



Republic of the Philippines  
**Department of Education**  
REGION VII – CENTRAL VISAYAS  
Schools Division of negros oriental

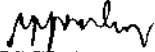
**Office of the Schools Division  
Superintendent**

MEMORANDUM

MLA-2022- 75

TO : **JUDEE ROSE S. PADA, P-1, Sibulan Nat'l. HS, Balugo Extension**  
**SUSAN S. AUSTERO, P-1, Zamboanguita CES**  
**ROLAN C. EULLARAN, T-III, Sibulan Nat'l. HS, Balugo Extension**  
**ANGELYN GARCES, Student Leader, Sibulan Nat'l. HS, Balugo Extension**

(Thru the respective PSDSs )

FROM :   
**SENEN PRISCILLO P. PAULIN, CESO V**  
Schools Division Superintendent  
Office of the Schools Division Superintendent  
3/2/2022

SUBJECT : **WORKSHOP ON THE DEVELOPMENT OF COMMUNICATION AND MESSAGING FOR COMPREHENSIVE SEXUALITY EDUCATION (CSE) PROGRAM**

DATE : March 1, 2022

1. The Department of Education, through the Bureau of Curriculum Development (BCD) in coordination with the United Nations Population Fund (UNFPA) and the Center for Health Solutions and Innovations Philippines, Inc. (CHSI) shall conduct a CSE webinar for DepEd Officials and personnel, field implementers and other stakeholders on March 7-8, 2022.
2. This activity aims to:
  - a. Train and empower our program stakeholders in Comprehensive Sexuality Education: and
  - b. Create a communication plan with the stakeholders by getting their insights and unique perspective.
3. Participants to this activity are the CSE Regional Focal, one (1) CSE Division Focal, selected school heads, teachers, PTA/PTCA and student officers/leaders who are enjoined to attend all relevant activities to be conducted via Zoom platform.
4. Kindly see the attached Reg'l Memorandum No.0155,s.2022 and Memorandum DM-CI-2022-038 for further information.
5. For information and dissemination.

02 MAR 2022



Address: Kagawasan Avenue, Capitol Area, Daro, Dumaguete City  
Telephone Nos.: (035)225-2838 / 225-2376 / 422-7644  
Email Address: negros.oriental@deped.gov.ph



Republic of the Philippines  
**Department of Education**  
REGION VII – CENTRAL VISAYAS

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**Office of the Regional Director**

REGIONAL MEMORANDUM  
No. \_\_\_\_\_, s. 2022

**WORKSHOP ON THE DEVELOPMENT OF COMMUNICATION AND MESSAGING  
FOR COMPREHENSIVE SEXUALITY EDUCATION (CSE) PROGRAM**

To: Schools Division Superintendents

1. The Department of Education, through the Bureau of Curriculum Development (BCD) in coordination with the United Nations Population Fund (UNFPA) and the Center for Health Solutions and Innovations Philippines, Inc. (CHSI) shall conduct a CSE webinar for DepEd Officials and personnel, field implementers and other stakeholders on March 7-8, 2022.
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4. For more information, please contact: Dr. Quirico B. Sumampong, Education Program Supervisor in AP, @ 09565876595 or thru his email [quirico.sumampong@deped.gov.ph](mailto:quirico.sumampong@deped.gov.ph).
5. Immediate and wide dissemination of this Memorandum is highly directed.

**SALUSTIANO T. JIMENEZ EdD, JD, CESO V**  
Director IV  
Regional Director

SECRET/CLMD/MC/OPS



**Address:** Doña M. Gaisano St., Sudlon, Lahug, Cebu City  
**Telephone Nos.:** (032) 231-1433; (032) 414-7399  
**Email Address:** region7@deped.gov.ph

Enclosure 1. Participants on the Workshop on the Development of Communication and Messaging for Comprehensive Sexuality Education (CSE) Program

Name of Participant	School/Office	Contact No.	E-mail Address (DepEd Email)
<b>Regional Focal</b>			
1. Dr. Quirico B. Sumampong	CLMD	09565876595	quirico.sumampng@deped.gov.ph
<b>Division Focal</b>			
1. Dr. Teresita B. Manzanades	Cebu City	09338183013	teresita.manzanades001@deped.gov.ph
<b>Principal</b>			
1. Dulce Maria S. de Guzman	Dumaguete Natl. HS	09175015797	dulcemariarosario.deguzmandeped.gov.ph
2. Judee Rose S. Pada	Sibulan Natl. HS	09362190142	judeerose.pada@deped.gov.ph
3. Susan Austero	Zamboanguita CS	09453483369	susana.sustero001@deped.gov.ph
<b>Teachers</b>			
1. Shiela Marie S. Cañaverla	Tanjay City Science HS	09162346944	shielamarie.canaverla@deped.gov.ph
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10. Victoria O. Esada	Bankal Senior HS	09235693640	victoria.esada@deped.gov.ph
11. Lilybeth D. Sumampong	Dumanjug Central Sch.	09458565293	lilybeth01.sumampng@deped.gov.ph
12. Mary Jane Rivera	Liloan Natl. HS	09614492075	maryjane.rivera01@deped.gov.ph
<b>PTA/PTC</b>			
1. Jocelyn Sayre	Dumaguete City Natl. HS	09975943588	jocelynsayre13@gmail.com
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3. Jimson T. Macalua	P. Zamora Natl. HS	09653377728	alohajoi143@gmail.com
4. Susana Rubio	Cansumalig Natl. HS	09352533442	susana.rubio@deped.gov.ph
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7. Ma. Theresa S. Ruiz	West City ES - Exceptional Child Learning Center	09989685963	therz04@yahoo.com
8. Alexander C. Toquiro	Mabolo ES	09163917414	alexandertoquiro.92@gmail.com
9. Chloe L. Sabas	San Remigio NHS	09178496905	sabaschloe@gmail.com
10. James H. Deresas	Paknaan HS	09950763063	jamesderesas2017@gmail.com
11. Mark Anthony Montesa	Bais City Special Science Elem. School	09063006456	markvmontesa@yahoo.com
12. Peter T. Tablo	Tanjay City Science HS	09977714142	torrestablopeter@gmail.com
<b>Student Leaders</b>			
1. James Kenn M. Ventula	Dumaguete City National High School	09276850714	xxxkennexxa@gmail.com
2. Darell C. Ebina	Sinsin National HS	09678966442	darellebinakho143@gmail.com
3. Kathleen Dela Fuente	Cebu City Natl. Science HS	09266501648	kathdelafuente2904@gmail.com
4. Angelyn Garces	Sibulan Natl. HS	09068977707	12006112024@ar7-1.deped.gov.ph
5. Althea Louise L. Sahas	San Remigio NHS	09364563411	sabasalthea@gmail.com



Republic of the Philippines

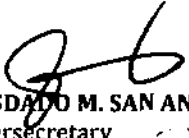

## Department of Education

OFFICE OF THE UNDERSECRETARY FOR CURRICULUM AND INSTRUCTION

BCD-CSDD-O-2022-2880

**MEMORANDUM  
DM-CI-2022-038**

**FOR/TO :** MINISTER, MBHTE-BARMM  
REGIONAL DIRECTORS  
SCHOOLS DIVISION SUPERINTENDENTS  
SELECT TEACHERS, GPTA AND SSG OFFICERS  
CONCERNED DEPED PERSONNEL

**FROM :**  **DIDSDA D. M. SAN ANTONIO**  
Undersecretary 

**SUBJECT :** WORKSHOP ON THE DEVELOPMENT OF COMMUNICATION  
AND MESSAGING FOR COMPREHENSIVE SEXUALITY  
EDUCATION (CSE) PROGRAM

**DATE :** 11 FEBRUARY 2022

The Bureau of Curriculum Development in coordination with the United Nations Population Fund (UNFPA) and the Center for Health Solutions and Innovations Philippines, Inc. (CHSI) shall conduct a CSE webinar for DepEd Officials and personnel, field implementers and other stakeholders on March 7-8, 2022.

In line with this, all identified participants are enjoined to attend all the relevant activities to be conducted via Zoom platform.

Kindly see the attached annex for further information.

For more information, please contact:

**Dr. Rosalie B. Masilang**  
Supervising Education Program Specialist  
CSE Focal Person  
8632-7746 / 8687-2948  
[rosalie.masilang@deped.gov.ph](mailto:rosalie.masilang@deped.gov.ph)

Immediate dissemination of this memorandum is requested.



Republic of the Philippines

## Department of Education

OFFICE OF THE UNDERSECRETARY FOR CURRICULUM AND INSTRUCTION

BCD-CSDD-O-2022-2880

### ANNEX 1 PROGRAM DESIGN

Event Title: **Workshop on the Development of Communication and Messaging for CSE Program**

Date: 7-8, March 2022

Time: 8:00am-12:00nn

#### Rationale

Last December 2021, the Department of Education (DepEd), through the Bureau of Curriculum Development (BCD), has approved the Comprehensive Sexuality Education Communications & Visibility Plan Framework. The framework adopts Advocacy Communication as a communication strategy for CSE to ensure a more concerted approach where all stakeholders become personal advocates of the program. This ensures wider reach and deep-rooted commitment that go beyond professional stake.

But the success of a communication plan lies not just in the strength of its messaging but also in the passion and commitment of the people who will implement the plan and impart its messages. Thus, identifying, training, and empowering program implementers and messengers and making them our partners and advocates is just as important as communicating to an audience.

Thus, we created this workshop series to not just to train and empower our program stakeholders but also co-create the communication plan with them by getting their insights and unique perspectives. As our partners and future advocates, we want to ensure that what we communicate and the program we design for CSE have their full support and buy-in. This is important if we want this program to be entrenching and sustainable.

This workshop series will consist of one communications and messaging workshop and six coaching and mentoring sessions that will cover a gamut of topics designed to help our program implementers communicate, implement and advocate for CSE. It hopes to bring together various stakeholders and get their fresh insights and perspectives on communicating Comprehensive Sexuality Education to different target audiences as well as share techniques and best practices. By looking at their views including challenges they encountered and techniques they used, we will be able to design a program that is in tune with the current times and is aligned with what's needed on-ground.

Each workshop will have an active and collaborative format where participants will be asked to share their insights and individual takes on the different aspects of the program. They will learn by doing and applying concepts and principles. This



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collaborative approach helps us build the interest and buy-in of our program implementers and creates a sense of ownership and advocacy.

While we already have an initial list of possible coaching and mentoring sessions, we want the series to be flexible enough to accommodate topics that you will really need help and guidance on. We can flesh this out as we conduct each session.

For now, this concept note introduces the first of the six workshops in the series.

### Workshop 1: Setting up the stage

#### Proposed Program

Day 1: Gearing up for an advocacy (Introduction and background)	Day 2: Creating Messages, Empowering Messengers
<ul style="list-style-type: none"><li>▪ Activity: The importance of one individual Why are we doing this? Why do we care? (Advocacy setting)</li><li>▪ Group work: On-ground sharing of challenges encountered What do we need to do? (Action plan setting)</li><li>▪ The CSE Communication Framework (Introduction)</li><li>▪ Advocacy Communication (Introduction)</li><li>▪ Tools of the trade: What do we need? (Surfacing training needs)</li></ul>	<ul style="list-style-type: none"><li>▪ Activity: The power of communication</li><li>▪ Presentation of the challenges (from previous day)</li><li>▪ Group brainstorming session: What messages will work? How will we communicate these messages to our target audience?</li><li>▪ Introduction of the Workshop Series (List of workshops)</li><li>▪ Group brainstorming session: What is our next step? (Planning communication activities)</li></ul>

#### About this workshop

As an opening salvo, this first CSE communication and messaging workshop will be divided into two parts.

Day 1 will focus on CSE as an advocacy and how every participant can make a difference. We will aim to get to know the participants, learn about their challenges, and create an informal action plan that we can integrate later on while we implement the CSE program.

On this day, we will also introduce the communications framework and approach and get their insights on the things they need to communicate and advocate for CSE.



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Day 2, on the other hand, will focus on the messaging and underscoring the power of communication. This will be a working session that aims to get insights and perspectives from the ground so we can create the right messages, aim them to the right people, and use them at the right time. This collaborative format will allow us to align our messaging to what's really happening on ground and what's needed to engage our audience.

### Objectives

- Reiterate the importance of CSE
- Introduce the communication framework and approach
- Show every person's role and contribution and create advocates
- Get buy-in from stakeholders
- Gather on-ground experiences and insights on CSE
- Determine training and learning needs
- Vet communications plan and key messages

**Target Date:** March 7-8, 8:30AM-12NN via Zoom

### Target Attendees

1. DepEd officials, Bureau directors and technical staff (BCD, BLSS, Planning, Strategic Management office, Public Affairs Office, Communications Division, etc), and program implementers
2. CSE TWG Members
3. CSE Regional Focals (17 regions)
4. PTA/PTC Representatives
5. SSG/Student Leaders
6. CHSI, UNFPA

### KPIs/Output

- Wealth of on-ground insights and perspectives from various stakeholders
  - Buy-in on CSE advocacy and communication plan
  - View of training and learning needs
  - Key messages
1. GPTA and SSG representatives
  2. POPCOM, DOH
  3. UNFPA, CHSI
  4. Other development partners, donors (Day 2)