



# BIDA Solusyon sa COVID-19

## CAMPAIGN IMPLEMENTATION GUIDE

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### WHAT IS BIDA Solusyon sa COVID-19 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.

#### Key Messages

Anong pwede nating gawin para labanan ang **CO**ntra**VID**a?

There are **4 key preventive behaviors** that we will emphasize. When people continuously practice these, they will #BIDASolusyon sa COVID-19.

	Tagalog	Cebuano
<b>B</b>	Bawal walang mask	Bawal wala'y mask
<b>I</b>	I-sanitize ang mga kamay. Iwas hawak sa mga bagay.	I-sanitize ang mga kamot. Likay sa paggunit sa mga butang.
<b>D</b>	Dumistansya ng isang metro.	Distansiya sa og usa ka metro
<b>A</b>	Alamin ang totoong impormasyon sa COVID-19	Aksyon base sa tinuod nga impormasyon

#### Campaign Manager

For any information on the campaign, please contact our BIDA Campaign Manager, Mr. Rhoderick Domingo at [bidasolusyon@doh.gov.ph](mailto:bidasolusyon@doh.gov.ph).

## **HELP US REACH MORE PEOPLE!**

Working together maximizes resources so that we can achieve the needed exposure and intensity levels to create an impact. We want people to remember the BIDA behaviors and practice it until it becomes second nature.

### **The Primary Audience for this campaign is the LOWER DE CLASS. Why focus on them?**

- They are gravely affected by the community quarantine 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.

They need to practice these preventive behaviors consistently and continuously to protect themselves and their loved ones.

# BIDA SOLUSYON BRAND

## IMPLEMENTATION

### Preferred Channels

a. TV

Most Pinoys watch TV. This is one of the most effective channels to reach a wide audience. TV creates even more impact (and behavior results) if people see it more frequently. These TV commercials definitely grab attention while communicating the BIDA behaviors.

Material Name	Duration / Format	What You Can Do	Link to material
BIDA TVC 30s	30 seconds / mp4 and mov	<p>Budget and pay for broadcasts on at least one regional TV station within your program location to further extend the campaign.</p> <p>Show the TV spot in community video halls, health centers, buses, and other places with TV sets.</p>	<a href="#">BIDA Television Commercial</a>
BIDA TVC 45s	45 seconds / mp4 and mov	<p><b>Act/Action:</b>            Inform the BIDA Campaign Manager of regional TV stations and various places where the TV spots have been broadcasted / disseminated. Submit the reach monitoring sheet by month end (VX/Act) • Act/Action/Act/Action).</p>	



b. Radio & Recorida

Similar to TV, radio is an effective channel to reach a wide audience. These radio spots are catchy and entertaining. They can be broadcasted on radio stations or in communities via a recorida.

Material Name	Duration / Format	What You Can Do	Link to material
BIDA Message Radio Spot	30 seconds / mp3	<p>Budget and pay for radio spots on at least one regional radio station within your program location.</p> <p>Play the radio spot in health centers, outreach and other mobilization activities.</p>	<a href="#">BIDA Radio Commercial</a>
BIDA with Alden Radio Spot	30 seconds / mp3	<p>Play the radio spot in recoridas to spread the message in communities.</p> <p><b>Acb]rcf]b[ :</b>            Inform the BIDA Campaign Manager of regional radio stations and various places where the radio spots have been broadcasted / disseminated. Submit the reach monitoring sheet by month end (Üæñ Á cæñ } • Åæ) Á   çã^ Å@).</p>	

c. Out-of-Home and Print

Print materials such as posters, billboards and signages complement mass media and interpersonal communication activities by helping audiences relate what they see on TV and hear on radio. They therefore enhance message repetition, association and recall.

Material Name	Dimensions/Format	What You Can Do	Link to material
Billboards			
Omnibus Artwork	6ft x 10ft 	The 4 BIDA characters should always be posted together in the same area. <b>Acb]rcf]b[ :</b> Submit the monitoring sheet by month end.	<a href="#">BIDA Omnibus Artwork</a>  If you want to add your logo the material, please follow the instructions found here: <a href="#">Footer Editing Link</a>
4 BIDA Characters	6ft x 10ft 	The 4 BIDA characters should always be posted together in the same area. If 4 different spots side-by-side are not available, please use the Omnibus file instead. We discourage posting / using only 1 of the BIDA characters. They come as a package deal.  <b>Acb]rcf]b[ :</b> Submit the monitoring sheet by month end.	<a href="#">BIDA Acronym Artwork</a>  If you want to add your logo the material, please follow the instructions found here: <a href="#">Footer Editing Link</a>

Tarpaulin

Omnibus  
Artwork and 4  
BIDA  
Characters

Sizes may differ  
(horizontal / vertical)

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[BIDA Omnibus Artwork](#)

[BIDA Acronym Artwork](#)

If you want to add your logo the material, please follow the instructions found here: [Footer Editing Link](#)

**Acb]rcf]b[ :**  
Submit the monitoring sheet by month end.



Posters (gloss or matte paper material)

Omnibus  
Artwork and 4  
BIDA  
Characters

Sizes may differ  
(horizontal / vertical)

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[BIDA Omnibus Artwork](#)

[BIDA Acronym Artwork](#)

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**Acb]rcf]b[ :**  
Submit the monitoring sheet by month end.



BIDA Checklist as Flyers



This Checklist helps people practice the BIDA Behaviors. It contains tips that people can think of as they go about their daily lives.

**Acb]rcf]b[ :**  
Submit the monitoring sheet by month end.

[BIDA Checklist](#)

If you want to add your logo the material, please follow the instructions found here: [Footer Editing Link](#)



Newspaper Ads

Full  
Broadsheet

**LABANAN ANG CONTRAVIDA**

**BIDA SOLUSYON SA COVID-19**

**B**AWAL WALANG MASK  
**I**-SANITIZE ANG MGA KAMAY  
**D**UWASTANSYA NG ISANG METRO  
**A**LAMIN ANG TOTOONG IMPORMASYON

24/7 COVID-19 HOTLINE: 020 894- COVID (88848) or 0202 for all vehicles.

Healthy Philippines | LAGING HANDA | IATF | USAID | BIDASolusyon

**HETO ANG MGA PARAAN KLING PAANO MAGING BIDA!**

**B**AWAL WALANG MASK!  
Magputol ng face mask tuwing labas ng bahay:  
 Suotko ito at tyyeking natatapan ang iyong bibig at ilong  
 Pagdating ng bahay, tanggapin ang iyong face mask mula sa likod nang hindi hinahawakan ang harap ng iyong mask  
 Napasa o lathala ito kaagad

**I**-SANITIZE ANG KAMAY!  
Hugasang mabuti! ang mga kamay gamit ang tubig at sabon sa loob ng 20 segundos o initon ang mga kamay gamit ang 70% (isopropyl) o 60% ethyl alcohol/alcohol.  
 Pagputol mo sa bahay  
 Kapag hinawakan mo ang mga common surfaces (Pul, barilang ng pinas, walis, pambuton ng elevator, ATM machine, atp.)  
 Pagputol ng kamay sa loob ng 20 segundos gamitin ang banyo  
 Itap at pagputol ng kamay ang iyong mukha  
 Lathala at disinfect laang bawat kataw ang mga makalat na hinahawakang surfaces:  
 Inawak ng pinas  
 Switch ng ilaw  
 Control panel  
 Cofin/mulid door  
 Sa pag-shower din.

**D**UWASTANSYA NG ISANG METRO!  
Ugaling mag physical distancing kapag nasa labas ng bahay:  
 Panatilihin ang 1 metro o higit pang pangang mula sa iyo at sa ibang tao  
 Imitahan ang pagpuunta sa mga masikip na lugar

**A**LAMIN ANG TOTOONG IMPORMASYON!  
Magbasa at makinig lamang sa official sources. Isp-isip muna bago mag-share!  
 Basahin at pakigtingan ang balita nang maigi  
 Itsek kung galing sa official website or source (bawag maniwala sa forward lamang!)  
 Itawagun ba ito sa official advice? Kung Check ang labas, i-share nal!

**TOGETHER, WE CAN #BIDASOLUSYON!**

**Acb]rcf]b[ :**

Submit the monitoring sheet by month end.

[BIDA Newspaper](#)

If you want to add your logo the material, please follow the instructions found here: [Footer Editing Link](#)

Full Tabloid

**LABANAN ANG CONTRAVIDA**

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 Pagdating ng bahay, tanggapin ang iyong face mask mula sa likod nang hindi hinahawakan ang harap ng iyong mask  
 Itapon o labhan ito kaagad

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 Pagsuwi mo sa bahay  
 Kapag hinawakan mo ang mga common surfaces (Hal. hawakan ng pinto, upuan, ginidarian ng elevator, ATM machine, atbp.)  
 Bago at pagkatapos ilagay ang iyong face mask  
 Bago ka kumain  
 Pagkatapos gamitin ang banyo  
 Bago at pagkatapos hawakan ang iyong mukha

**D**UMISTANSYA NG ISANG METRO!  
Ugaling mag physical distancing kapag nasa labas ng bahay:  
 Panatilihin ang 1 metro o higit pang puwang mula sa iyo at sa ibang tao  
 Limitahan ang pagpunta sa mga masikip na lugar

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 Naayon ba ito sa official advice? Kung Check ang lahat, i-share na!

24/7 COVID-19 HOTLINE: (02) 894-COVID (26843) or 1661 for all subscribers

Healthy Pilipinas | LAGING HANDA | IATF | USAID | BIDA Solusyon

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**TOGETHER, WE CAN #BIDASOLUSYON!**

**Acb]rcf]bf :**

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[BIDA Newspaper](#)

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Decals			
Floor Decal	12in x 9in  	The floor decal can be used in the waiting area or lobby that will require people to fall in line.  <b>Attachment:</b> Submit the monitoring sheet by month end.	<a href="#">BIDA Decals</a>
Restroom / Door Decal	11in x 3in  	The restroom decal must be placed in the lavatory area or and cubicles.  The door decal must be placed in all entry and exit points.  <b>Attachment:</b> Submit the monitoring sheet by month end.	<a href="#">BIDA Decals</a>

Elevator Decal

Sizes may differ



The elevator decal may be placed in different floors.

**Acb]rcf]b[ :**  
Submit the monitoring sheet by month end.

[BIDA Decals](#)

d. Social Media

The BIDA Solusyon sa COVID-19 campaign has an official Facebook Page -

<https://www.facebook.com/BIDASolusyon/>.

Material Name	Formats	What You Can Do	Link to material
Social Media Cards	Photos / Videos	Like and share the official BIDA Solusyon sa COVID-19 campaign Facebook Page.  Regularly share the posts on the Facebook page instead of creating your own. This will make sure that the materials reach a wider audience and will be seen by more.	<a href="#">BIDA Solusyon - Home</a>
Social Media Cards	Photos / Videos	Follow other Social Media Platforms sharing the BIDA Solusyon sa COVID-19 Campaign materials	<a href="#">Department of Health - Home</a>  <a href="#">Healthy Pilipinas - Home</a>



e. Other materials

Material Name	Dimensions/Format	What You Can Do	Link to material
Community	PPT	We can all #BIDASolusyon! We can all be	<a href="#">BIDA Orientation</a>




<p>BIDA Ambassadors Orientations</p>		<p>BIDA Ambassadors.</p> <p>Use this PowerPoint presentation to orient your staff and volunteers about BIDA.</p> <p><b>Acb]rcf]b[ :</b>  Submit a monitoring sheet on how many people you've oriented and how many people have they spoken to (if available) by the end of the month.</p>	<p><a href="#">Deck</a></p>
<p>BIDA Broadcaster's Manual</p>		<p>Local media is an effective channel to talk about the different BIDA behaviors.</p> <p>Share this broadcaster's manual with your local media so they can confidently and effectively talk about the BIDA behaviors.</p> <p><b>Acb]rcf]b[ :</b>  Submit a monitoring sheet on how many local media this has been distributed to by month end.</p>	
<p>BIDA Hygiene Kit</p>	<p>Kit Size:  L - 12.5"x23.2"/32x59cm  D - 3"  Thickness: 75gsm and above</p> <p>Inclusions:</p> <ul style="list-style-type: none"> <li>● Bath soap</li> <li>● Laundry soap</li> <li>● Fabric mask</li> <li>● Toothbrush</li> </ul>	<p><b>Acb]rcf]b[ :</b>  Submit a monitoring sheet on how many kits have been distributed and location of distribution by month end.</p>	

	<ul style="list-style-type: none"> <li>• Toothpaste</li> <li>• Sanitary napkin</li> <li>• Shampoo</li> <li>• Nail cutter</li> <li>• Dishwashing liquid</li> <li>• BIDA Kit bag with BIDA, DOH, USAID logos</li> </ul>		
<p>BIDA Vest</p>	<p>Color of Vest: Moss Green          Embroidered DOH Logo and BIDA Logo          Silkscreen: BIDA Vest          Sizes: S, M, L, XL</p> 	<p><b>Acb]rcf]b[ :</b>          Submit a monitoring sheet on how many vest have been distributed by month end.</p>	
<p>BIDA T-Shirt and Polo Shirt</p>	<p>T-shirt without a Collar and with Collar          Color of shirt: White or Black          Sizes: XS, S, M, L, XL, others          Print: Heat press</p>	<p><b>Acb]rcf]b[ :</b>          Submit a monitoring sheet on how many shirts have been distributed by month end.</p>	

			
<p>BIDA Mask</p>	<p>Clothe mask with BIDA logo print in sublimation</p> 	<p><b>Acb]/cf]b[ :</b> Submit a monitoring sheet on how many mask have been distributed by month end</p>	
<p>BIDA Face Shield</p>	<p>Normal design for faceshield</p>	<p><b>Acb]/cf]b[ :</b> Submit a monitoring sheet on how many face shield have been distributed by month</p>	



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### **Campaign Monitoring**

This is a national campaign that will reach Filipinos in all parts of the country. Many partners have stepped up to ensure that this happens. Monitoring will help us keep track of the contributions of all those involved, and the level of exposure of our investments.

We will be asking partners to submit monthly monitoring reports every 3rd of the month. Please provide the data that is available in that time frame.

The monitoring report is being finalized and will be shared with all partners by mid-July.

## FAQ

- a. Can I change the look of the materials?

No, you cannot change the look of the materials. This includes the colors, graphics, talents, messages and other artwork. There is a specific brand look and feel. We want to make sure that all our materials, regardless of who produces or disseminates it, are consistent. You can, however, add your logo by following the steps in this document: [Footer Editing Link](#)

- b. Can I add my logo to the materials we produce?

Yes, you can add logos to the materials you produce and disseminate. You can easily add your logo to the print materials. You can follow the steps found on this document: [Footer Editing Link](#).

- c. What languages are the materials in?

Materials are available in Tagalog and Cebuano. If you need translations in your local language, please send your request to your Regional and Provincial Health Education and Promotion Officers (HEPOs). They may already have translated materials available.