutions (HEIs) are encouraged to participate in the PhilHealth Digital Poster Making Contest CY 2024. Attached are the Memoranda MEMO-OSDS2024-017 and the contest guidelines for ready reference.

For inquiries and other details, interested HEIs are advised to contact the Focal Persons through the information provided below:

MR. DAVE R. PAGDILAO

Corporate Marketing Department – Events Management Team

Telephone No. – Avaya (9) 8441-7444 local 7417 or 7436

Email: cormar.phic@gmail.com

For the voluntary participation of all concerned.

Wide dissemination of this Memorandum is desired.

DR. LORA L. YUSI

Officer-In-Charge

Office of the Director IV



Republic of the Philippines
OFFICE OF THE PRESIDENT
COMMISSION ON HIGHER EDUCATION

MEMO-OSDS2024-017

FOR : ALL CHED REGIONAL OFFICE DIRECTORS / OFFICERS-IN CHARGE

SUBJECT : PARTICIPATION TO THE PHILHEALTH DIGITAL POSTER MAKING CONTEST CY 2024

DATE : 1 FEBRUARY 2024

This has reference to the letter of Philippine Health Insurance Corporation (PhilHealth) regarding the PhilHealth Digital Poster Making Contest CY 2024. As part of the ongoing efforts to raise awareness about health through creative means and in preparation for their 29th Founding Anniversary; PhilHealth, as an esteemed healthcare organization in promoting the National Health Insurance Program (NHIP), is organizing a contest to showcase the talent and creativity of students across the nation.

In this connection, we are encouraging all Public and Private Higher Education Institutions (HEIs) to participate in the **PhilHealth Digital Poster Making Contest CY 2024**. By harnessing the creativity and talent of our nation's youth, this contest does not only provide the students with an opportunity to showcase their artistic skills, but also foster their understanding of the importance of the NHIP.

It should be noted that the Commission en Banc approved the temporary suspension of CMO No. 22, s. 2003 "Revised Guidelines in Processing Request for Issuance of CHED Endorsement to Hold Activity" to enable CHED to do the following:

1. review and ensure that the issuance of endorsements is in accordance with the mandate of the Commission;
2. establish a better vetting system that will determine the legitimacy of the activity/event and protect the interest of students and/or HEI personnel from predatory or fraudulent service providers and organizers; and
3. develop a mechanism to get feedback from students and/or HEI personnel who will participate in endorsed activities/events.

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RECEIVED

Attached are the contest guidelines for your information and dissemination. Should you have any questions or need additional information, please do not hesitate to contact Mr. Dave R. Pagdilao or Ms. Julianne Lois P. Aure of the Corporate Marketing Department – Events Management Team through cormar.phic@gmail.com or Avaya (9) 8441-7444 local 7417 or 7436.

We look forward to the enthusiastic participation of our students enrolled in the various higher education institutions nationwide.


EDNA IMELDA F. LEGAZPI
Director IV
Office of Student Development and Services



Republic of the Philippines
PHILIPPINE HEALTH INSURANCE CORPORATION
Citystate Centre, 709 Shaw Boulevard, Pasig City
(02) 8441-7442 www.philhealth.gov.ph
PhilHealthOfficial teamphilhealth

January 18, 2024

DR. J. PROSPERO E. DE VERA III
Chairman
Commission on Higher Education
Higher Education Development Center Building,
C.P. Garcia Ave, Diliman, Quezon City



Attention: Office of the Student Development and Services

Dear **Chairman De Vera III**:

Greetings from PhilHealth!

The Philippine Health Insurance Corporation (PhilHealth) as an esteemed healthcare organization in promoting the National Health Insurance Program (NHIP) has always been at the forefront of promoting public health awareness and education, and leading government agency in the Philippines responsible for providing affordable and accessible health insurance to all Filipinos.

As part of our ongoing efforts to raise awareness about health through creative means and in the preparation of our 29th Anniversary, PhilHealth will be organizing a contest to showcase the talent and creativity of students across the nation.

The PhilHealth Digital Poster Making Contest CY 2024 aims to encourage students from various educational institutions to create visually appealing and informative digital posters that promote the significance of health insurance and NHIP. By harnessing the creativity and talent of our nation's youth, this contest not only provides them with an opportunity to showcase their artistic skills but also raises awareness about the benefits of the NHIP to the wider community.

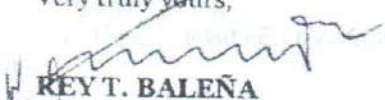
As an important stakeholder in the field of education, the Commission on Higher Education (CHED) plays a crucial role in shaping our students' future. Consequently, we would like to request your support in advocating and promoting this event. We believe that this contest will not only provide students with an opportunity to showcase their artistic skills but also foster their understanding of the importance of the NHIP.

By supporting the PhilHealth Digital Poster Making Contest CY 2024, CHED will not only contribute to the success of this initiative but also inspire the youth to actively engage in matters related to public health.

Attached to this letter are the contest guidelines for your information and dissemination in your CHED Regional Offices. Our personnel from the PhilHealth - Head Office will be coordinating with your office to discuss the details of this event. Should you have any questions or need additional information, please do not hesitate to contact Mr. Dave R. Pagdilao or Ms. Julianne Lois P. Aure of the Corporate Marketing Department - Events Management Team thru cormar.phic@gmail.com or Avaya (9)8441-7444 local 7417 or 7436.

We look forward to the enthusiastic participation of our students and thank you for your unwavering support and cooperation.

Very truly yours,


REY T. BALEÑA
Acting Vice President, Corporate Affairs Group
Chairperson, Anniversary Steering Committee
Philippine Health Insurance Corporation (PhilHealth)

PhilHealth Digital Poster Making Contest CY 2024

RATIONALE

Digital Poster Making Contests have gained significant popularity in recent years as a creative and engaging platform for individuals to showcase their artistic skills and raise awareness about important social, environmental, or cultural issues. Organizing a Digital Poster Making Contest provides a platform to foster creativity, promote digital literacy, raise awareness about important issues most especially the health system of the country, and recognize artistic talents.

The Corporate Affairs Group through the Corporate Marketing Department will conduct a PhilHealth Digital Poster Making Contest for CY 2024 in celebration of PhilHealth's 29th Anniversary. Target participants are college students nationwide who will be tapped in partnership with the Commission on Higher Education (CHED). This contest will provide a venue for the participants' creative expression and promote the National Health Insurance Program (NHIP) using a digital platform.

OBJECTIVES

The PhilHealth Digital Poster Making Contest CY 2024 aims to achieve the following objectives:

1. Promote the National Health Insurance Program (NHIP) through online platforms, enabling participants to share and display their artistic skills through digital poster making;
2. Engage participants, the general public, and other stakeholders in a dynamic way to boost interest in PhilHealth's programs and services;
3. To increase public knowledge on important health-related issues in PhilHealth in a way that is visually appealing, distinctive, and compelling;
4. Advocate the indispensable role of PhilHealth in the NHIP by leveraging innovative methods that will effectively highlight the importance and benefits of the program; and
5. Recognize and celebrate the artistic talents of the participants, appreciating their exceptional creativity and efforts in conveying their ideas about PhilHealth in the context of Universal Health Care (UHC).

PARTICIPANTS

1. Must be a natural born citizen of the Philippines or a registered citizen of the country.
2. Open to all public and private college students who are officially enrolled in a University or college.

REQUIREMENTS

Submit a copy of the following:

- Proof of Enrollment
- School ID
- Certificate of residency from respective Barangay Chairman

CONTEST REQUIREMENTS

1. Participants must be officially enrolled in tertiary and must have their artwork submitted to the PhilHealth Regional Office (PRO).
2. The finished posters shall be in portrait layout (not landscape) and sized 18 inches' x 24 inches (poster size) with a resolution of 300 DPI.
3. All artwork on the poster must be original in design. No copyrighted or trademarked, branded marks, images, or phrases should be used as well as stock photos/images, template posters, stock vectors, etc., except for the designated theme or logo specified by the contest organizers.
4. Design/Color Scheme: preferably shades of green and yellow but other complementary colors may be used. Text elements are also allowed.
5. The theme for the contest will be based on the PhilHealth's 30th Anniversary theme "**kapanatagan**" or peace of mind/certainty/security with their PhilHealth coverage. The poster should promote the National Health Insurance Program and incorporate this theme.
6. For **regional selection**: submissions should be digitally created and saved in a 300 DPI JPEG or PNG format. Entries should be emailed in JPEG or PNG format **ONLY** on or **before March 15, 2024**, until 5:00 PM at (PhilHealth Regional Office official email address).
Subject: PhilHealth Poster Making Contest
CY2024_<Artist>_<Title>_<School>_<Address>
7. Winners will be chosen in various categories and their posters will be featured at the PhilHealth 30th Anniversary events and on official social media platforms. The top 12 artworks will be featured in the PhilHealth CY 2025 Promotional Calendar.
8. The PhilHealth reserves the right to ownership of the winning entries and may publish the names and photos of the winners.
9. Judging criteria will include entries' health message, visual effectiveness, aesthetic and universal appeal, originality, and relevance to the theme.
10. Recognition of the top 17 finalists and winners will be awarded on the PhilHealth 30th Anniversary event CY 2025.
11. Judges' decision is final and irrevocable in all matters relating to the contest.
12. For more information or specific inquiries, you can reach out to the contest organizers by emailing at (for regional contest - PhilHealth Regional Office official email address

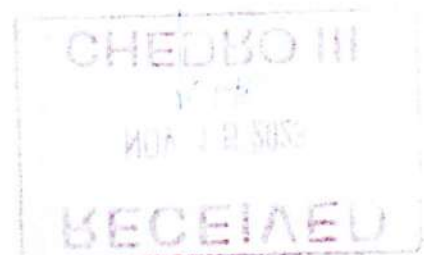


CRITERIA FOR JUDGING

Relevance to the Theme <i>The design should effectively communicate the given theme.</i>	30%
Originality <i>It must show the ability to be inventive and creative.</i>	25%
Aesthetic Appeal <i>Poster design must captivate the judges' senses, taking into consideration the aesthetic principles of symmetry, focal point, pattern, perspective, dimensionality and proportion.</i>	20%
Visual Effectiveness <i>Creating a clear visual hierarchy to guide judges' attention and combining impactful imagery with concise and compelling text to convey the message efficiently.</i>	10%
Over-All Impact <i>The general impression, influence, or effect of the artwork/poster.</i>	10%
Description of Artwork / Poster <i>Expression of meaning or description of the artwork in English or Tagalog limited to 200-300 words. This measures how well the poster makes its own theme clear to the viewers.</i>	5%
TOTAL	100%

Prizes		Inclusions	
1 st Place	Php 30,000.00	Personalized Gold Medal, Plaque of Recognition, and Certificate	Corporate Giveaways (includes the CY 2025 Promotional Calendar)
2 nd Place	Php 20,000.00	Personalized Silver Medal, Plaque of Recognition, and Certificate	Corporate Giveaways (includes the CY 2025 Promotional Calendar)
3 rd Place	Php 15,000.00	Personalized Bronze Medal, Plaque of Recognition, and Certificate	Corporate Giveaways (includes the CY 2025 Promotional Calendar)
14 Consolation	Php 49,000.00 (3,500 each)	Certificate	Corporate Giveaways (includes the CY 2025 Promotional Calendar)

Note: This is for the Head Office only for National Contest Awarding





Republic of the Philippines
PHILIPPINE HEALTH INSURANCE CORPORATION
Citystate Centre, 709 Shaw Boulevard, Pasig City
(02) 8662-2588 www.philhealth.gov.ph
PhilHealthOfficial X teamphilhealth

PhilHealth Digital Poster Making Contest CY 2024

REGISTRATION FORM

Name of Participant: _____ Age: _____ Gender: _____

Address: _____

School: _____

School Address: _____

Email address: _____ Contact Number: _____

PhilHealth Regional Office: _____