

SMOKE FREE PHILIPPINES FOR FILIPINO KIDS

(THEME : DANGERS OF SMOKING and SECOND HAND SMOKE and TOBACCO CESSATION) source: pdf file of slides

Objective : To create an advocacy animated video for children for anti- smoking awareness campaign.

Format : 3-5minutes in MP4 format, full color design and graphics using Filipino language with english subtitle or local dialect, with audio background.

CRITERIA :

Relevance to the theme:50%

Impact (Creativity and Content) - 30%

Originality: 20 %

TOTAL: 100%

Participants:118 component societies

1 entry per component society from adopted Teen Community/ School certified by School Principal and Adviser forwarded to component.

Prizes:

National Winner:P 10 K

1st runner up: P 7 k

2nd runner up: P 5k

Plaque winning school

Certificate of Participation for the schools

JUDGES

PPS BOARD: 1 Chair

PMA BOARD REPRESENTATIVE: 1

PROFESSIONAL VIDEO MAKER 1

AUTHOR : PPS- TCAG (Tobacco Control Advocacy Group)

Stakeholders : PPS, PMA, Grade7-9 students, teacher adviser and principal, DepEd

Winning Entry shall be announced through the PMA Website, PPS Website and Pinoy Kids for Smoke Free Philippines FB Page.