



**USAID**  
FROM THE AMERICAN PEOPLE

# Attendees

**aboitiz**



**DAMOSALAND**



**MAX'S GROUP**  
MAX'S GROUP, INC.



**METRO  
PACIFIC**  
INVESTMENTS



# 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.



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# THE CAMPAIGN

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.

# WHY?



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.**





**BIDA SOLUSYON**  
SA COVID-19

MAG-MASK  
PARA HINDI  
MAGKAHAWAAN!

**B**AWAL WALANG MASK

**I**-SANITIZE  
ANG MGA KAMAY  
ANG IBANG TAO

**D**UHINTANSYA  
NG IBANG METRO

**A**LAMIN ANG  
TOTOONG IMPORMASYON

#BIDASolusyon  
247 COVID-19 HOTLINE: 1-800-888-8888  
covid19.healthphilippines.ph

Healthy  
Philippines

LAGING HANDA

MTF

USAID

**BIDA SOLUSYON**  
SA COVID-19

NASA KAMAY MO  
ANG PAGPIGIL  
SA VIRUS!

**I**-SANITIZE  
ANG MGA KAMAY  
IWAS HAWAK SA MGA BAGAY

**B**AWAL WALANG MASK

**I**-SANITIZE  
ANG MGA KAMAY  
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**D**UHINTANSYA  
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LAGING HANDA

MTF

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**BIDA SOLUSYON**  
SA COVID-19

MALAYO  
SA IBANG TAO,  
MALAYO  
SA SAKIT!

**D**UHINTANSYA  
NG IBANG METRO

**B**AWAL WALANG MASK

**I**-SANITIZE  
ANG MGA KAMAY  
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LAGING HANDA

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**BIDA SOLUSYON**  
SA COVID-19

SUNDIN  
ANG TOTOONG  
IMPORMASYON, HINDI  
ANG FAKE NEWS!

**A**LAMIN ANG TOTOONG  
IMPORMASYON

**B**AWAL WALANG MASK

**I**-SANITIZE  
ANG MGA KAMAY  
ANG IBANG TAO

**D**UHINTANSYA  
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Healthy  
Philippines

LAGING HANDA

MTF

USAID



LABANAN ANG **CONTRAVIDA**

**BIDA**  
**SOLUSYON**  
SA COVID-19



Healthy  
Pilipinas



LAGING HANDA



#BIDASolusyon

24/7 COVID-19 HOTLINE: (02) 894 - COVID (26843)  
or 1555 for all subscribers

[covid19.healthypilipinas.ph](https://covid19.healthypilipinas.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**

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



## Enable Every Filipino!

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

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

# OUR TOUCHPOINTS

Television Commercial  
Instructional Videos to Educate & Sustain



TELEVISION

Radio Commercial  
Instructions in Form of Songs



RADIO

Billboards  
Tarpaulin Standees  
LED/LCD TVs and etc.



OUT-OF-HOME AND  
ON THE GROUND

Educational Online Materials



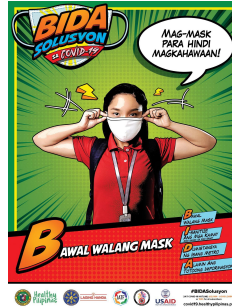
SOCIAL MEDIA



# CAMPAIGN MATERIALS



#BIDASolusyon  
24/7 COVID-19 HOTLINE: 800-894- COVID (28843)  
or 7070 for all subscribers  
covid19.healthypilipinas.ph



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

# CAMPAIGN MATERIALS



Highway Post Billboards

**BIDA** Campaign Roll-Out Strategy

# CAMPAIGN MATERIALS



LED-Wall Billboards

**CONFIDENTIAL! NOT FOR SHARING!**



**BIDA** Campaign Roll-Out Strategy

# CAMPAIGN MATERIALS



Tarpaulin Standees

**CONFIDENTIAL! NOT FOR SHARING!**

**BIDA** Campaign Roll-Out Strategy

# CAMPAIGN MATERIALS



Toll Station



Overpass Boards

**CONFIDENTIAL! NOT FOR SHARING!**

*BIDA* Campaign Roll-Out Strategy

# CAMPAIGN MATERIALS



MRT/LRT Wraps



Interior Ads



**BIDA** Campaign Roll-Out Strategy

# CAMPAIGN MATERIALS



Jeepney Signages



Bus Wraps



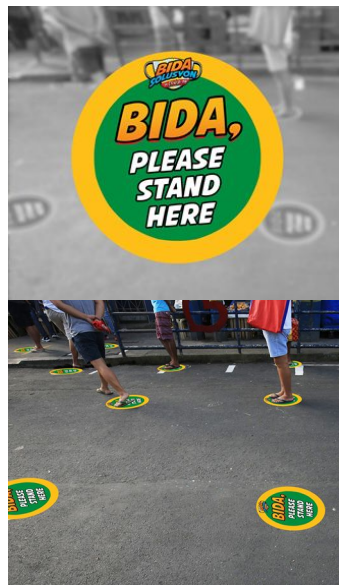
Taxi Signages

**BIDA** Campaign Roll-Out Strategy

# CAMPAIGN MATERIALS



Elevator Decals



Floor Decals



**BIDA** Campaign Roll-Out Strategy

# CAMPAIGN MATERIALS



Restroom Decals



Door Decals

# CAMPAIGN MATERIALS



Wall Calendars



Mini Fans



Umbrellas

# CAMPAIGN MATERIALS



BIDA Kit

- 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.



# CAMPAIGN MATERIALS



BIDA Mask



BIDA Face Shield

# CAMPAIGN MATERIALS



BIDA Vests and Shirts

**CONFIDENTIAL! NOT FOR SHARING!**

## **BIDA** Campaign Roll-Out Strategy

# CAMPAIGN MATERIALS

“HERO” RC 30s

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 totoong 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.



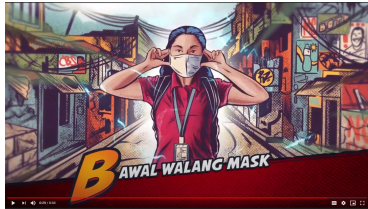
## Radio Commercial

**BIDA** Campaign Roll-Out Strategy

# CAMPAIGN MATERIALS



TV Commercial

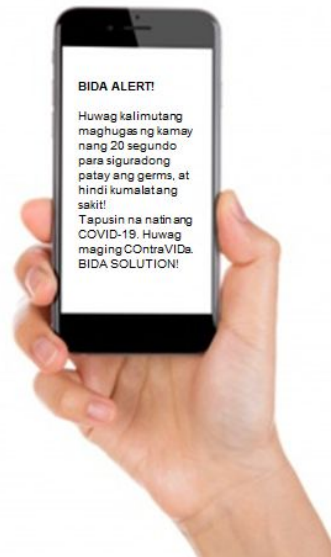


**BIDA** Campaign Roll-Out Strategy

# CAMPAIGN MATERIALS



Social Media



Text Blasts  
Email Blasts

# CAMPAIGN MATERIALS



## BIDA Playlist

Parody songs in support to  
the BIDA 4 Main Messages.



FROM THE MARCHES OF  
"HAWAIIAN TAKE TWO" AND "TOURISTED",  
INTERNATIONALLY ACCLAIMED FILM

# BIDA BRGY

JOYCE MEE, VICTOR MEE, AND ANTONIO ADELARDO  
JESSICA REYES, ANDREW ANNE MORA, JESSICA AUST, LYNES, AND MEL TOLAN \*\*\* JIM CACAO  
JERRY FERRER, TERRY, MIMMY, CHERIE, ALAN, JESSICA, CARLO, BRISA, CECIL, MICHAEL, BRISA, CECIL, JOJO, DANTE, VICTO, JOJO, AND GABRIEL  
THERES, SEPHER, CHU, ANITA, BJ, JANE, AND REY, REYES, THE, JEFF, ALVARO, MIMMY, BRISA, GONZALEZ, DENISE, AND REYES, REYES, AND FRA, LINDA  
YOUNG, ART, ALVARO, MICHAEL, BRISA, CECIL, TERRY, GARCIA, EXAMILES, REYES, SEPHER, CHU, AND VICTOR, CARLO, BRISA, CECIL

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

## 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

# CAMPAIGN MATERIALS



TELEVISION



RADIO



OUT-OF-HOME AND  
ON THE GROUND



SOCIAL MEDIA

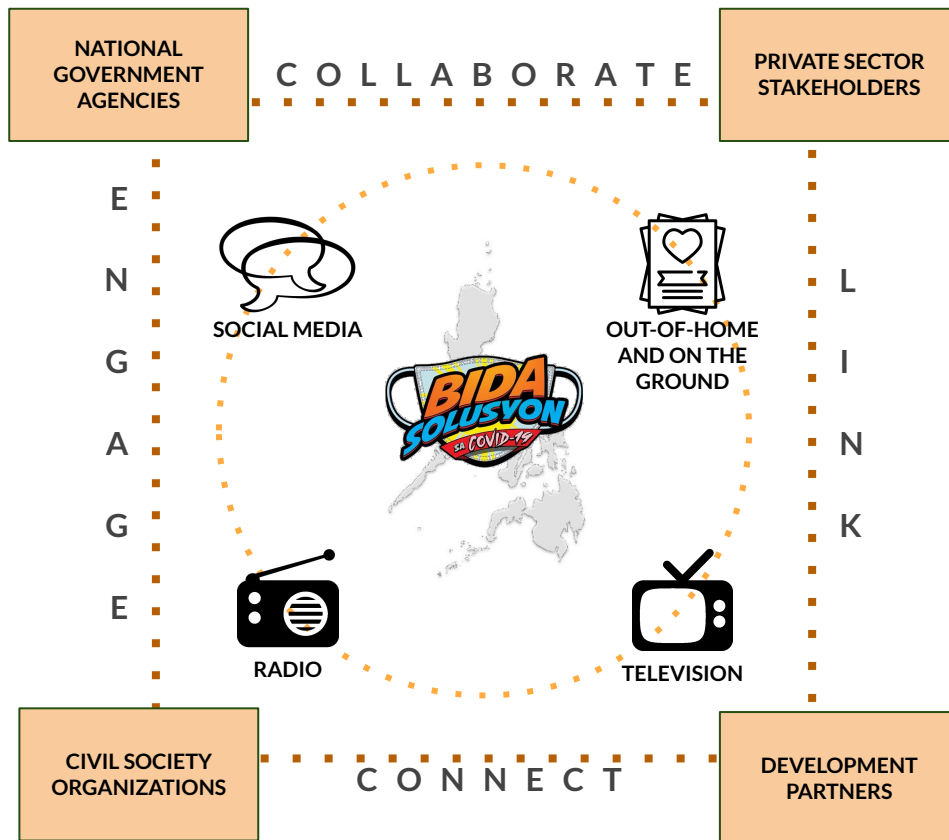




## BIDA Campaign Roll-Out Strategy - Implementing Principle

# Whole-of-Government, Whole-of-Society, and Whole-of-System Approach

360 Campaign Strategy



# OUR GOAL IS TO...

## COLLABORATE

### NATIONAL GOVERNMENT AGENCIES

- 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.

## 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

# 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, and 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?

## ENGAGE

### CIVIL SOCIETY ORGANIZATIONS

#### *Current Engagements*

- 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.*

## CONNECT

### DEVELOPMENT PARTNERS

#### *Current Engagements*

- 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







**A** LAMIN ANG TOTOONG  
IMPORMASYON

BE PART AND LET US ALL  
#BIDA SOLUSYON!





*Maraming salamat po!*