



Announcement No. 13, s. 2021

## ANNOUNCEMENT

**FOR : HEADS OF CONSTITUTIONAL BODIES, DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT, LOCAL GOVERNMENT UNITS, GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS, AND STATE UNIVERSITIES AND COLLEGES**

**SUBJECT : RESBAKUNA: Kasangga ng BIDA Campaign**

To facilitate the uptake of safe, effective, and free COVID-19 vaccines, the Department of Health (DOH) is conducting the *RESBAKUNA: Kasangga ng BIDA* campaign which provides timely and relevant information on COVID-19 vaccines. A package of communication materials has been developed by the DOH for dissemination to the general public.

To promote public awareness on the safety and efficacy of COVID-19 Vaccines and in support of the efforts of the DOH, all government agencies are encouraged to conduct the following activities:

1. Play the RESBAKUNA explainer videos and materials during formal and informal events (i.e. flag ceremony, webinars) to address the most common questions and concerns that the public has about the vaccines. The videos can be accessed at [bit.ly/RESBAKUNAVideos](https://bit.ly/RESBAKUNAVideos).
2. Use the official social media and distribution platforms of your agency to amplify the messages regarding vaccine safety and efficacy. The suggested content calendar, social media cards, and captions can be accessed at [bit.ly/SafetyEfficacyPH](https://bit.ly/SafetyEfficacyPH) and [bit.ly/FakeVsFactsPH](https://bit.ly/FakeVsFactsPH).

For further details and information, agencies may coordinate with **Ms. Roan Kathleen Vitug** (+639184987522, [rcvitug@doh.gov.ph](mailto:rcvitug@doh.gov.ph)) and/or **Mr. Christian Rieza** (+639617560880, [ctrieza@doh.gov.ph](mailto:ctrieza@doh.gov.ph)).

  
**ALICIA dela ROSA-BALA**  
Chairperson

**22 June 2021**

Bawat Kawani, Lingkod Bayani