



Republic of the Philippines
Department of Education
REGION VIII - EASTERN VISAYAS

November 19, 2025

REGIONAL MEMORANDUM

No. **1574** s. 2025

INVITATION TO PARTICIPATE IN THE "YOUTH'S CHOICE: A DRUG-FREE LIFE" DIGITAL CONTENT AWARDS 2025

To: Schools Division Superintendents
All Others Concerned

1. In line with the continuing advocacy to promote drug prevention initiatives among the youth, this Office informs all concerned of the "Youth's Choice: A Drug-Free Life" Digital Content Awards 2025, a Department of the Interior and Local Government (DILG)-led activity, conducted in coordination with the Department of Education – Region VIII, through the Special Programs and Projects Section (SPPS).

2. Detailed below is the Schedule of Activities:

- Launch of the Awards: October 27, 2025
- Deadline for Submission of Entries: December 5, 2025
- Shortlisting of Entries: December 9, 2025
- Selection of Winners: December 12, 2025
- Culminating and Awarding Ceremony: December 15, 2025

3. The competition categories open for participation are the following:

A. Panlantaw 2.0 – Short Film Making Contest	B. Pagpasamwak – Social Media Content Creation Contest
Theme: <i>"Voices for a Drug-Free Future"</i>	Theme: #ADRUGFREEFUTURE
Prizes: Champion: ₱30,000 1st Runner-Up: ₱20,000 2nd Runner-Up: ₱10,000	Prizes: Champion: ₱10,000 1st Runner-Up: ₱6,000 2nd Runner-Up: ₱4,000
Special Awards: Best Director Award People's Choice Award	Special Awards: Most Engaging Award People's Choice Award Best in Creativity Award

4. All **Senior High School learners** from public and private schools across the Region are strongly encouraged to participate in the said contests as platforms to amplify youth voices, strengthen substance-abuse prevention, and champion a drug-free future through creative expression.

5. Schools Division Offices are advised to disseminate this information widely and facilitate the participation of interested learners.
6. Attached for reference is the official communication letter from the DILG, containing the detailed mechanics and guidelines of the competition.
7. For inquiries, coordination shall be made through the Special Programs and Projects Section (SPPS) at **eden.dadap001@deped.gov.ph** or through mobile number 0912-6063544.
8. Immediate dissemination of and compliance with this Memorandum are desired.

RONEL AL K. FIRMO, CESO IV
Assistant Regional Director
Officer In-Charge
Office of the Regional Director

Enclosures: as stated

References: as stated

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

COMPETITION YOUTH'S CHOICE AWARD

SPPS-EAD





R08-LGMED-2025-11-18-005

Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT VIII
Kanhuraw Hill, Tacloban City
www.region8.dilg.gov.ph

November 17, 2025

RONELO AL K FIRMO

OIC Regional Director
Department of Education VIII Government Center,
Palo, Leyte

Dear RD Firmo:

Maupay nga adlaw!

In line with the government's continuing efforts to promote a drug-free, healthy, and empowered youth sector, the Department of the Interior and Local Government (DILG), in collaboration with the Department of Education (DepEd) and the ICAD–Advocacy Cluster, will be conducting the **“Youth’s Choice: A Drug-Free Life” Engagement Program**.

At the regional level, the same program will be rolled out with a special focus on Digital Contents, particularly short films and other creative digital outputs. This initiative aims to raise awareness among youth, especially Senior High School students, about the harmful effects of illegal drugs, while inspiring them to become champions of a drug-free lifestyle through creativity and digital expression.

The program features the following categories:

1. **“PANLANTAW 2.0” Short Film-Making Contest** – Showcasing compelling stories that highlight the importance of choosing a drug-free life, emphasizing resilience, core values, and positive youth action; and
2. **“PAGPASAMWAK 1.0” Content-Making Contest** – Encouraging students to produce creative social media content such as reels, vlogs, or posters that promote drug-free communities and youth empowerment.

In view of the foregoing, may we respectfully request your good office to encourage all schools in the region offering Senior High School to actively participate in this meaningful initiative and support our collective advocacy for a drug-free and empowered youth sector.

We extend our sincere appreciation for your continuous support and partnership in advancing this shared advocacy.

Very truly yours,


ARNEL MAGABE, CESO III
Regional Director

AMA/DNB/JMA/ATEC/apb



THEME:
VOICES FOR A DRUG-FREE FUTURE



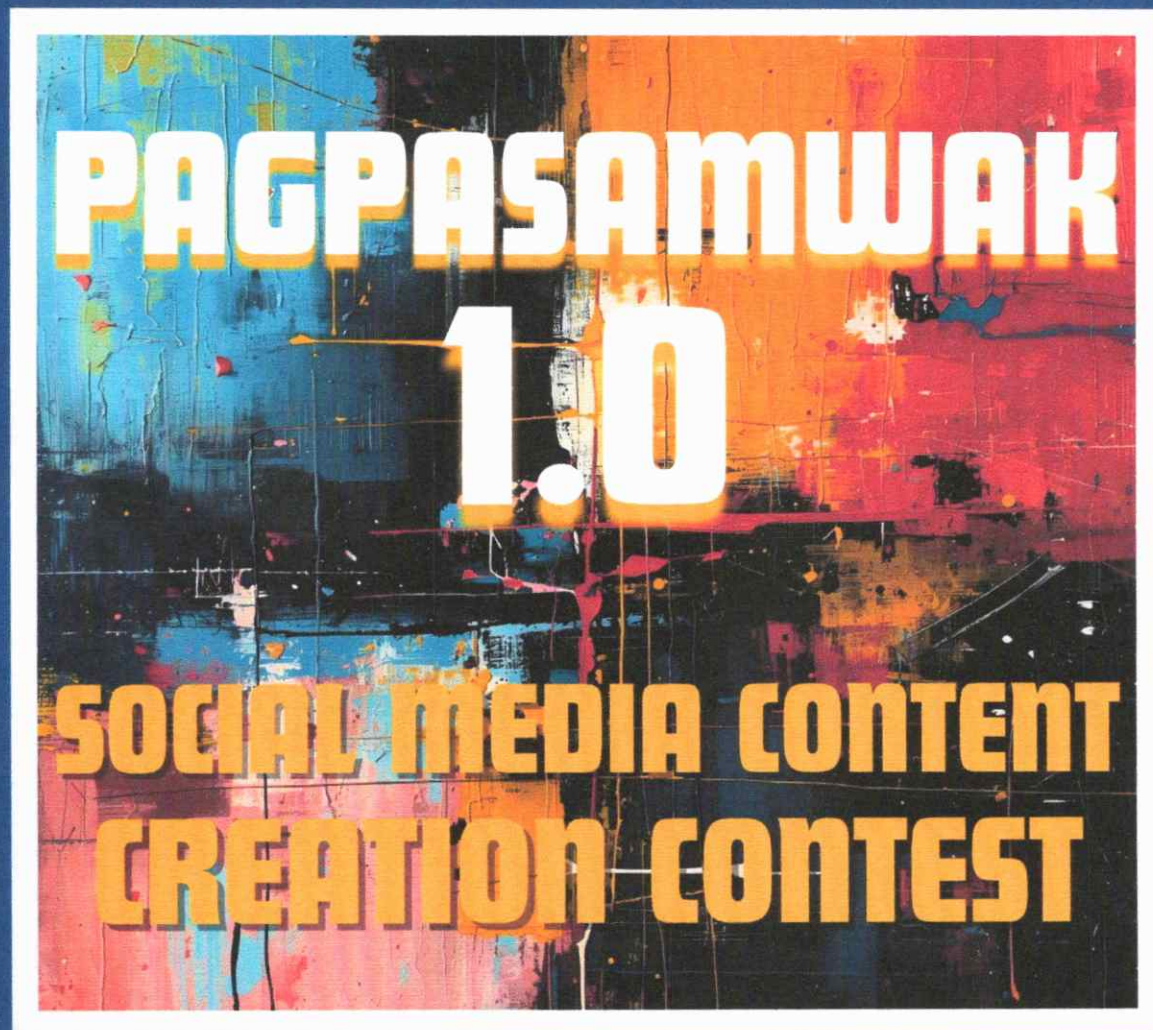
PRIZES FOR THE WINNERS

CHAMPION: 30,000

1ST RUNNER-UP: 20,000

2ND RUNNER-UP: 10,000

SPECIAL AWARDS:
BEST DIRECTOR AWARD | PEOPLE'S CHOICE AWARD



THEME:
#ADRUFGREEFUTURE



PRIZES FOR THE WINNERS

CHAMPION: 10,000

1ST RUNNER-UP: 6,000

2ND RUNNER-UP: 4,000

SPECIAL AWARDS:

MOST ENGAGING AWARD | PEOPLE'S CHOICE AWARD | BEST IN CREATIVITY AWARD

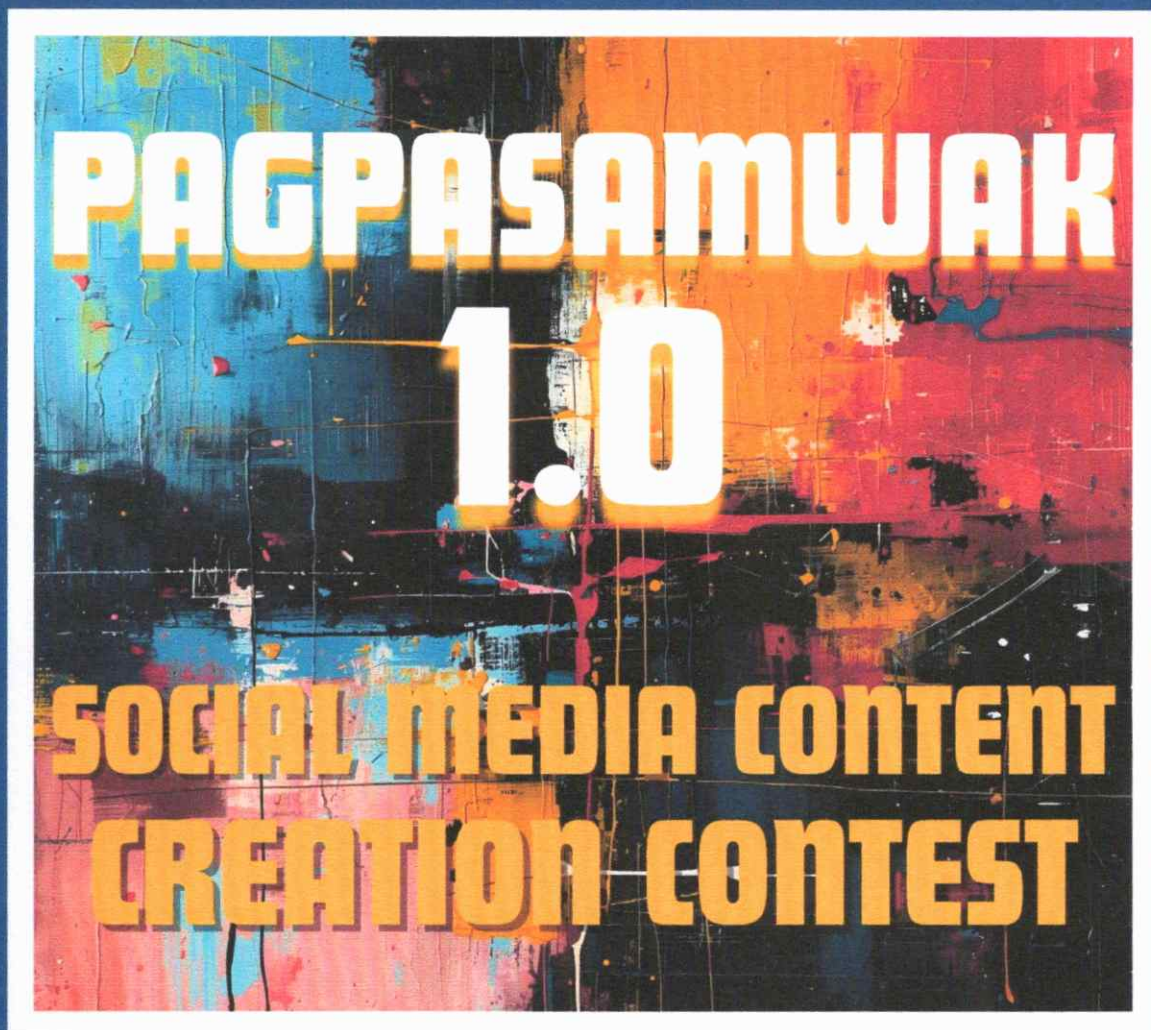


PANLANTAW 2.0

SHORT FILM MAKING CONTEST

CRITERIA FOR JUDGING:

RELEVANCE TO THEME / ADVOCACY MESSAGE	– 30%
CREATIVITY AND ORIGINALITY	– 25%
STORYTELLING AND CLARITY	– 25%
TECHNICAL QUALITY	– 10%
IMPACT AND RESONANCE	– 10%
<hr/>	
TOTAL:	100%



CRITERIA FOR JUDGING:

RELEVANCE TO THEME / ADVOCACY MESSAGE	– 30%
CREATIVITY AND ORIGINALITY	– 25%
CLARITY AND ENGAGEMENT	– 20%
TECHNICAL QUALITY	– 10%
REACH AND ONLINE IMPACT	– 15%

TOTAL:	100%
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Republic of the Philippines

DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT VIII

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Youth Choice Awards Contest Guidelines

Pursuant to the Advisory issued by Undersecretary for Local Government Marlo L. Iringan, titled *"Paanyaya sa Pagpapatupad ng 'Youth Choice: A Drug-Free Life' Engagement Program,"* the Department, in partnership with the Department of Education (DepEd), Dangerous Drugs Board (DDB), Philippine Drug Enforcement Agency (PDEA), Department of Health (DOH), National Youth Commission (NYC), National Commission for Culture and the Arts (NCCA), and the Sangguniang Kabataan, will be conducting "The Youth's Choice: A Drug-Free Life" – A Youth Engagement Program of the DILG.

I. Rationale

Cinema has long been a tool for raising awareness and inspiring social change. For the youth, films act not only as entertainment but also as mirrors of lived realities and avenues for dialogue. The *"Panlantaw"* Short Film Contest seeks to provide students with a creative platform where they can transform their voices, ideas, and advocacies into powerful visual stories aligned with PADS.

II. Objectives

1. To empower students in using visual storytelling to advance anti-drug advocacy.
2. To promote deeper understanding of the consequences of drug use among peers.
3. To provide a platform for innovation in advocacy through the creative arts.
4. To document youth perspectives on drug prevention.

"Matino, Mahusay at Maaasahan"

Tel. Nos. (053) 321-5175; Fax Nos. (053) 832-0894

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5. To showcase student-led efforts aligned with PADS in creating drug-free environments.

III. Timeline of Activities

Activity	Schedule
Launching of the Youth Choice Awards and Opening of Contest Entries	October 14–18, 2025 (Tentative)
Deadline of Submission of Entries	November 4, 2025 (Tentative)
Shortlisting	November 5–11, 2025 (Tentative)
Selection Process: Screening, Validation, and Judging of Entries	November 12, 2025 (Tentative)
Culminating and Awarding Ceremony	November 21, 2025 (Tentative)

IV. Program for the Culminating and Awarding Ceremony

Opening Program	
	Invocation
	Philippine National Anthem
	Welcome Remarks
	Messages of Support from Partner Agencies
Presentation of Finalists	
	Showcase of <i>Panlantaw</i> Short Films
	Presentation of Social Media Content Creation Finalists
Awarding Ceremony	
	Awarding of <i>Panlantaw</i> Short Film Winners
	Awarding of Media Content Creation Winners
Closing Program	



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	Message from the Youth Sector Representative
	Closing Remarks
	Photo Opportunity

Awards and Prizes

Panlantaw 2.0

- **Champion-** Php. 30,000.00,
- **1st Runner-Up-** Php. 20,000.00
- **2nd Runner-Up-** Php. 10,000.00
- **Special Awards**
 - Best Director Award – the winner would receive a cash incentive amounting Php. 2,000.00 and a Certificate of Recognition;
 - People's Choice Award – the winner would receive a cash incentive amounting Php. 2,000.00 and a Certificate of Recognition

Media Content Creation

- **Champion-** Php. 10,000.00
- **1st Runner-Up-** Php. 7,000.00
- **2nd Runner-Up-** Php. 5,000.00
- **Special Awards**
 - Most Engaging Award – the winner would receive a cash incentive amounting Php. 1,000.00 and a Certificate of Recognition;
 - People's Choice Award – the winner would receive a cash incentive amounting Php. 1,000.00 and a Certificate of Recognition;



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- Best in Creativity Award – the winner would receive a cash incentive amounting Php. 1,000.00 and a Certificate of Recognition.

V. Awarding:

Venue

- People Center/ Summit Hotel/ Leyte Academic Center

Participants

- All ICAD Advocacy Cluster Members, Supreme Student Government, Youth Sector

VI. Eligibility

The competition is open to all senior high schools across the region, either individually or in groups. Each participating school may officially endorse up to two entries, ensuring that submissions meet the institution's standards and represent the school's top selections.

VII. Mechanics

Theme: ***"Panlantaw 2.0: Voices of the Youth for a Drug-Free Future"***

- Film length: 5–10 minutes
- File format: MP4, 720p or higher
- Original content only; no glamorization of drugs
- Submissions include synopsis, director's statement, cast/crew list, and school endorsement.



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VIII. Criteria for Judging

- Relevance to Theme / Advocacy Message – 30%
- Creativity and Originality – 25%
- Storytelling and Clarity – 25%
- Technical Quality – 10%
- Impact and Resonance – 10%

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Youth Choice Awards Contest Guidelines

Recognition and Awarding of Exemplary Performance or Innovative Strategies
Showcasing the Philippine Anti-Illegal Drugs Strategy (Youth Sector)

This document consolidates the guidelines and evaluation sheets for two major youth-focused contests under the Youth Choice Awards:

1. *"Panlanta"* Short Film Contest on Anti-Drugs
2. Social Media Content Creation Contest on Anti-Drugs

***"Panlanta"* Short Film Contest on Anti-Drugs**

I. Rationale

Cinema has long been a tool for raising awareness and inspiring social change. For the youth, films act not only as entertainment but also as mirrors of lived realities and avenues for dialogue. The *"Panlanta"* Short Film Contest seeks to provide students with a creative platform where they can transform their voices, ideas, and advocacies into powerful visual stories aligned with PADS.

II. Objectives

1. To empower students in using visual storytelling to advance anti-drug advocacy.
2. To promote deeper understanding of the consequences of drug use among peers.
3. To provide a platform for innovation in advocacy through the creative arts.
4. To document youth perspectives on drug prevention.
5. To showcase student-led efforts aligned with PADS in creating drug-free environments.

III. Eligibility

The competition is open to all high school and college students across the region, either individually or in groups. Each participating school may officially endorse up to two entries, ensuring that submissions meet the institution's standards and represent the school's top selections.

IV. Mechanics

Theme: "*Panlanta*: Voices of the Youth for a Drug-Free Future"

- Film length: 5–10 minutes
- File format: MP4, 720p or higher
- Original content only; no glamorization of drugs
- Submissions include synopsis, director's statement, cast/crew list, and school endorsement.

V. Criteria for Judging

- Relevance to Theme / Advocacy Message – 30%
- Creativity and Originality – 25%
- Storytelling and Clarity – 25%
- Technical Quality – 10%
- Impact and Resonance – 10%

VI. Awards and Prizes

- **Champion**
 - The champion would receive cash incentive amounting to Php. 30,000.00, a Certificate and a Plaque of Recognition, features in government or partner agency publications and/or websites.

- **1st Runner-Up**

- The 1st runner-up would receive cash incentive amounting to Php. 20,000.00, a Certificate and a Plaque of Recognition, features in government or partner agency publications and/or websites.

- **2nd Runner-Up**

- The 2nd runner-up would receive cash incentive amounting to Php. 10,000.00, a Certificate and a Plaque of Recognition, features in government or partner agency publications and/or websites.

- **Special Awards**

- Best Director Award – the winner would receive a cash incentive amounting Php. 2,000.00 and a Certificate of Recognition;
- People's Choice Award – the winner would receive a cash incentive amounting Php. 2,000.00 and a Certificate of Recognition.

Youth Choice Awards: Social Media Content Creation Contest on Anti-Drugs

I. Rationale

Social media is the dominant communication channel for today's youth. This contest recognizes outstanding student-created content that advances anti-drug advocacy and positive alternatives online.

II. Objectives

1. To encourage responsible digital citizenship.
2. To strengthen peer-to-peer influence using creative content.
3. To showcase viral-ready youth advocacy materials.
4. To amplify youth voices in online anti-drug narratives.
5. To expand reach of PADS among students through trending formats.

III. Eligibility

The competition is open to all high school and college students across the region, either individually or in groups. To ensure fairness, each participant may submit only one entry.

IV. Mechanics

Theme: "#YouthForADrugFreeFuture"

Formats: TikTok/Reels (30–90 sec), Infographic (max 5 panels), Short video (max 3 min), Meme or digital art.

- Entries must be original, youth-friendly, non-stigmatizing, and positive.
- Must be posted online with #YouthForADrugFreeFuture and endorsed by school.

V. Criteria for Judging

- Relevance to Theme / Advocacy Message – 30%
- Creativity and Originality – 25%
- Clarity and Engagement – 20%
- Technical Quality – 10%
- Reach and Online Impact – 15%

VI. Awards

- **Champion**
 - The champion would receive cash incentive amounting to Php. 30,000.00, a Certificate and a Plaque of Recognition, features in government or partner agency publications and/or websites.
- **1st Runner-Up**
 - The 1st runner-up would receive cash incentive amounting to Php. 20,000.00, a Certificate and a Plaque of Recognition, features in government or partner agency publications and/or websites.
- **2nd Runner-Up**
 - The 2nd runner-up would receive cash incentive amounting to Php. 10,000.00, a Certificate and a Plaque of Recognition, features in government or partner agency publications and/or websites.
- **Special Awards**
 - Most Engaging Award – the winner would receive a cash incentive amounting Php. 2,000.00 and a Certificate of Recognition;
 - People's Choice Award – the winner would receive a cash incentive amounting Php. 2,000.00 and a Certificate of Recognition;
 - Best in Creativity Award – the winner would receive a cash incentive amounting Php. 2,000.00 and a Certificate of Recognition.

Annex A-1: Evaluation Sheet

"Panlantaw" Short Film Contest on Anti-Drugs

Title of Film: _____

Director/Team: _____

School/University: _____

Criteria	Description	Weight	Score (1–5)	Weighted Score
Relevance to Theme / Advocacy Message	Alignment with PADS and clarity of anti-drug message	30%		
Creativity and Originality	Novelty of approach and storytelling	25%		
Storytelling and Clarity	Coherence, impact, engagement	25%		
Technical Quality	Cinematography, editing, sound	10%		
Impact and Resonance	Ability to inspire reflection/action	10%		
Total		100%		

Scoring Guide: 5 – Outstanding; 4 – Very Good; 3 – Good; 2 – Fair; 1 – Poor

Final Weighted Score: _____%

Remarks/Recommendations:

Signature over printed name of the Evaluator

Annex A-2: Evaluation Sheet

Youth Choice Awards: Social Media Content Creation Contest on Anti-Drugs

Title of Entry: _____

Creator/Team: _____

School/University: _____

Criteria	Description	Weight	Score (1–5)	Weighted Score
Relevance to Theme / Advocacy Message	Strength of anti-drug message, PADS alignment	30%		
Creativity and Originality	Innovation in concept/design	25%		
Clarity and Engagement	Youth appeal and relatability	20%		
Technical Quality	Resolution, editing, design quality	10%		
Reach and Online Impact	Likes, shares, comments with substance	15%		
Total		100%		

Scoring Guide: 5 – Outstanding; 4 – Very Good; 3 – Good; 2 – Fair; 1 – Poor

Final Weighted Score: _____%

Remarks/Recommendations:

Signature over printed name of the Evaluator

Timeline and Program for PADS Champion and Youth Choice Awards 2025

I. Timeline of Activities

Activity	Schedule
Launching of the Youth Choice Awards and Opening of Contest Entries	October 14–18, 2025
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Selection Process: Screening, Validation, and Judging of Entries	November 5–11, 2025
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II. Program for the Culminating and Awarding Ceremony

Opening Program	
	Invocation
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Awarding Ceremony	
	Awarding of <i>Panlanta</i> w Short Film Winners
	Awarding of Media Content Creation Winners
Closing Program	
	Message from the Youth Sector Representative
	Closing Remarks
	Photo Opportunity