MEMORANDUM CIRCULAR

No. 2021-019

TO: ALL PROVINCIAL GOVERNORS, BARMM MINISTER OF LOCAL GOVERNMENT, CITY AND MUNICIPAL MAYORS, MEMBERS OF THE SANGGUNIAN AT ALL LEVELS, PUNONG BARANGAYS, LIGA NG MGA BARANGAY (LnB) PRESIDENTS, SANGGUNIANG KABATAAN (SK) OFFICIALS, DILG REGIONAL DIRECTORS, PROVINCIAL/CITY DIRECTORS, CITY/MUNICIPAL LGOOs

CHIEF, PHILIPPINE NATIONAL POLICE; CHIEF, BUREAU OF FIRE PROTECTION; CHIEF, BUREAU OF JAIL MANAGEMENT AND PENOLOGY; PRESIDENT, PPSC; CHAIRMAN, NATIONAL COMMISSION ON MUSLIM FILIPINOS; CHAIRMAN, NATIONAL YOUTH COMMISSION; CHAIRMAN, PHILIPPINE COMMISSION FOR WOMEN, AND ALL OTHERS CONCERNED

SUBJECT: GUIDELINES ON THE IMPLEMENTATION OF DEMAND GENERATION AND COMMUNICATION ACTIVITIES IN SUPPORT TO THE NATIONAL COVID-19 VACCINE DEPLOYMENT PLAN

1.0 BACKGROUND

1.1 The national government, through the leadership of the National Task Force Against COVID-19 (NTF), is tasked to coordinate the implementation of a whole-of-government, whole-of-society approach to defeat the COVID-19 pandemic. A key pillar of the NTF is the Vaccine Cluster in charge of securing safe and effective vaccines for the country and ensuring that every Filipino has access to the vaccine. The Vaccine
Cluster consists of six (6) Task Groups (TG) each with their responsibilities (Annex 1).

1.2 The Task Group on Demand Generation and Communications (TG DGC), is led by the Philippine Information Agency (PIA) and comprised of the Department of Health (DOH), the Department of the Interior and Local Government (DILG), the Department of Social Welfare and Development (DSWD), and the National Telecommunications Commission (NTC). They are in charge of improving vaccine confidence in the country and ensuring that Filipinos are informed about the benefits and risks of vaccines, including the processes involved to deliver these vaccines to them.

1.3 The TG DGC works in three (3) streams, namely: a) communication and community engagement, (b) social listening, and (c) crisis communication (Annex 2). These streams intend to ensure that the correct information about the vaccination program is shared to the public, and misinformation and adverse events are managed well.

2.0 GENERAL PURPOSE

2.1 This Memorandum Circular is issued to provide policy guidelines in the implementation of the different processes, procedures, and activities related to demand generation and communications for the COVID-19 vaccination program in order to meet the following:

2.1.1 Generate demand and increase uptake for COVID-19 vaccine among eligible populations;
2.1.2 Build community trust and confidence on the COVID-19 vaccine and the national immunization program in general;
2.1.3 Address vaccine hesitancy and mistrust;
2.1.4 Encourage the public to continue practicing Minimum Health Standards after vaccination.

3.0 SPECIFIC OBJECTIVES

3.1 Adults, caregivers, and their parents understand the need for immunization as a means to meet national herd immunity to protect their families and communities;
3.2 Priority eligible groups are aware of the vaccine deployment plan and implementation schedule;
3.3 All Filipinos understand the key difference between the government-led vaccination roll-out and the WHO vaccine clinical trials;
3.4 Health workers, community leaders, and other frontline workers are able to communicate key messages of the campaign and respond to concerns from their stakeholders;

3.5 LGUs, private sector, civil society organizations and other key stakeholders are engaged to champion the immunization activities for community-level mobilization

4.0 SCOPE AND COVERAGE

4.1 This Memorandum Circular covers all the Local Government Units led by their respective local chief executives, with the support of their Health Education and Promotion Office (HEPO), Information Officers (IOs), Health Officers, Members of the Sanggunian, Punong Barangays, Barangay Health Emergency Response Teams, Sangguniang Kabataan, other local communicators, other local Officials, PNP, BFP, BJMP, PPSC, NYC, NCMF and PCW to support the national demand and generation and communication activities within their respective jurisdiction/sectors.

5.0 POLICY CONTENT AND GUIDELINES

5.1 The Local Chief Executives, through their respective local health committees and information and communication arms as well as partner Civil Society Organizations are enjoined to:

5.1.1 Organize their Local Vaccination Operations Center (VOCs). All LGUs shall establish a local VOC with a dedicated Communications, Advocacy and Partnership Team. This team shall lead in the implementation of demand generation activities and communications on the local level. The team shall be composed of the following:
   a. City of Municipal Health Education and Promotion Officer as Chair;
   b. Public Information Officer as co-chair;
   c. DILG City Director or City/Municipal Local Government Operations Officer;
   d. Disaster Risk Reduction and Management Officer;
   e. Barangay-level representatives (e.g. BHW or BHERTS);
   f. Accredited civil society organizations.

5.1.2 Implement the Demand Generation Playbook which is a step-by-step guide for LGUs to communicate and engage their constituents about the COVID vaccine.
5.1.3 Adopt the national government’s thematic campaign messages as follows:

5.1.3.1 Use BIDA Solusyon PLUS materials for all COVID-19 vaccine advocacy

5.1.3.2 Align all pronouncements to the key messages prescribed by the TG DGC and weekly updated key messages to be distributed: e.g. endorse only FDA-approved COVID-19 vaccines and avoid endorsing a specific brand of vaccines.

5.1.4 Undertake Social Mobilization, Advocacy, and Behavioral Change Communication Activities

5.1.4.1 Mobilize local leaders, health professionals, partners and other influencers. The identified champions shall have the following functions:
   i. Be the local champions for COVID-19 vaccination, as the early recipients of the vaccine, and most trusted source of information in the community;
   ii. Share accurate and adequate information about the COVID-19 vaccine with the priority eligible groups and other members of the community;
   iii. Monitor and respond to questions and issues and concerns of community members with empathy to increase trust and public confidence on the national vaccination program;
   iv. Facilitate awareness raising activities and community dialogues.

5.1.4.2 Undertake community engagement activities such as:
   v. Community or barangay assemblies, town hall meetings, and other forms of local engagement activities;
   vi. Provide regular updates through different communication channels;
   vii. Use quad-media and social media to directly reach the community.

5.1.5 Advocate the national COVID-19 vaccination program by:
5.1.5.1 Submitting (1) written/published statement and (2) video to the national TG DGC following provided script and send to odg@pia.gov.ph

5.1.5.2 Tap local health professionals (doctors, nurses, etc) or local health professional organizations (PMA, PNA, etc) to speak at community assemblies/town halls meetings to strengthen advocacy;

5.1.5.3 Organize a pre-deployment launch aligned with the national government's national vaccine deployment launch program.

5.1.6 Direct their Information Officers (IOs), Health Officers (HOs), and Health Education and Promotion Officers (HEPOs) to attend the Training of Trainers (ToTs) organized by the NTF Task Group DGC, the DOH and DILG. The following activities shall be organized:

i. **Symposium Series on Must-Knows** – Training for DILG Provincial/City Directors and City/Municipal Local Government Operations Officers, Chiefs of Police, Fire Marshalls, and Jail Wardens;

ii. **Vaccine Communications Trainors Training** – Training for LGU Health Officers, Public Information Officers, and Health Education and Promotion Officers

iii. **Town Halls for Civil Society Organizations (CSOs)**;

iv. Such other programs and projects that shall be organized as needed.

5.1.7 Cascade information and communication materials to promote the vaccination program of the government within their respective jurisdiction. It can be done through:

5.1.7.1 Distribution, dissemination, posting, and video playing of IEC materials found in the Task Group DGC Champion’s Kit which include brochures, tarpaulins, posters, explainer videos, and the playbook for COVID-19 vaccines. The Kit can be accessed at this link: [bit.ly/COVID19Vaccines_Communications_ChampionsKit](http://bit.ly/COVID19Vaccines_Communications_ChampionsKit)

5.1.7.2 Cause the translation of IEC materials in the Champion Kit consistent with the prescribed messaging, and the localized materials are designed according to the brand manual.
5.1.7.3 Sharing of the most accurate and updated information found in the following online platforms: DOH Viber group; DOH Facebook; DOH Twitter; covid19.healthypilipinas.ph; and covid19.gov.ph/vaccine

5.1.8 Conduct surveys and gather public sentiment on vaccines to be reported to the national TG DGC. These activities include:

5.1.8.1 For the provinces and highly urbanized cities: Manage the conduct of face-to-face surveys at the provincial level (covering municipality and component cities) and HUC level using the protocol and survey form developed by the national TG DGC. The results of which must be encoded by the Local Government Unit and forwarded to their respective regional HEPOs. The surveys shall be conducted in the first few weeks of March 2021 and September 2021. The results must be submitted to their regional HEPOs by the end of March and September.

5.1.8.2 Report frequently asked questions/rumors/misinformation regarding the COVID-19 vaccines to their regional HEPOs found in the Champions Kit.

5.1.9 Invite local media partners to attend training and media literacy sessions organized by the DILG and Task Group DGC.

5.1.10 Report the exact location of the vaccination sites to DOH and DILG Regional or Field Offices once the vaccines have become widely accessible. The locations will be made available in Google Searches and Google Maps for easy access to the general public.

5.2 DILG Field Offices may tap their existing "Bida and May Disiplina Champions" for the social mobilization campaign. The Regional Information Officers and the BIDA ang May Disiplina Focal Persons in the regions and provinces shall monitor the implementation of the activities provided in this Memorandum Circular and submit weekly reports to the Office of the Undersecretary for Plans, Public Affairs and Communications.
5.3 Inquiries related to this program shall be directed to the Public Affairs and Communication Service, which shall serve as DILG head secretariat, at telephone number (02) 8876-3454 local 5701, 5703 & 5705 and the Office of the Undersecretary for Plans, Public Affairs and Communications at phone (02) 8876-3454 local 3801 as the DILG Lead to the Task Group Demand Generation and Communications.

6.0 ANNEXES

6.1 COVID-19 Vaccine Cluster Organizational Structure
6.2 TG DGC Work Streams
6.3 LGU Demand Generation Playbook

7.0 EFFECTIVITY

7.1 This Memorandum Circular shall take effect immediately.

8.0 APPROVING AUTHORITY

UNDERSECRETARY BERNARDO C. FLORECE, JR.
Officer-In-Charge
Annex 1. COVID-19 Vaccine Cluster Organizational Structure

Inter-Agency Task Force on the Management of Emerging Diseases
Chair: Secretary Francisco Duque, III

National Task Force Against COVID-19
Chair: Secretary Delfin N. Lorenzana

National Incident Command
Chair: Secretary Francisco Duque, III

Response Cluster
Chair: Undersecretary Leopoldo J. Vega
- TG Testing
- TG Isolation/Quarantine
- TG Treatment
- TG Resource Management & Logistics
- TG Management of ROFs
- TG Prevent
- TG Contact Tracing
- TG Engagement & Negotiation
- TG Procurement & Finance

COVID-19 Vaccine Cluster (IPNVR)
Chair: Secretary Carlito Galvez

EXECOM
NITAG

TG Vaccine Evaluation & Selection
TG Diplomatic Engagement & Negotiation
TG Vaccine Cold Chain & Logistics Management
TG COVID-19 Immunization Program
TG Demand Generation & Communications

Recovery Cluster
Chair: NEDA
- TG Health Recovery
- TG Social Recovery
- TG Governance
- TG Food Security
- TG Transport & Support for Local Travel

Annex 2. TG DGC Work Streams

TG Demand Generation & Communications

Communication & Community Engagement
- Develop and align messages & platforms across public & private sectors
- Multiply champions
- Activate communities

Social Listening
- Demand Side
- Supply Side

Crisis Communication

Annex 3. LGU Playbook

Accessible at bit.ly/COVID19Vaccines_Communications_LGUPlaybook