

June 22, 2016

Division Memorandum

No. 144 S 2016

**To: All Public and Private Elementary and Secondary School Principals/
School Heads
All Public and Private Elementary/ Secondary Teachers
All Non – Teaching Personnel**

“2016 No Smoking Month Celebration”

1. Pursuant to Presidential Proclamation No. 183, 1993, Declaring the Month of June of Every Year as National No Smoking Month, the Department of Education (DepEd) shall observe the 2016 National No Smoking Month.

2. The Theme for this Year’s Celebration, as announced by the Department Health (DOH), is Graphic Health Warnings: **“Full Blast Na Sa Novermber! Alamin, Unawain, Bantayan Natin.”**

3. The Graphics Health Warnings (GHW’s) Law requires all tobacco products manufactured on imported for sale in the Philippines to carry GHWs by November 4, 2016

4. As per the GHWs Las it is the Dep Ed’s mandate to use the GHWs template which may be downloaded from the DepEd website (www.deped.gov.ph/others)use and to include these in relevant subject areas under the K to 12 Curriculum.

5. In this regard, all public and private elementary and secondary schools are enjoined to organize educational and social activities particularly on the last Monday of the month (June 27) to disseminate information on the harmful effects of tobacco use, among its students, teaching and non-teaching personnel and other stakeholders, such as parents and school guests and visitors.

6. Schools may focus their information dissemination activities on the following :

- Prohibitions of smoking among minors.
- Prohibition of smoking in School and Government premises
- Prohibition of selling of cigarettes to minor everywhere
- Prohibition of selling of cigarettes within 100 meter parameter of schools
- Prohibition among government offices, including schools to receive any form of donation from tobacco companies.

7. Several activities to be conducted are as follows:

- Inclusion of the GHWs templates in relevant subject areas to educate children on the ill-effects of tobacco use:
- Reiteration among the students of the harmful effects of tobacco use, during the flag ceremony;
- Reiteration among stakeholders of the absolute smoking ban in school premises;
- Putting of **No Smoking** signs in conspicuous places around the school compound;

- e. Displaying of signs bearing *You Are Entering A No Smoking Area* in entry points such as gates and side entrances (a sample of this sign may be downloaded from the DepEd website via www.deped.gov.ph / others); and
- f. Inclusion of the Civil Service Commission (CSC) Memorandum Circular No. 17, s. 2009, and the CSC-DOH Joint Memorandum Circular 2010-01 among the agenda during personnel meetings.

8. Suggested activities to be conducted are as follows :

- a. Printing and posting of the GHWs templates beside No Smoking Signs;
- b. Conduct of poster-making and similar activities;
- c. Holding of parade within 100-meter parameter of the school to increase awareness about tobacco control policies, the harmful effects of tobacco use, and the graphic health warning templates;
- d. Coordination with other government agencies and non-government organizations in the conduct of advocacy activities within the schools and communities; and
- e. Participation in the online campaign of CSC titled, GHWs, *Nandito Na* (details may be found at facebook.com/smokefree.civilservice).

9. However, it is emphasized, that the *Engaged Time-on-Task* policy of the DepEd should be observed as stipulated in DepEd Order No. 9, s. 2005.

10. It is expected that narrative and pictorial , soft copies of the pictures of the school activities, with proper and complete captions or descriptions concerning the observance of the National No Smoking Month be incorporated in the quarterly report on the Integrated School Health and Nutrition program, to be submitted to the HNS of this Division.

11. Any questions and /or clarifications regarding the said activity shall be directed to the Health and Nutrition Section of this Division.

12. Immediate and wide dissemination is desired.


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Officer In Charge
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