

Republika ng Pilipinas
(Republic of the Philippines)
MINISTRI NG EDUKASYON AT KULTURA
(MINISTRY OF EDUCATION AND CULTURE)
Manila

January 16, 1980

MEC M E M O R A N D U M
No. 12, s. 1980

ANNOUNCING THE PCS CANCER SLOGAN CONTEST

To: Bureau Directors
Regional Directors
Schools Superintendents
Heads of Private Schools, Colleges
and Universities

1. The Philippine Cancer Society, Inc. will conduct a cancer slogan contest among high school students both in the public and private schools this year.
2. The subject of the contest is Cancer and Smoking, which should reflect the theme of cancer prevention.
3. The contest starts on January 14 and ends on March 31, 1980. All entries should be submitted on or before March 31, 1980 to:

The Philippine Cancer Society
P. O. Box 3066, Manila
4. The slogan, which may be written in English or in Filipino, should consist of not more than ten (10) words. Each entry must be submitted in typewritten form or printed in block letters, and should bear the name of the contestant, his/her school, school division and region, and a certification from the school principal.
5. Inclosed are the guidelines of the contest.
6. Considering the importance and value of the contest in educating the students on the ill effects of smoking, it is enjoined that as many students as are interested should be

encouraged to participate in the contest. Furthermore, other strategies or campaign measures to prevent or stop smoking in the school premises should be conducted.

7. It is desired that wide publicity be given this contest in the school division.

(SGD.) ONOFRE D. CORFUZ
Minister of Education and Culture

Incl.:

As stated

Reference:

N o n e

Allotment: 1-2-3-4--(D.O. 1-76)

To be indicated in the Perpetual Index
under the following subjects:

CONTEST
Course of Study, SECONDARY
SCHOOLS
SOCIETY or ASSOCIATION
STUDENTS

(Inclosure to MEC Memorandum No. 12, s. 1980)

GUIDELINES FOR THE CANCER SLOGAN CONTEST

I. Start of the Contest - January 14, 1980

II. What to Submit:

- a. Subject of the Slogan Contest is Cancer and Smoking, which should reflect the theme of cancer prevention.
- b. The slogan, which may be in English or Pilipino, should consist of not more than ten (10) words. Each entry must be submitted in typewritten or printed in block letters, and should bear the name of the contestant, his/her school, school division and region, and a certification from the principal.
- c. A contestant may submit more than one (1) entry.

III. Who Can Participate -

The slogan contest is open to all high school students, both public and private.

IV. Deadline of Submission -

All entries should be submitted on or before March 31, 1980 to:

Philippine Cancer Society, Inc.
P.O. Box 5066
Metro Manila

V. Announcement of Winners -

Winners will be announced through the media on April 30, 1980.

Prizes will be given at a Special Ceremony which will be announced by the PCS.

VI. Prizes -

1st Prize	P5,000.00
2nd Prize	2,500.00
3rd Prize	1,000.00

Honorable Mention

1st Hon Mention (25 students at P500.00 ea.)	6,250.00
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2nd Hon Mention (25 students at P200.00 ea.)	2,500.00
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3rd Hon Mention (50 students at P100.00 ea.)	2,500.00
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T o t a l P19,750.00

Winning schools will be awarded plaques of recognition.

VII. Board of Judges -

The Board of Judges shall consist of 5 persons namely

- 1) Dr. Manuel N. Borja - Chairman, Education and Information Committee.
- 2) Dr. Esperanza Gonzales - Chief Curriculum Division, Bureau of Secondary Education, Ministry of Education and Culture.
- 3) Dr. Tranquilino Elicaño, Jr. - Director, National Cancer Control Center, Ministry of Health.
- 4) Mrs. Lulu Gutierrez - Press Relations Officer, National Media Production Center.
- 5) Mr. Pat H. Gonzales - City Editor, Bulletin Today.

The decision of the Board of Judges shall be final and irrevocable.

VIII. Criteria -

The winning slogan shall be judged according to originality, clarity, and appropriateness in relation to the crusade against cancer. The winning slogan should convey a concrete idea.
Example, "AVOID CANCER - Stop Smoking!"

- IX. All entries shall become property of the Philippine Cancer Society.
- X. Students who wish to participate and who need information about cancer and the activities of the PCS may write to the PCS, 310 San Rafael St., San Miguel, Manila and send self-addressed stamped envelopes. They will receive leaflets containing pertinent information.
- XI. Employees of the Philippine Cancer Society and R. R. de la Cruz, Inc. and their relatives are not qualified to participate in the contest.
- XII. Violation of the above rules and regulations will disqualify the entry concerned.