

BIDA SOLUSYON SA COVID-19



Attendees

aboitiz



DAMOSALAND



MAX'S GROUP
MAX'S GROUP, INC.



**METRO
PACIFIC**
INVESTMENTS



NCCC



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 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!

BAWAL WALANG MASK

ISANITIZE
ANG MGA KAMAY
PAGSALUNGAT

DUMISTANSYA
NG IBANG METRO

ALAMIN ANG
TOTOONG IMPORMASYON

#BIDASolusyon
2020 COVID-19 RESPONSE
covid19.healthypilipinas.ph

BIDA SOLUSYON
SA COVID-19

NASA KAMAY MO
ANG PAGPIGIL
SA VIRUS!

I-SANITIZE
ANG MGA KAMAY
IWAS HAWAK SA MGA BAGAY

BAWAL WALANG MASK

ISANITIZE
ANG MGA KAMAY
PAGSALUNGAT

DUMISTANSYA
NG IBANG METRO

ALAMIN ANG
TOTOONG IMPORMASYON

#BIDASolusyon
2020 COVID-19 RESPONSE
covid19.healthypilipinas.ph

BIDA SOLUSYON
SA COVID-19

MALAYO
SA IBANG TAO,
MALAYO
SA SAKIT!

DUMISTANSYA
NG IBANG METRO

BAWAL WALANG MASK

ISANITIZE
ANG MGA KAMAY
PAGSALUNGAT

DUMISTANSYA
NG IBANG METRO

ALAMIN ANG
TOTOONG IMPORMASYON

#BIDASolusyon
2020 COVID-19 RESPONSE
covid19.healthypilipinas.ph

BIDA SOLUSYON
SA COVID-19

SUNDIN
ANG TOTOONG
IMPORMASYON, HINDI
ANG FAKE NEWS!

ALAMIN ANG TOTOONG
IMPORMASYON

BAWAL WALANG MASK

ISANITIZE
ANG MGA KAMAY
PAGSALUNGAT

DUMISTANSYA
NG IBANG METRO

ALAMIN ANG
TOTOONG IMPORMASYON

#BIDASolusyon
2020 COVID-19 RESPONSE
covid19.healthypilipinas.ph

LABANAN ANG **CONTRAVIDA**

BIDA **SOLUSYON** SA COVID-19



BAWAL
WALANG
MASK

I-SANITIZE ANG
MGA KAMAY
IWAS HAWAK SA MGA BAGAY

DUMISTANSYA
NG ISANG
METRO

ALAMIN
ANG TOTOONG
IMPORMASYON



Healthy
Pilipinas



LAGING HANDA



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



Radio Commercial
Instructions in Form of Songs



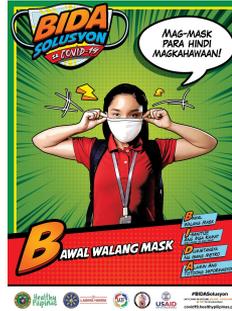
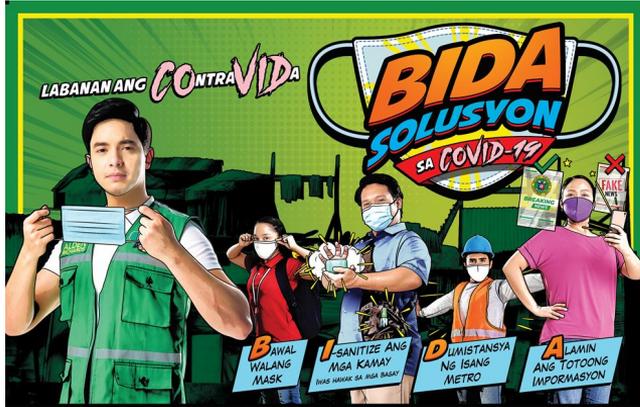
Billboards
Tarpaulin Standees
LED/LCD TVs and etc.



Educational Online Materials



CAMPAIGN MATERIALS



Posters
Leaflets
Flyers
Banners

Tarpaulins
Brochures
Magazines
Journals

Newsletters
News Papers
Streamers

BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS



Solo Billboards



Billboard Series

BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS



Highway Post Billboards

BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS



LED-Wall Billboards

BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS



Tarpaulin Standees

CONFIDENTIAL! NOT FOR SHARING!

BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS



Toll Station



Overpass Boards

CAMPAIGN MATERIALS



MRT/LRT Wraps



Interior Ads

BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS



Jeepney Signages



Bus Wraps



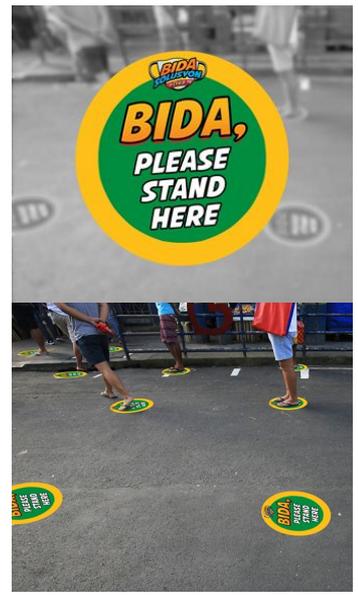
Taxi Signages

BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS



Elevator Decals



Floor Decals



BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS



Restroom Decals



Door Decals

BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS



Wall Calendars



Mini Fans



Umbrellas

BIDA Campaign Roll-Out Strategy

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.

BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS



BIDA Mask



BIDA Face Shield

BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS



BIDA Vests and Shirts

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

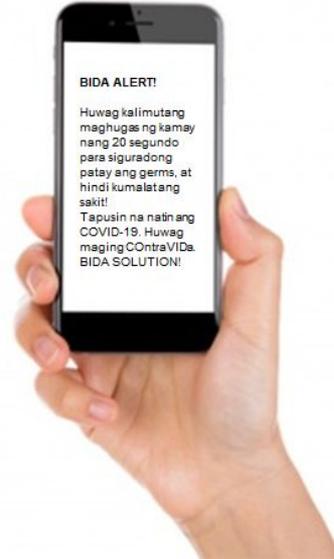
CONFIDENTIAL! NOT FOR SHARING!

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.

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

BIDA Campaign Roll-Out Strategy

CAMPAIGN MATERIALS



TELEVISION



RADIO



OUT-OF-HOME AND ON THE GROUND



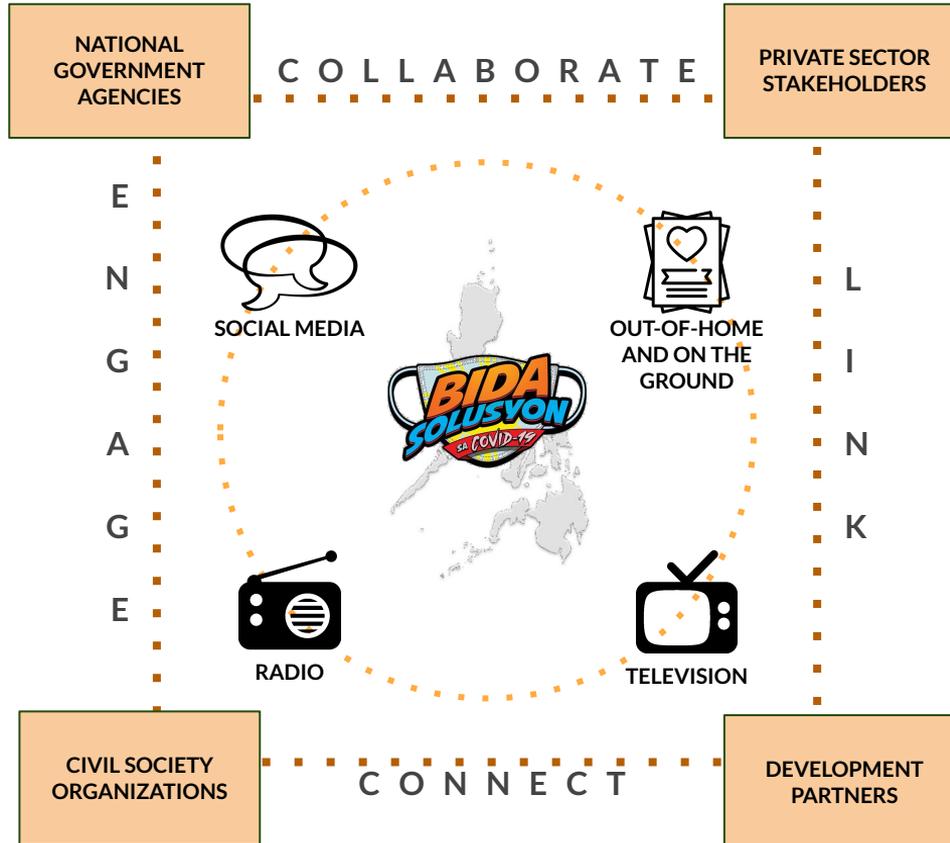
SOCIAL MEDIA



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



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



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

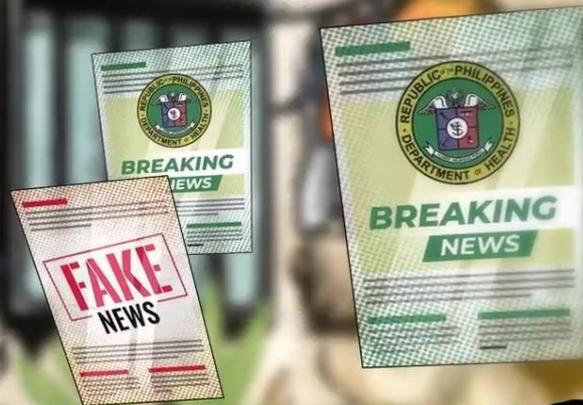


WHAT HAVE WE **DONE** SO FAR?

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!