



BIDA Solusyon sa COVID-19

CAMPAIGN IMPLEMENTATION GUIDE

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**VI**Da?

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

	Tagalog	Cebuano
B	Bawal walang mask	Bawal wala'y mask
I	I-sanitize ang mga kamay. Iwas hawak sa mga bagay.	I-sanitize ang mga kamot. Likay sa paggunit sa mga butang.
D	Dumistansya ng isang metro.	Distansiya sa og usa ka metro
A	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.

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	Budget and pay for broadcasts on at least one regional TV station within your program location to further extend the campaign. Show the TV spot in community video halls, health centers, buses, and other places with TV sets.	BIDA Television Commercial
BIDA TVC 45s	45 seconds / mp4 and mov	Monitoring: 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 (<i>TV stations can provide this</i>).	



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>	BIDA Radio Commercial
BIDA with Alden Radio Spot	30 seconds / mp3	<p>Play the radio spot in recoridas to spread the message in communities.</p> <p>Monitoring: 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 (<i>Radio stations can provide this</i>).</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. Monitoring: Submit the monitoring sheet by month end.	BIDA Omnibus Artwork If you want to add your logo the material, please follow the instructions found here: Footer Editing Link
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. Monitoring: Submit the monitoring sheet by month end.	BIDA Acronym Artwork If you want to add your logo the material, please follow the instructions found here: Footer Editing Link

Tarpaulin

Omnibus
Artwork and 4
BIDA
Characters

Sizes may differ
(horizontal / vertical)



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.

Monitoring:

Submit the monitoring sheet by month end.

[BIDA Omnibus Artwork](#)

[BIDA Acronym Artwork](#)

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

Posters (gloss or matte paper material)

Omnibus
Artwork and 4
BIDA
Characters

Sizes may differ
(horizontal / vertical)



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.

Monitoring:

Submit the monitoring sheet by month end.

[BIDA Omnibus Artwork](#)

[BIDA Acronym Artwork](#)

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

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.

Monitoring:

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

BAWAL WALANG MASK
HUGASIN NG FACE MASK TUWING TALABAS NG BAHAY:
☐ Suotin ito at tiyeking natatapan ang iyong bibig at ilong
☐ Pagdating ng bahay, tanggalin ang iyong face mask mula sa likod nang hindi binabawakan ang harap ng iyong mask
☐ Napapan o lubnan ito kaagad

I-SANITIZE ANG KAMAY!
HUGASIN NG KAMAY SA AGA BAGAY!
Hugasang mabuti ang mga kamay gamit ang tubig at sabon sa loob ng 20 segundos o ilusin ang mga kamay gamit ang 70% (isopropyl) o 60% ethyl alcohol/alcohol.
☐ Paguri mo sa bahay
☐ Kapag binawakan mo ang mga common surfaces (fil, bawakan ng pintu, watawat, pindutan ng elevator, ATM machine, atbp.)
☐ Paguri at pagkatapos itagay ang iyong face mask
☐ Paguri ka lamang
☐ Pagkatapos gamitin ang banyo
☐ Paguri at pagkatapos binawakan ang iyong mukha
Lilinis at idisinfektang lahat ng mga kanta araw ang mga makalat na kinahahawakang surfaces:
☐ Inawakan ng pintu
☐ Switch ng ilaw
☐ Remote control
☐ Cellphone
☐ Sa pag-shake din...

DURISTANSYA NG IBANG METRO!
Ugaling mag physical distancing kapag nasa labas ng bahay:
☐ Panatilihin ang 1 metro o higit pang paaway mula sa iba at sa ibang tao
☐ Limitahan ang pagpunta sa mga marketplace na lugar

ALAMIN ANG TOTOONG INFORMASYON!
Magbasa at makinig lamang sa official sources. Ibig-isip muna bago mag-share!
☐ Basahin at pakinggan ang balita nang maigi
☐ I-check kung galing sa official website or source (bawag maniwala sa forward lamang)
☐ Naayon ba ito sa official advice? Kung Check ang labat, i-share nal...

24/7 COVID-19 HOTLINE: 020 894- COVID (28848) or 02011 for all subscribers

Logos: Health Philippines, Laging Handa, IATF, USAID, BIDA Solusyon

HETO ANG MGA PARAAN KUNG PAANO MAGING BIDA!

TOGETHER, WE CAN #BIDASOLUSYON!

Monitoring:
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

BIDA SOLUSYON SA COVID-19

BAWAL WALANG MASK
Magsuot ng face mask tuwing lalabas ng bahay:
☐ Suotin ito at tiyaking natakpan ang iyong bibig at ilong
☐ Pagdating ng bahay, tangalin ang iyong face mask mula sa likod nang hindi hinahawakan ang harap ng iyong mask
☐ Itapon o labhan ito kaagad

I-SANITIZE ANG MGA KAMAY
HWAS HAWAK SA MGA BAGAY!
Hugasang mabuti ang mga kamay gamit ang tubig at sabon sa loob ng 20 segundo o linisin ang mga kamay gamit ang 70% isopropyl o 60% ethyl alcohol/alcohol.
☐ Pagwi mo sa bahay
☐ Kapag hinawakan mo ang mga common surfaces (Hal. hawakan ng pinto, upuan, pindutan 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
 Linisin at i-disinfect isang beses kada araw ang mga madalas na hinahawakang surfaces:
☐ Hawakan ng pinto
☐ Switch ng ilaw
☐ Remote control
☐ Cellphone
☐ Iba pa (isulat dito): _____

DUMISTANSYA NG ISANG METRO
Ugalling 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

ALAMIN ANG TOTOONG IMPORMASYON!
Magbasa at makinig lamang sa official sources. Isip-isip muna bago mag-share!
☐ Basahin at pakinggan ang balita nang maigi
☐ I-tsek kung galing sa official website or source (huwag maniwala sa finorward lamang!)
☐ Naayon ba ito sa official advice? Kung Check ang lahat, i-share na!

HETO ANG MGA PARAAN KUNG PAANO MAGING BIDA!

CLIP HERE

TOGETHER, WE CAN #BIDASOLUSYON!

Logos: Healthy Pilipinas, LAGING HANDA, IATF, USAID, BIDA Solusyon



24/7 COVID-19 HOTLINE: (02) 894 - COVID (26843) or 0905 for all subscribers

Monitoring:

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](#)

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

Elevator Decal

Sizes may differ



The elevator decal may be placed in different floors.

Monitoring:

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.	BIDA Solusyon - Home
Social Media Cards	Photos / Videos	Follow other Social Media Platforms sharing the BIDA Solusyon sa COVID-19 Campaign materials	Department of Health - Home Healthy Pilipinas - Home


e. Other materials

Material Name	Dimensions/Format	What You Can Do	Link to material
Community	PPT	We can all #BIDASolusyon! We can all be	BIDA Orientation

BIDA Ambassadors Orientations		<p>BIDA Ambassadors.</p> <p>Use this PowerPoint presentation to orient your staff and volunteers about BIDA.</p> <p>Monitoring: 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>	Deck
BIDA Broadcaster's Manual		<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>Monitoring: Submit a monitoring sheet on how many local media this has been distributed to by month end.</p>	
BIDA Hygiene Kit	<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"> • Bath soap • Laundry soap • Fabric mask • Toothbrush 	<p>Monitoring: 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"> • Toothpaste • Sanitary napkin • Shampoo • Nail cutter • Dishwashing liquid • BIDA Kit bag with BIDA, DOH, USAID logos 		
BIDA Vest	<p>Color of Vest: Moss Green Embroidered DOH Logo and BIDA Logo Silkscreen: BIDA Vest Sizes: S, M, L, XL</p> 	<p>Monitoring: Submit a monitoring sheet on how many vest have been distributed by month end.</p>	
BIDA T-Shirt and Polo Shirt	<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>Monitoring: Submit a monitoring sheet on how many shirts have been distributed by month end.</p>	

			
BIDA Mask	<p>Clothe mask with BIDA logo print in sublimation</p> 	<p>Monitoring: Submit a monitoring sheet on how many mask have been distributed by month end</p>	
BIDA Face Shield	<p>Normal design for faceshield</p>	<p>Monitoring: 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.