



EXECUTIVE ORDER NO. 46
Series of 2020

AN ORDER ADOPTING THE DISIPLINA MUNA NATIONAL ADVOCACY CAMPAIGN TOWARDS DEFEATING THE COVID-19 PANDEMIC THROUGH THE "BIDA ANG MAY DISIPLINA: SOLUSYON SA COVID-19" PROGRAM IN THE PROVINCE OF DAVAO ORIENTAL

WHEREAS, the National Inter-Agency Task Force for the Management of Emerging Infectious Diseases has classified province of Davao Oriental under Modified General Community Quarantine and has consequently opened up its provincial borders and shifted its screening, active case finding and monitoring at the community or barangay level;

WHEREAS, The Department of Health (DOH) together with the Presidential Communications Operations Office (PCOO) and this Department is currently leading the implementation of "*BIDA Solusyon sa COVID-19*" which aims to encourage the Filipino people to take an active role in the fight against our common enemy: COVID-19 (the "COntraVIDa").

WHEREAS, the Department of the Interior and Local Government issued Department Memorandum Circular 2020-116 which refocused the *Disiplina Muna* national advocacy campaign towards the need to practice discipline to defeat the coronavirus disease 2019 (COVID-19) highlighting discipline as the new normal for the safety of families and communities and ultimately the nation;

WHEREAS, the Regional Development Council XI issued Resolution no. 109, s. 2020 entitled "Endorsing the National Government Agencies, Local Government Units and the General Public to Support the Department of Health BIDA Solusyon Campaign and the adoption of BIDA Bastonera/Bastonera to contain the spread of Coronavirus Disease";

WHEREAS, the Provincial Government through Executive Order No.31 s. 2020 institutionalized community integration and mobilization strategies in combating COVID-19 and other emerging and re-emerging infectious diseases through the "NO Losses in Disease: Kabarangay Kontra COVID 19" which aims to bring the fight against COVID-19 in the grassroots or barangay level;

NOW, THEREFORE, by the authority vested in me as Provincial Governor by the Constitution and the laws of the Republic of the Philippines, **I, NELSON L. DAYANGHIRANG**, do hereby order:

SECTION 1. Adoption of the BIDA ANG MAY DISIPLINA: SOLUSYON SA COVID-19" campaign in the Province of Davao Oriental

The "**BIDA ANG MAY DISIPLINA: SOLUSYON SA COVID-19**" ,a social and behavior change campaign focused on COVID-19 preventive behaviors, is hereby adopted here in the Province of Davao Orienta

SECTION 2. "BIDA ANG MAY DISIPLINA: SOLUSYON SA COVID-19" campaign focus

2.1 The campaign encourages people to be the Solution by following the BIDA behaviors:



- B – Bawal walang mask**
(Don't go out without a mask)
- I – I-sanitize ang mga kamay, iwak hawak sa mga bagay**
(Sanitize your hand, avoid touching things)
- D – Dumistansya ng isang metro**
(Keep your distance of 1 meter)
- A – Alamin at Aksyon ayon sa totoong impormasyon**
(Know and Act based on the right information)

2.2 Assign a BIDA Bastonera/Bastonero, BIDA champions, per office or agency, whose tasks are to increase adherence and prevention control measure to combat COVID-19.

Section 3. Extensive use of tri-media in the *"BIDA ANG MAY DISIPLINA: SOLUSYON SA COVID-19"*

3.1 The Provincial Information Office together with all city and municipal information officers as well as media practitioners are enjoined to utilize tri-media platforms to extensively promote the *"BIDA ANG MAY DISIPLINA: SOLUSYON SA COVID-19"* information paraphernalia using the following: TV Commercials, Radio Commercial, Billboards/posters, Decals, Checklist, social media posts and updates, among others.

3.2 These information sectors may utilize the information and education campaign (IECs) materials provided by the Department of Health, Department of the Interior and Local Government, Philippine Information Agency and other National Line Agencies or they may develop their own provided that these IECs be hinged upon the campaign focus of *"BIDA ANG MAY DISIPLINA: SOLUSYON SA COVID-19"*

3.3 All Local Government units must endeavor to install measures to ensure that this information reach geographically isolated and disadvantaged areas. The LGUs through the help of the indigenous people's representative may endeavor to translate campaign materials using their tribal language/dialect.

SECTION 4. SEPARABILITY CLAUSE. If, for any reason, any part or provision of this Order shall be found unconstitutional or invalid, other parts or provisions thereof which are not affected thereby, shall continue to be in full force and effect.

Section 5. REPEALING CLAUSE. Previous issuances or parts thereof in conflict with or inconsistent to the provisions of this Executive Order are hereby repealed or modified accordingly.

Section 6. EFFECTIVITY CLAUSE. This Executive Order shall take effect immediately.

Done on the 28th day of October 2020 in Mati City, Davao Oriental, Philippines.

NELSON L. DAYANGHIRANG
Governor/Chairperson, PTF-COVID 19