



Republic of the Philippines  
Department of Education



DepED MEMORANDUM  
No. 471, s. 2007

NOV 21 2007

3<sup>RD</sup> NATIONAL DENTAL HEALTH MONTH

To: Bureau Directors  
Regional Directors  
Schools Division/City Superintendents  
Heads, Private Elementary and Secondary Schools

1. The Philippine Dental Association (PDA) will celebrate its Centennial Year in 2008. One of the highlights will be the conduct of the **3<sup>rd</sup> National Dental Health Month Celebration** on February 1-28, 2008. The theme of the celebration is "*PDA: Isang Siglong Nangangalaga sa Ngiting Pilipino Kaisa Buong Mundo*". The month long celebration will have a kick off on January 26, 2008 with an Alay Parada and Opening Ceremonies at the SM Mall of Asia (MOA).
2. The objective of the celebration is to increase the oral health awareness of the general public and encourage schools, communities, chapters/affiliates participation.
3. The two major highlights of the celebration are the following activities:
  - a. **Kiddie Wow Smile Contest** – open for schoolchildren ages 6-7;
  - b. **Slogan and On-the-Spot Poster Making Contest** – open for 1<sup>st</sup> year up to 4<sup>th</sup> year high school students.
4. The pupils and students from both public and private schools thru the endorsement of participating chapters and affiliate societies can participate in said contests. Enclosed are the guidelines and mechanics of participation.
5. For more information, please contact PDA Secretariat: tel. no. 899-6332, 890-4609, 897-8091 or Dr. Melinda P. Acosta, cellphone no. 0917-8335086 and Dr. Rina Policarpio, cellphone no. 0919-3695112.
6. Immediate dissemination of this Memorandum is desired.

  
**TEODOSIO C. SANGIL, JR.**  
Undersecretary

Encl.: As stated

References: DepED Memorandum: 34, s. 2006

Allotment: 1—(D.O. 50-97)

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

CELEBRATIONS & FESTIVALS  
CONTESTS  
PUPILS

SCHOOLS  
STUDENTS



# PHILIPPINE DENTAL ASSOCIATION

Awardee: 2006 Outstanding Accredited Professional Organization by PRC

## 4<sup>th</sup> National Dental Health Month

Theme : "Isang Siglong Nangangalaga sa Ngiting Pilipino Kaisa ng Buong Mundo"  
February 01-28, 2008

### SLOGAN CONTEST

**OBJECTIVE:** An activity to increase the oral health awareness of the general public and encourage schools, communities, chapters/affiliates participation.

**GUIDELINES and MECHANICS:**

1. Open to all local chapter/affiliate with one (1) either 3<sup>rd</sup> year or 4<sup>th</sup> year High School student (Public/Private).
2. The slogan must be original, Filipino and not to exceed ten (10) words.
3. Subject: The slogan must depict a message of good oral health that can help people become aware of oral health issues.
4. The slogan must be written in bold letters, black ink, 1/4 illustration board (15x20 inches), no background needed. Enclose the **official entry form**.
5. There should only be one (1) entry per chapter/affiliate.
6. The official slogan entry must be submitted or mailed to:

Dr. Melinda P. Acosta  
Chairman, 4<sup>th</sup> National Dental Health Month  
PDA Building Ayala Avenue  
Corner Kamagong Street, Makati City

7. Time Table:

January 11, 2008 - Deadline for submission of entry  
January 16, 2008 - Judging

8. Entries will be judge according to the following criteria

Relevance to the subject -	45%
Clarity and Unity -	35%
Impact -	<u>20%</u>
	100%

9. Prizes:

	<u>Student</u>	<u>School</u>	<u>Chapter</u>
1 <sup>st</sup> Prize	Php 5,000 + Certificate	Trophy	Php 3,000 + Certificate
2 <sup>nd</sup> Prize	Php 3,000 + Certificate	Trophy	Php 2,000 + Certificate
3 <sup>rd</sup> Prize	Php 2,000 + Certificate	Trophy	Php 1,000 + Certificate

10. The PDA reserves the right to use, display and exhibit the winning slogan entry as the official theme for the next National Dental Health Month.

11. For inquiries please contact:

PDA Secretariat: 899-6332 \* 890-4609 \* 897-8091  
Dr. Melinda P. Acosta - 09178335086  
Dr. Rina Policarpio - 09193695112



# PHILIPPINE DENTAL ASSOCIATION

Awardee: 2006 Outstanding Accredited Professional Organization by PRC

## 4<sup>th</sup> National Dental Health Month

Theme : "Isang Siglong Nangangalaga sa Ngiting Pilipino Kaisa ng Buong Mundo"  
February 01-28, 2008

### POSTER MAKING CONTEST

#### ON THE SPOT

- ❖ This contest is open to all local Chapters and Affiliates of the Philippine Dental Association (PDA). Each Chapter/Affiliate will have one High School Student participant (either from 1<sup>st</sup> year to 4<sup>th</sup> year).
- ❖ The contest theme will be announced before the contest proper.
- ❖ **Venue & Date are as follows:**

#### **Eliminations:**

**SM Baguio- January 30, 2008**  
**Robinsons Lipa City-January 31, 2008**  
**Cagayan de Oro City – February 1, 2008**  
**Cebu City-February 3, 2008**  
**NCR/Affiliate-February 5, 2008-Robinsons Pioneer**

#### **FINAL JUDGING:**

**Robinsons Place Galleria – February 24, 2008**

**Participants are encouraged to join the contest nearest to their respective area and should inform the organizing committee to what area they would participate.**

**Registration Time:** 8:00 AM - 9:00 AM

**Contest Proper:** 9:30 AM - 12:30 NN

- ❖ A bell will sound off at 12:25 PM to remind the contestants of the 15 minutes left to work on their entries.
- ❖ **The contestants should bring the following materials:**  
*20x30 inches illustration board (standard 1/2 size)*  
*Pencils, erasers, craypas, markers*
- ❖ **Judging Time:** 1:00 PM – 2:00 PM
- ❖ **Awarding:** 3:00 pm

#### ❖ **Prizes:**

	<b>STUDENT</b>	<b>SCHOOL</b>	<b>CHAPTER</b>
1 <sup>st</sup>	<b>P 5,000/Certificate</b>	<b>Trophy</b>	<b>P 3,000 + Certificate</b>
2 <sup>nd</sup>	<b>P 3,000/Certificate</b>	<b>Trophy</b>	<b>P 2,000 + Certificate</b>
3 <sup>rd</sup>	<b>P 2,000/Certificate</b>	<b>Trophy</b>	<b>P 1,000 + Certificate</b>

**Consolation Prizes – P500.00 each**

*Winning entry per area shall be brought to Manila by the Organizing Committee to qualify for the FINAL JUDGING on February 24, 2008 at Robinsons Galleria. "The 1<sup>st</sup> Prize winning entry will be the official billboard of the 5<sup>th</sup> National Dental Health Month."*



# PHILIPPINE DENTAL ASSOCIATION

Awardee: 2006 Outstanding Accredited Professional Organization by PRC

## 4<sup>th</sup> National Dental Health Month

Theme : " Isang Siglong Nangangalaga sa Ngiting Pilipino Kaisa ng Buong Mundo"  
February 01-28, 2008

### The prizes for the final nation-wide judging are:

1 <sup>st</sup> prize	Php 10,000.00
2 <sup>nd</sup> prize	Php 5,000.00
3 <sup>rd</sup> prize	php 3,000.00

### ❖ Criteria for Judging:

<i>Originality</i>	-	30%
<i>Creativity</i>	-	30%
<i>Relevance to the theme-</i>		30%
<i>Presentation/Neatness-</i>		10%
		<hr/>
		100%

- ❖ The decision of the Board of Judges shall be final & unappealable.
- ❖ Entries submitted to the Poster Contest Committee will become property of the Philippine Dental Association and will not be returned to the artists. PDA acquires the right to reproduce, use, display and exhibit all the entries for its promotional activities. The artists also agree to the use of their name and personal information in the publicity materials.

(SGD) Dr. Melinda P. Acosta  
Chairman, Slogan & Poster Contest  
4<sup>th</sup> National Dental Health Month  
PDA Bldg. Ayala Ave.  
Coner Kamagomg St., Makati

Noted by:

(SGD) Dr. Stephen B. Almonte  
Deputy Chairman  
4<sup>th</sup> National Dental Health Month