



Republic of the Philippines
Department of Health
OFFICE OF THE SECRETARY

May 23, 2023

DEPARTMENT CIRCULAR

No. 2023 - 0224

FOR: ALL UNDERSECRETARIES AND ASSISTANT SECRETARIES; DIRECTORS OF BUREAUS, SERVICES, CENTERS FOR HEALTH DEVELOPMENT; MINISTER OF HEALTH - BANGSAMORO AUTONOMOUS REGION IN MUSLIM MINDANAO; EXECUTIVE DIRECTORS OF SPECIALITY HOSPITALS; CHIEFS OF MEDICAL CENTERS, HOSPITALS, SANITARIA, TREATMENT AND REHABILITATION CENTERS; ALL OTHERS CONCERNED

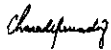
SUBJECT: Submission of Information, Education Communication (IEC) Materials on the Policies and Services of the Medical Social Work Department in Health Facilities in Celebration of the Filipino Social Workers' Day on June 19, 2023

Proclamation No. 1176 declares June 19 of every year as Filipino Social Workers' Day. The Philippine Association of Social Workers Inc. (PASWI) and the ASEAN Social Work Consortium Philippines (ASWCP) have identified the theme for this year's celebration as **"Sustaining Responsive Filipino Social Workers Towards Inclusive Development."**

Inclusive development is defined as the benefits of development reaching all those that make up the poor, particularly women and children, minority groups, the extremely poor in rural areas, and those pushed below the poverty line by natural and human-made disasters (Asian Development Bank, 2022). One strategy to ensure inclusiveness is the provision of information, education, and communication (IEC) activities addressed to the said population groups.

In support of the celebration of Filipino Social Workers' Day, the Health Facility Development Bureau is collating IEC materials focused on policies or services of the Medical Social Work Departments of health facilities. Kindly submit them on or before June 12, 2023, through <https://bit.ly/CelebrationoftheFilipinoSocialWorkersDay2023>. You may refer to Annex A for specific guidance. Dissemination of the information to all concerned is requested.

By Authority of the Secretary of Health:


ATTY. CHARADE B. MERCADO-GRANDE, MPSA
Assistant Secretary of Health
Health Facility and Patient Support Team

Digitally signed by Mercado-Grande
Charade Ballucanag
Date: 2023.05.25 09:11:25 +08'00'

ANNEX A

Guidelines for the Submission of Information, Education, and Communication (IEC) Materials on the Occasion of the Celebration of Filipino Social Workers' Day

Objective

To increase awareness about the policies and services of the Medical Social Work Departments in the health facilities to increase inclusiveness or access to health care services.

Participation

Hospitals, medical centers, sanitaria, treatment and rehabilitation centers, and other healthcare facilities are invited to submit their respective IEC materials.

Guidelines

1. The health facility is invited to submit at least one type of IEC material that addresses the policies of the health facility, and/or services offered by its Medical Social Work Department.
2. The health facility may submit a set of different IEC materials, or more than one type or form of IEC material, as long as the set has a common theme related to item 1 of these Guidelines.
3. IEC materials produced by the health facility may include but are not limited to the following: flyers, brochures, posters, or similar forms intended for printing on paper, audio-visual material such as video or recorded presentations, social media content such as social media cards and posts, live streamed or recorded Youtube or Tiktok videos.
4. For the online submission of IEC materials, materials intended for print shall be submitted as scanned PDF; audio-visual materials in MP3 (audio only) or MP4 format; digital photos and graphics posted online in GIF, JPG or PNG format.
5. Each IEC material or set of IEC materials should be submitted with an electronic document containing the name of the health facility, contact person and details, communication objective of the material, its intended audience, channels or strategies for distribution, time period of distribution, and report of results and/or feedback received. If IEC materials are currently available online, please also include the URLs or links.
6. The HFDB shall evaluate all the submissions received no later than June 12, 2023. The criteria of evaluation shall be the following:
 - a. The material is focused on the MSWD policies and services (30 %)
 - b. The message is clear and culturally sensitive (30 %)
 - c. Creativity rendered in design and format for audio/visual impact (40 %)
7. IEC materials evaluated as the best among the submissions shall be shared to all health facilities, recognized, and commended in posting on the HFDB's social media accounts.