



Republic of the Philippines
Department of Health
OFFICE OF THE SECRETARY
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24 February 2009

DEPARTMENT CIRCULAR

No. 2009 - 0049

TO: ALL CENTERS FOR HEALTH DEVELOPMENT
DIRECTORS/ARMM HEALTH SECRETARY, CHIEF OF
MEDICAL CENTERS, SPECIALTY HOSPITALS, AND
OTHERS CONCERNED

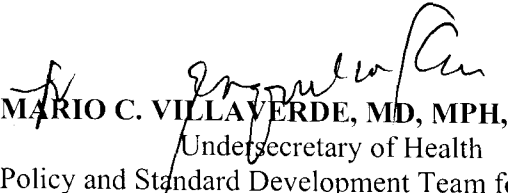
SUBJECT: World TB Day Celebration

March 24, 2009 will be the commemoration of World TB Day at the University of Santo Tomas (UST). Like last year, the local theme will still be "**STOP TB... Kaya mo! Kaya ko!**" with the following objectives: (1) **To ensure that people with TB have access to accurate TB diagnosis and effective treatment by raising the level of awareness of the general public about TB symptoms and where to seek quality TB care, and (2) To mobilize partners from the public and private sector to participate in TB control activities.**

Unique for this year, we intend to showcase all the stakeholders working towards TB control through the conduct of a short film festival. The contest is open to all amateur video and film makers who want to help the National TB Control Program in combating the disease. (See attached criteria for the entries)

All are hereby enjoined to support and cooperate for the successful implementation of the World TB Day.

By authority of the Secretary of Health:


MARIO C. VILLAYERDE, MD, MPH, MPM, CESO II
Undersecretary of Health
Policy and Standard Development Team for Service Delivery

Criteria for the World TB Day Film Festival Entries

1. The contest is open to all amateur film makers of Filipino nationality.
2. The entry must conform with the following technical criteria:
 - a. digital format, playable with Windows Media Player, Quicktime or ordinary VCD/DVD player;
 - b. minimum of 3 minutes running time and maximum of 15 minutes and for infomercial a minimum of 30 seconds;
 - c. spoken language may either be in Filipino or English, while those in other dialects must have translations or subtitles;
 - d. must conform with existing MTRCB standards for public viewing;
 - e. and must abide with accepted ethical standards should actual patients be used in the production (i.e., proper consent form/waiver to participate, etc.)
3. The entry may be in any of the following creative format:
 - a. mini-documentary
 - b. info-mercial or informative commercial
 - c. music video
 - d. short feature.
4. Entries should have tuberculosis as its main or predominant subject, preferably with a positive, constructive and enlightening outlook on the illness and its related problems. The entries may choose to adopt this year's World TB Day theme "STOP TB...Kaya Mo! Kaya Ko!"
5. Entries will be judged based on the following general criteria:
 - a. Technical quality (i.e., editing, cinematography, lighting and sound, etc.) – 25%
 - b. Creativity (i.e., successful use of the medium/format, appealing presentation of the story/information, over-all direction and artistic merits) – 30%
 - c. Content (i.e., adherence to theme, veracity of facts, coverage, etc.) – 30%
 - d. Audience impact (i.e., message easily understood by viewer or intended target audience) – 15%
6. Entries must be accompanied by a brief synopsis and background information regarding its target audience and objectives.
7. Citations and cash prizes will be awarded during the March 24 World TB Day commemoration to the top 3 winners as follows:
 - a. First prize – 10,000 pesos
 - b. Second prize – 6,000 pesos
 - c. Third prize – 3,000 pesos
8. Entries must be submitted to the Department of Health -National Center for Health Promotion located at Building 18 2nd Floor, San Lazaro Compound, Sta. Cruz Manila on or before March 18, 2009.

All entries will automatically become co-property of the Philippine Coalition Against Tuberculosis. This implies that PhilCAT will have the right to exhibit the work for public viewing in its advocacy for TB awareness.