THE WORLD AS WE KNOW IT

Every family has at least one front-liner
Whether it’s buying food, or going to work, someone has to step into harm’s way every day.

And while the world looks like the same place we left four months ago, it is actually a very different place.

A place where the danger is invisible floating droplets.
THE WORLD AS WE KNOW IT

The Department of Health has had one overarching mission in this pandemic: to give Filipinos a fighting chance to recover.

We did that by rapidly expanding our health system capacity, and the death rate thankfully dropped.

But that was during a lockdown... and the one thing that was inevitable was that Filipinos would have to get back to their lives.

And we would all have to learn to live with COVID-19.
THE WORLD AS WE KNOW IT

We have tried the hammer

It is now time to learn to dance

That is the mission of the BIDA campaign

To retrain our eyes and our actions to see the threat and keep ourselves safe

Filipinos have always been excellent dancers

For the sake of our lives we pray this holds true now.
The BIDA Solusyon sa COVID-19 Campaign will reinforce 4 key preventive behaviors among the target audience as we continue to live our lives amidst this pandemic. The Campaign encourages a change in behavior and mindset.
THE CHALLENGE

Despite the deluge of information about COVID-19, many Filipinos still do not comply.

Day 1 of MECQ
TARGET AUDIENCE

THE LOWER “D” AND “E” CLASSES

● They are gravely affected by the CQ as most are daily wage earners.
● They do not have the luxury to work from home as their source of income requires them to leave home.
● They live in cramped spaces, take public transportation, go to public markets and other public areas where physical distancing is close to impossible.
● They get information on COVID-19, its dangers and precautions via social media and community leaders.
For many Filipinos families, surviving hunger is more important than surviving COVID-19.

“Natatakot po kami (sa virus) pero mas natatakot kami na magutom.”
- Bernadette Sabalza, Community Leader, Samahang Magkakapitbahay sa Slip Zero, Tondo

“Mauuna pa kami mamatay sa gutom bago kami mamatay sa virus.”
- Homeless elderly man whose video went viral

How these BEHAVIORS impact our FIGHT AGAINST COVID-19?

PEOPLE MAY NOT REALIZE IT, BUT THEIR EVERYDAY ACTIONS MAKE THINGS WORSE. NAGIGING BAHAGI SILA NG PROBLEMA.

- By not wearing masks and not practicing physical distancing and proper handwashing, people unwittingly spread the virus to their loved ones and to their community.

- Rumors and fake news create more confusion.

- Filipino “high-touch” culture also makes it difficult to remind people to stay away from one another.
What do we want to tell them?

Be part of the solution, huwag ang contravida.
Awal Walang Mask

Mag-mask para hindi magkahawaan!

Isanitize ang mga kamay

Nasa kamay mo ang pagspisel sa virus!

Dumistasva ng isang metro

Malayo sa ibang tao, malayo sa sakit!

A lamin ang totoong impormasyon

Sundin ang totoong impormasyon, hindi ang fake news!
LABANAN ANG CONTRAVIDA

BIDA SOLUSYON SA COVID-19

B - BAWAL WALANG MASK
I - I-SANITIZE ANG MGA KAMAY
M - MGA HAYAks SA MGA BAGAY
D - DUMISTANSYA NG ISANG METRO
A - ALAMIN ANG TOTOONG IMPORMASYON

#BIDASolusyon

24/7 COVID-19 HOTLINE: 02-834-COVID (2054) or 1150 for all subscribers
covid19.healthyphilippines.ph
I AM BIDA!
YOU ARE BIDA!
WE ARE ALL BIDA!

TOGETHER, WE WILL #BIDA SOLUSYON!
OUR GOALS

Reach Every Filipino!

Government Offices
Private Stores
Hospitals
Schools
Universities
Local Government Units
Public Places
Malls
Airports
Seaports
Transportation Vehicles
Communities
HOMES

Enable Every Filipino!

- Commodities: Soap, Alcohol, Masks, and etc.
- Access to Water & Water Facilities
- Enabling Schools & Workplaces

Our #BIDASolusyon Campaign will grow and expand throughout the country organically. Wherever you go, you will see BIDA!

Our #BIDASolusyon Campaign will be an engine to drive social determinants of health.
OUR TOUCHPOINTS

Television Commercial
Instructional Videos to Educate & Sustain

Radio Commercial
Instructions in Form of Songs

Billboards
Tarpaulin Standees
LED/LCD Tvs and etc.

Educational Online Materials
BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS

- Posters
- Leaflets
- Flyers
- Banners

- Tarpaulins
- Brochures
- Magazines
- Journals

Newsletters
News Papers
Streamers

CONFIDENTIAL! NOT FOR SHARING!
BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS

Solo Billboards

Billboard Series

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BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS

Highway Post Billboards

*Sample material; open to revision
BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS

LED-Wall Billboards

*Sample material; open to revision

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BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS

*Sample material; open to revision

Tarpaulin Standees
BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS

Toll Station

Overpass Boards
BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS

MRT/LRT Wraps

Interior Ads

*Sample material; open to revision

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BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS

Jeepney Signages

Bus Wraps

Taxi Signages

*Sample material; open to revision
BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS

Elevator Decals

Floor Decals

Sample material; open to revision

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BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS

Restroom Decals

Door Decals

*Sample material; open to revision

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BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS

- Wall Calendars
- Mini Fans
- Umbrellas

*Sample material; open to revision

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BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS

- BIDA Kit (hygiene kit) will be distributed to each household through the Barangay Health Centers and our Development Partners.

- It will contain face masks, soap, alcohol, face towels, face shields, vitamins, pamphlets, and others.

- Opportunity to tie-up with brands for the contents of the bag.
BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS

BIDA Mask

BIDA Face Shield

*Sample material; open to revision

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BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS

BIDA Vests and Shirts

*Sample material; open to revision

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ANNCR: Paano ba maging BIDA sa panahon ngayon, kung ang contravidang dapat talunin ay COVID19?

Ganito ang BIDA SOLUSYON!

SUPERHERO MUSIC UP

BIDA 1: B! Bawal walang mask!

BIDA 2: I! I-sanitize ang mga kamay! Iwas-hawak sa mga bagay!

BIDA 3: D! Dumistansya ng dalawang dipa mula sa ibang tao!

BIDA 4: A! Alamin ang totoo impormasyon tungkol sa COVID-19!

ALL: B-I-D-A! Together, we can BIDA SOLUSYON!

MUSIC UP AND OUT

ANNCR: Paalala mula sa DOH, PCOO, IATF, NTF, and USAID.
BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS

TV Commercial

*Sample material; open to revision

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BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS

Social Media

Text Blasts
Email Blasts

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BIDA Playlist
Parody songs in support to the BIDA 4 Main Messages.
BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS

BIDA Sitcom
A digital series about a small barangay and the challenges they face as they continue to fight COVID in their community.

Sample Episodic Breakdown

- EP 1: BAWAL WALANG MASK
- EP 2: I-SANITIZE... IWAS-HAWAK
- EP 3: DUMISTANSYA
- EP 4: ALAMIN ANG TAMANG IMPORMASYON
- EP 5: ISA NA NAMANG LOCKDOWN?
- EP 6: VIRTUAL WORLD

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BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS

- Television
- Radio
- Out-of-home and on the ground
- Social media

*Sample material; open to revision*
**BIDA Campaign Roll-Out Strategy - Implementing Principle**


360 Campaign Strategy
**BIDA Campaign Roll-Out Strategy**

**OUR GOAL IS TO...**

- **COLLABORATE**
  - National Government Agencies

- **LINK**
  - Private Sector Stakeholders
  - Print, Post, and Play
    - Use of BIDA Campaign materials for posting and playing in privately owned establishments

- **ENGAGE**
  - Civil Society Organizations
  - Engage with local communities through CSO’s network
  - Reach far flung areas and communities

- **CONNECT**
  - Development Partners
  - Expansion of the BIDA Campaign covering other possible sub-campaigns
  - Support in the production of other BIDA Campaign materials
  - Inputs in strengthening the BIDA Campaign Roll-Out Strategy

- All government agencies roll out BIDA campaign in their backend and frontend offices using available resources.
- All government agencies facilitate roll out by their regulated sectors/sub-sectors by using available resources and partnerships with other stakeholders.
OPPORTUNITIES FOR COLLABORATION

- Limited resources for production of “print” BIDA Campaign Materials
  - Flyers, Banners, Tarpaulins, Leaflets...
  - BIDA Merchandise (wall calendar, fan, umbrella, vest, shirt, mask...)
  - BIDA Kit (soap, alcohol, bag...)
- Widest dissemination through Social Media
- Funding for BIDA Sitcom and BIDA Playlist (catchy and informative songs)
- Additional Television and Radio spots
- Resources for the Launching and Press Conference
- Expansion of BIDA Campaign on discussion of deeper content
OPPORTUNITIES FOR COLLABORATION
PUBLIC-PRIVATE PARTNERSHIP
PRINT, POST, AND PLAY

● The BIDA Campaign Team shall coordinate with Private Stakeholders Associations and Organizations in the conduct of the Public-Private Partnership.

● The BIDA Campaign Team shall have a list of private companies, institutions, and other stakeholders who shall engage with the Print, Post, and Play.

● The private stakeholder shall fill-up the form on the Inventory of Assets for consolidation purposes.

● The private stakeholder shall be given electronic copies of the BIDA Campaign materials.

● The private stakeholder may add their official logo in the space provided in each Campaign materials.

● The private stakeholder shall be responsible for the printing, posting, ad playing of the Campaign materials. All expenses incurred shall be shouldered by the private stakeholder.

● The private stakeholder shall be responsible to report to the BIDA Campaign Team for the posted and published BIDA Campaign materials.

● The BIDA Campaign Team shall monitor and ensure the implementation of the BIDA Campaign
**COLLABORATE**

**NATIONAL GOVERNMENT AGENCIES**

**Current Engagements**
- PCOO
  - Launching of the BIDA Solusyon during the Pre-SONA Event
  - Coordination with other NGAs' Communications Divisions/Units
  - Release of TVC and RC at available PCOO's Channels
- DOTr
  - Release of BIDA Campaign materials in all transport sector stakeholders (airports, seaports, rail, and road)
- DTI
  - Coordination with Private stakeholders and other owners for release of BIDA Campaign materials.
- MMDA
  - Release of BIDA Campaign videos in LED Billboards
- DILG
  - Coordination for possible release to LGUs for implementation

The BIDA Campaign Team is working on collaborating with agencies under IATF and others. Letters will be communicated to these agencies once ready for release.

**LINK**

**PRIVATE SECTOR STAKEHOLDERS**

**Current Engagements**
- P&G (Procter & Gamble)
  - Production of BIDA Kits (est. 70,000 kits)
  - Partnership Virtual Launch with DOH
  - Creation of mass education videos and other activities

The BIDA Campaign Team is working on linking with other private stakeholders and owners through our existing groups and networks.

**WHAT HAVE WE DONE SO FAR?**
Current Engagements

CIVIL SOCIETY ORGANIZATIONS

- Youth for Peace Development and Movement
  - Release of BIDA Campaign materials in different chapters across the country
- Redscope Communications Inc.
  - Release of BIDA Campaign materials in their projects such as (community - house to house visitations, inclusion in newsletters, office caravans, and hospital visitations)

The BIDA Campaign Team is working on engaging other CSOs for the BIDA Campaign Roll-Out.

Current Engagements

DEVELOPMENT PARTNERS

- USAID
  - Production of BIDA Campaign Materials (print, radio commercial, and television commercial)
  - Assist in the overall implementation of the BIDA Campaign
  - Production and Distribution of BIDA Kits

The BIDA Campaign Team is connecting with other development partners for the strengthening and maximizing the implementation of the campaign

WHAT HAVE WE DONE SO FAR?
THANK YOU! #BIDASOLUSYON

1. Aboitiz
2. Angkas
3. CDO
4. Damosa Land
5. DDB
6. Foodee Global Concepts
7. FWD Life Insurance Philippines
8. IPG
9. LCC
10. Max’s Group
11. MEGA
12. Metro Pacific Investments Corporation
13. McDonald’s
14. NCCC
15. Organique
16. RS Concepts
17. Shell Philippines
18. SM
19. United Neon
20. 7/11
LAMIN ANG TOTOONG IMPORMASYON
BE PART AND LET US ALL

#BIDA SOLUSYON!
Maraming salamat po!