



August 10, 2018

DIVISION MEMORANDUM

No. 501, s. 2018

2nd NATIONAL COMPETITION ON STORYBOOK WRITING

TO: Assistant Schools Division Superintendents
CID and SGOD Chief
Div. Education Program Supervisors/Coordinators
Public Schools District Supervisors/DIC's
Elementary, Junior & Senior High School Principals

1. Attached is DepEd Memorandum No. 125, s. 2018 dated July 31, 2018 entitled 2nd National Competition on Storybook Writing through the Bureau of Learning Resources (BLR).
2. This competition is open to all public school teachers with permanent status within the division. The Official Guidelines outlining the mechanics, qualifications and specifications are stipulated in the DM No. 125. S. 2018
3. This office is inviting all Writer, Illustrator and Book Design enthusiasts to join the said competition. Please be advised to follow the time table stipulated on page 6 of the memorandum.
4. Immediate dissemination of this memorandum is desired.


WILFREDA D. BONGALOS, Ph. D., CESO V
Schools Division Superintendent

WDB/CID/LRM DSrra18
2nd Nat'l Storybook Competition

73 AUG 2018



Republic of the Philippines
Department of Education

DepEd MEMORANDUM
No. **125**, s. 2018

31 JUL 2018

2nd NATIONAL COMPETITION ON STORYBOOK WRITING

To: Undersecretaries
Assistant Secretaries
Bureau and Service Directors
Regional Directors
Schools Division Superintendents
Public Elementary School Heads
All Others Concerned

1. The Department of Education (DepEd), through the Bureau of Learning Resources (BLR), announces the **2nd National Competition on Storybook Writing**.
2. The competition aims to:
 - a. select and award the best storybook originally developed by teachers for the K to 3 grade levels;
 - b. recognize the skills and competencies of teachers in writing and illustrating stories for children; and
 - c. collect storybooks for uploading on the Learning Resources Portal, and for printing and delivery nationwide.
3. The competition is open to all public elementary school teachers with permanent status, including Alternative Learning System mobile teachers and Senior High School teachers.
4. Any entry found to have been copied or plagiarized shall be automatically disqualified. In cases where such was only proven after the awarding, the winning entry and all its prizes and recognition shall be revoked and the award list shall be adjusted.
5. The decision of the board of judges is final and irrevocable.
6. The mechanics of the competition is provided in Enclosure No. 1 with supporting documents, guides, and requirements in Enclosure Nos. 2-9.
7. For more information, contact **Dr. Besy C. Agamata**, Chief Education Program Specialist, Bureau of Learning Resources-Learning Resources Production Division (BLR-LRPD), Ground Floor, Bonifacio Building, Department of Education (DepEd) Central Office, DepEd Complex, Meralco Avenue, Pasig City at telephone nos. (02) 632-3690, (02) 631-4985, (02) 634-0901.
8. Immediate dissemination of this Memorandum is desired.


LEONOR MAGTOLIS BRIONES
Secretary

Encls.:
As stated

Reference:
DepEd Memorandum No. 133, s. 2017

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

BOOKS
CONTEST
CURRICULUM
KINDERGARTEN EDUCATION
PUPILS
TEACHERS

SMMA, DM 2nd National Competition on Storybook Writing
0514 - June 28, 2018

ENCLOSURE NO. 1

Department of Education
BUREAU OF LEARNING RESOURCES

National Competition on Storybook Writing
2018

**GUIDELINES FOR
THE 2ND NATIONAL COMPETITION ON STORYBOOK WRITING**

I. Background

Reading stories plays a vital role in the growth and development of learners. It helps learners develop and hone their knowledge, attitudes, values and skills, as well as enhances reading confidence level. Stories are useful sources of information and allow the learners to be imaginative and to explore new ideas.

After the successful 1st National Competition on Storybook Writing in 2017 where 136 storybooks were collected, the Bureau of Learning Resources initiated the 2nd Competition on Storybook Writing to gather more original stories from teachers in the field. Such collection of storybooks in various genres aligned with the K to 12 competencies and appropriate for K to 3 key stage that develop comprehension, imagination, speaking, listening, writing, and social skills, self-image, and empathy of the learners, will be part of the Learning Resource Portal, and will be printed and delivered to DepEd libraries nationwide.

II. Objectives

The Competition aims to:

- a. select and award the best storybooks originally developed by DepEd teachers for K to 3 grade levels;
- b. recognize the skills and competencies of DepEd teachers in writing and illustrating stories for children; and
- c. collect storybooks for uploading on the LR Portal and for printing and delivery nationwide.

III. Mechanics of the Competition

- 3.1 The Competition is open to all DepEd teachers with permanent status, including Alternative Learning System mobile teachers and Senior High School teachers.
- 3.2 Any entry found to have been copied or plagiarized shall be automatically disqualified. In cases where such was only proven after the awarding, the winning entry shall be revoked and the award list shall be adjusted to include the runners-up.
- 3.3 The stories shall be written **in Filipino**. Any local or foreign word or concept used in the story shall be set in regular font style.
- 3.4 Stories and illustrations shall not violate any provisions in the DepEd Social Content Guidelines (Enclosure 9).
- 3.5 Only one (1) writer will be recognized as the author of the story.

3.6 The Competition is divided into three levels: Division, Regional, and National, each with its own contest mechanics.

3.6.1 Division Level (Screening of Manuscripts)

- a. The Schools Division Office through the Learning Resource Management and Development System shall serve as the Division Secretariat.
- b. The Division Level (Screening of Manuscripts) shall be opened to all teachers within the schools division.
- c. There shall be no editor or auxiliary development team for this level of the Competition.
- d. Each participant is entitled to submit one (1) entry per grade level.
- e. The entries must not have any identifying mark that is not directly relevant to the development of the story.
- f. Stories submitted in one particular level may not be submitted to another grade level.
- g. Stories must be based on at least one (1) learning competency in the K to 3 key stage of the K to 12 Curriculum.
- h. Stories shall be developmentally appropriate for the grade level of the story.
- i. Submission of entries must be accompanied by duly accomplished Entry Form (Enclosure 2).
- j. An accompanying dummy layout of the story is required. Please refer to the Pagination Guide (Enclosure 4). The layout shall include illustration guides.
- k. The following is the Technical Guidelines of the Division Level (Screening of Manuscripts).

Contest Format	Short story for children
File format	Word file, 8.5x11" double space or 8.3x11.7"
Typeface and size	Times New Roman/Calibri/Garamond/Arial Size 12
Number of Words	Kinder: 8 to 20 words per page Grade 1: 16 to 36 words per page Grade 2: 36 to 64 words per page Grade 3: 64 to 100 words per page

Note: The number of words will depend on the number of pages on the dummy layout. Please refer to Pagination Guide (Enclosure 4).

- l. The Division Secretariat has the autonomy to conduct activities relevant to the Competition (i.e. campaign drive, submission of entries, conduct of district-level screening, and awarding of winners).
- m. The Division Secretariat shall create the Division Screening Committee, which shall be composed of at least five (5) technical staff or officers of the SDO, headed by the Schools Divisions Superintendent, and at least one (1) judge teaching K to 3 from a non-participating school/s. An external judge (non-DepEd academician or storybook writer and illustrator) is also recommended to join the Division Screening Committee.
- n. The Criteria for Judging in the Division Level (Screening of Manuscripts) is herewith as Enclosure 5.
- o. The best three (3) stories per grade level adjudged by the Division Screening Committee shall be transmitted to the Regional Office for the next level of the Competition.
- p. The tabulation of winners using the Competition Report (Enclosure 6) shall be submitted to the Regional Secretariat.

- q. Non-winning entries may be subjected to a quality assurance for possible uploading to the Learning Resource Portal.
- r. The Division Secretariat shall issue a Certificate of Participation to the writers of all participating entries compliant to the rules of the Competition, to be signed by the Schools Division Superintendent.

3.6.2 Regional Level (Screening of Manuscripts)

- a. The Regional Office through the Learning Resource Management and Development System shall serve as the Regional Secretariat.
- b. The Regional Level (Screening of Manuscripts) shall evaluate the best three (3) stories from the Division Level of the Competition.
- c. Only the original version of the story is permitted in the Regional Level. Any modification done shall automatically result in the disqualification of the entry in this level of the Competition.
- d. The Regional Secretariat has the autonomy to conduct activities relevant to the Competition (i.e. campaign drive, submission of entries, screening, and awarding of winners).
- e. The Regional Secretariat shall create the Regional Screening Committee, which shall be composed of at least five (5) technical staff or officers of the RO, headed by the Regional Director and at least one (1) judge teaching K to 3 from a non-winning division or schools district. An external judge (non-DepEd academician or storybook writer and illustrator) is also recommended to join the Regional Screening Committee.
- f. The Criteria for Judging is attached (Enclosure 5).
- g. The best three (3) stories per grade level adjudged by the Regional Screening Committee shall be the basis of the Regional Level (Contest on Storybook Designing and Illustration).
- h. The rank of the best three (3) stories shall be announced only during the Regional Awarding Ceremony. This will be irrespective of the result of the Contest on Storybook Designing and Illustration.
- i. The tabulation of winners using the Competition Report (Enclosure 7) shall be submitted to the Regional Secretariat in charge of the Competition.
- j. Non-winning entries may be subjected to a quality assurance and may also be illustrated for possible uploading to the Learning Resource Portal.
- k. The Regional Secretariat shall issue a Certificate of Participation to the writers of all participating entries compliant to the rules of the Competition, to be signed by the Regional Director.

3.6.3 Regional Level (Contest on Storybook Designing and Illustration)

- a. The Regional Secretariat shall prepare a memorandum signed by the Regional Director announcing the Contest on Storybook Designing and Illustration of the best three (3) stories per grade level.
- b. The Contest is open to all teachers and non-teaching personnel of the Department of Education schools holding regular positions.
- c. In cases where no entries were submitted for winning stories, the Regional Offices may commission the book designing and illustration to the division or regional pool of illustrators and book designers who are full-time teachers or non-teaching personnel holding regular positions.

- d. Interested participants shall submit the Entry Form (Enclosure 3) for Illustrators and Book Designers to the Regional Secretariat within the timeline.
- e. Only one (1) participant shall serve as both the Illustrator and the Book Designer of the chosen storybook.
- f. The Regional Secretariat shall transmit the selected winning stories together with the pagination guides only to the participants with Entry Form.
- g. Participants shall select up to two (2) stories to illustrate and design.
- h. Participants may be given the contact details of the story writers for clarification and coordination regarding the artistic composition and other creative inputs.
- i. The illustrations shall not violate any provision in the Social Content Guidelines (Enclosure 9).
- j. Writers of the stories may also join the Contest as Illustrators and Book Designers.
- k. The accompanying dummy layout and book design may be modified. However, the number of words per page shall remain the same.
- l. The following is the Technical Guidelines of the Contest.

Contest Format	Storybook illustration and book design
File format	Editable desktop publishing software copy AND a protected data file copy
Color Mode	CMYK full color
Medium	No specific medium is required; contestants may utilize the standard and novel media
Image resolution	300 DPI or higher on A4 actual size

Text Regulations

	Kindergarten	Grade 1	Grade 2	Grade 3
Font Size	30 – 32	28 – 30	26 – 28	24 – 26
Typeface	Sans-serif fonts (e.g. Arial, Century Gothic, Calibri, Tahoma, Verdana)			
Number of Lines per Page	4 to 5	4 to 6	6 to 8	8 to 10
Number of Words per Line	2 to 4	4 to 6	6 to 8	8 to 10
Placement	Anywhere that facilitates proper reading; may utilize per page or per spread			
Margins/Gutters	No required gutter and margins			
Page Number Placement	No required page number assignment; if there is, mirror pagination shall be observed			

- l. The Regional Secretariat shall create the Regional Screening Committee, which shall be composed of at least five (5) technical staff or officers of the RO, headed by the Regional Director and at least one (1) judge teaching K to 3 from a non-winning division or schools district. An external judge (non-DepEd academician or storybook writer and illustrator) is also recommended to join the Regional Screening Committee.
- m. The tabulation of winners using the Competition Report (Enclosure 8) shall be submitted to the National Secretariat.

- m. The National Secretariat shall issue a Certificate of Participation to the writers of all participating entries compliant to the rules of the Competition, to be signed by the Director of the Bureau of Learning Resources.

3.6.5 Gawad Teodora Alonso

- a. The Gawad Teodora Alonso is the Hall of Fame component of the National Competition on Storybook Writing, awarded by the Department of Education to three-time winners of the said competition in any grade level. Teodora Alonso is known as the first teacher of Jose Rizal, inculcating in him values and learning through reading stories from the Bible and children's books.
- b. The point system is cumulative. One win in any grade level category is considered as one count. Only the writers of the winning storybooks are eligible. Illustrators and designers are encouraged to join as writers in order to qualify to the Gawad Teodora Alonso.

IV. Logistics

- 4.1 Expenses incurred during the Division and Regional Levels of the Competition shall be charged against the local funds subject to accounting and auditing rules and regulations.
- 4.2 The National Awarding Ceremony will be conducted after the Final Judging of Storybooks to recognize the Best Five (5) storybooks per grade level. The schedule will be announced at a later date.
- 4.3 Winners of the Competition will be invited through a formal invitation letter.
- 4.4 All expenses incurred in the National Awarding Ceremony shall be reimbursed through funds allocated for the program subject to usual government accounting rules.
- 4.5 Winners for each grade level will receive prizes in the form of cash and plaque of recognition.

	Kindergarten	Grade 1	Grade 2	Grade 3
First Place	Php 50,000.00	Php 50,000.00	Php 50,000.00	Php 50,000.00
Second Place	Php 40,000.00	Php 40,000.00	Php 40,000.00	Php 40,000.00
Third Place	Php 30,000.00	Php 30,000.00	Php 30,000.00	Php 30,000.00
Fourth Place	Php 20,000.00	Php 20,000.00	Php 20,000.00	Php 20,000.00
Fifth Place	Php 10,000.00	Php 10,000.00	Php 10,000.00	Php 10,000.00

- 4.6 The Best Storybook Illustration for each level, regardless of the rank in the overall judging, will also be awarded. A cash prize of Php 15,000 will be given during the National Awarding Ceremony.
- 4.7 Special awards may be given in addition to the regular competition.

V. Time Table

July 2018	Information Dissemination/Campaign Drive and Development of Stories
August 23-24, 2018	Division Level (Screening of Manuscripts)
September 6-7, 2018	Regional Level (Screening of Manuscripts)
September 2018	Regional Level (Contest on Storybook Designing and Illustration)
October 29-31, 2018	Submission of Storybooks from Regional Level to National Level
November 19-23, 2018	National Screening and Final Judging of Storybooks
December 2018	National Awarding Ceremony

- n. The result of the Contest on Storybook Designing and Illustration shall not affect the result of the Screening of Manuscripts.
- o. Five (5) finished copy of the winning storybooks shall be printed and transmitted to the National Secretariat for the final phase of the Competition.
- p. Printing through commercial printing presses or professional printers are not recommended. Personal computers or desktop computers may be used.
- q. Any type of durable binding may be used (e.g., saddle stitch, smyth sewn, perfect/glued).
- r. Printing may be done using personal computers, and binding may be smyth sewn or saddle stitch.
- s. A compact disc (CD) containing the editable and PDF copies of the storybook shall be attached.

3.6.4 National Level (Storybook Judging)

- a. The Bureau of Learning Resources through the Learning Resources Production Division shall serve as the National Secretariat.
- b. The National Level (Storybook Judging) shall judge the best three (3) storybooks per grade level from the Regional Level of the Competition.
- c. Only the storybooks duly transmitted by the Regional Secretariats shall be submitted to the Storybook Judging.
- d. The following is the Technical Guidelines for the printing of national entry storybooks.

Contest Format	Storybook competition
File format	Printed, following set guidelines on printing Editable soft copy and a PDF copy are also required
Paper quality	Must be at least 80gsm (book paper type)
Color	Full color print CMYK
Binding	Any type of durable binding (e.g., saddle stitch and smyth sewn)

- e. The National Secretariat shall use the Competition Report (Enclosure 8) to come up with the official list of national entries.
- f. The winning entries in the Regional Level must not have any identifying mark that is not directly relevant to the development of the story.
- g. The National Secretariat shall create the National Screening Committee, which shall be composed of specialists from the Bureau of Learning Resources (at most 10), Bureau of Curriculum Development (at most 4), and Bureau of Learning Delivery (at most 4).
- h. The National Screening Committee shall deliberate on the entries submitted to the national level with regard to compliance to identified curriculum, treatment of social content, accuracy of facts and concepts presented, plagiarism check, and compliance to technical specifications.
- i. Outcome of the deliberations will be reported to the board of judges for the Final Judging of Storybooks.
- j. The Final Judging of Storybooks shall be done by four (4) external judges who are composed of multi-awarded and seasoned storybook writers, illustrators, and academicians.
- k. The Criteria for Judging is attached (Enclosure 5).
- l. Non-winning entries may be subjected to a quality assurance and may also be illustrated for possible uploading to the Learning Resource Portal and/or national circulation.

Department of Education
BUREAU OF LEARNING RESOURCES
National Competition on Storybook Writing
2018

Date of Receipt: _____
Received by: _____

Official Entry Form for Writers
PERSONAL INFORMATION AND ASSIGNMENT OF RIGHTS

WRITER'S NAME: _____ Age and Date of Birth: _____ Gender: _____ Civil Status: _____ Place of Birth: _____	2x2 picture: taken in 2018
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Contact Information

Mobile Number: _____
Landline (if applicable): _____ Fax No.: _____
Address: _____
Email: _____
Name of School: _____
Address of School: _____
District (for elementary) and Division: _____
Position and Assigned Grade Level: _____
Designation (if applicable): _____
Name of Principal: _____
Contact Number of School or the Principal: _____

STORIES SUBMITTED	
Title	Grade Level
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____

I solemnly swear on my honor that this storybook is my original creation and not an imitation from any existing learning resources in any government, non-government, private and commercial institution. I am fully aware of the consequences and penalties that may be imposed upon should this material be proven plagiarized, copied or imitated, under the existing laws, rules and regulations. I therefore affix my signature and that of my immediate supervisor to attest to the accuracy and truthfulness of this entry form.

I declare that I have read and have accepted the rules of this Competition. I hereby grant the Department of Education the exclusive right to exercise copyright and other intellectual property rights, including storage, derivation, and distribution, provided that I be listed as the main author of the Work.

Signed this ____ day of _____, 2018.

Printed Name and Signature of Writer

Printed Name and Signature of Immediate Head

ENCLOSURE NO. 3

Department of Education
BUREAU OF LEARNING RESOURCES
National Competition on Storybook Writing
2018

Date of Receipt: _____

Received by: _____

**Official Entry Form for Book Designers/Illustrators
PERSONAL INFORMATION AND ASSIGNMENT OF RIGHTS**

Book Designer's/Illustrator's Name: _____ Age and Date of Birth: _____ Gender: _____ Civil Status: _____ Place of Birth: _____	2x2 picture taken in 2018
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Contact Information

Mobile Number: _____
Landline (if applicable): _____ Fax No.: _____
Address: _____
Email: _____

Name of School: _____
Address of School: _____
District (for elementary) and Division: _____
Position and Assigned Grade Level: _____
Designation (if applicable): _____

Name of Principal: _____
Contact Number of School or the Principal: _____

<p style="text-align: center;">ENTRIES</p> <p>1) Title: _____ Grade Level: _____ Writer: _____</p> <p>2) Title: _____ Grade Level: _____ Writer: _____</p>

I solemnly swear on my honor that this entry is my original creation and not an imitation from any existing learning resources in any government, non-government, private and commercial institution. I am fully aware of the consequences and penalties that may be imposed upon should this material be proven plagiarized, copied or imitated, under the existing laws, rules and regulations. I therefore affix my signature and that of my immediate supervisor to attest to the accuracy and truthfulness of this entry form.

I declare that I have read and accepted the rules of this Competition. I hereby grant the Department of Education the exclusive right to exercise copyright and other intellectual property rights, including storage, derivation, and distribution, provided that I be listed as the main book designer/illustrator of the Work.

Signed this ____ day of _____, 2018.

Printed Name and Signature of Writer

Printed Name and Signature of Immediate Head

Department of Education
BUREAU OF LEARNING RESOURCES

National Competition on Storybook Writing
2018

PAGINATION GUIDE

Pursuant to the mechanics of the National Competition on Storybook Writing, the following Pagination Guide shall be observed:

1. The total number of pages should be any of the following: **20, 26, 30, or 36 pages.**
2. Four pages (first two and last two pages) are assigned as cover pages.
3. Endpapers may be designed in spread with the Inside Front and Inside Back covers, respectively.
4. Copyright Page shall be placed at the back of the front Endpaper (Page 4).
5. Title Page follows the Copyright Page, and should be placed on the right page (recto page).
6. The presentation of the story should be by panel (illustration and text), utilizing either the whole page or two-page spread.
 - Option 1:* For each panel sequence (two-page spread), text may be placed on one page and illustration on the adjacent page to facilitate picture-aided reading.
 - Option 2:* For each panel sequence (two-page spread), text and illustrations may be placed together to create a visually comprehensible story reading.
 - Option 3:* For each panel (whole page), text and illustrations may be placed together to facilitate visual comprehensible story reading.
7. The list of learning competencies covered and the accompanying processing questions and activities shall be placed after the story.
8. A short information about the writer shall be placed on a box below the Inside Back Cover. This is applicable only *after* the Contest on Book Designing and Illustration.
9. The Back Cover shall contain a short synopsis and a teaser to the story. The synopsis should introduce the plot of the story without giving away the whole storyline.
10. Following the guidelines, an example of a 36-page story has the following pagination:

Page	Content
1	Cover
2	Inside Front Cover
3	Endpaper (may be decorated and may contain the main character)
4	Copyright Page
5	Title Page
6 to 30	Story panels / sequences
31	List of learning competencies and processing questions
32	Activities for the development of learning competencies
33	Additional Activities
34	End Paper (may be decorated and may contain the main character)
35	Inside Back Cover (should contain the author identification)
36	Cover Page (should contain the synopsis and teaser to the story)

Department of Education
BUREAU OF LEARNING RESOURCES

National Competition on Storybook Writing
2018

CRITERIA FOR JUDGING

Prior to judging, the Screening Committees shall weed out the entries that do not comply with the following:

1. Social Content Guidelines (Enclosure 9)
2. Plagiarism Check
3. Kto12 Learning Competencies
4. Accuracy of Facts and Concepts

Screening of Manuscripts (Division and Regional Levels)

Criteria	Factors	Percentage
Concept	Originality, creativity	10%
Storytelling Style	Artistic presentation, use of literary device (idioms, figures of speech, etc.), appropriate tone of the story	30%
Plot and Pacing	Story progression (three-act, framing, etc.), Unpredictability, conflict presentation and resolution	10%
Characterization and/or Dialog	Utilization of character, effective use of dialog (as needed)	10%
Development of the Theme	Clarity of the theme	10%
Development of Learning Competency	Effective presentation and treatment of competency, appropriateness to grade level	20%
Presentation Standards	Spelling, punctuation, grammar, usage, orthographic compliance, styling	10%

Contest on Storybook Designing and Illustration (Regional Level)

Criteria	Factors	Percentage
Appropriateness of the Illustration	Purpose, intent, message	40%
Media/mode of Presentation	Use of appropriate media in relation to the story	15%
Technique and Skill	Expertise, consistency, etc	25%
Viewer Reception/Overall Design and Artistic Composition		10%
Use of Elements and Principles of Art		10%

Storybook Judging (National Level)

Criteria	Factors	Percentage
Text	Concept/Premise Storytelling Style Plot and Pacing Characterization and/or Dialog Development of the Theme Development of Learning Competency Presentation Standards	60%
Art	Appropriateness of the Illustration Media/Mode of Presentation Technique and Skill Viewer Reception/Overall Design and Artistic Composition Use Elements and Principles of Art	40%

Department of Education
BUREAU OF LEARNING RESOURCES

National Competition on Storybook Writing
2018

SOCIAL CONTENT GUIDELINES

Social content refers to themes or topics for which the DepEd prescribes certain guidelines when these themes or topics are included or referred to in lessons in the learning resources. Among the themes or topics are those on the Filipino Learner and Teacher, The Filipino Nation and Philippine Society, Citizenship and Social Responsibility, Individuals and Social Identities, Social Institutions, Gender, Media, Technology, and Communication, Health and Safety, and Environment.

Learning resources that follow these guidelines avoid stereotypes and help develop in learners such desirable values as nationalism, justice, moral uprightness, inclusivity, understanding, and compassion among others. Through the concrete expression of such values, the DepEd's core values are realized.

The following guidelines on social content are recommended for integration in learning resources:

The Filipino Learner

1. Portray the learners as multi-faceted with physical, intellectual, and psychoemotional, spiritual and socio-cultural traits.
2. Highlight the dignity of learners and communicate respect for their rights.
3. Uphold the learners' unique values and principles that shape their way of thinking and dealing with others.
4. Mirror the diversity of learners' lived experiences, settings, and contexts.
5. Depict learners as capable of constructing and reflecting on their own experiences and the experiences of others.
6. Portray learners as active seekers of knowledge who rely on multiple sources of information and are able to think critically about that knowledge.
7. Depict learners as having 21st century skills (information, media, and technology skills, learning and innovation skills, communication skills, life and career skills) who actively develop, take advantage of, and put such skills to good use.
8. Nurture learners' curiosity and creativity so they will develop into life-long learners.

The Filipino Nation and Philippine Society

1. Depict national symbols and institutions in contexts that promote respect for their meanings.
2. Foster a sense of justice and obedience to and respect for the Constitution and the law.
3. Maximize the use of illustrations and photographs depicting the diversity of Philippine setting and environments (e.g., local communities, local objects, flora and fauna endemic to the Philippines).
4. Highlight the diversity of Philippine cultural communities, including indigenous cultural communities (ICCs).

5. Depict expression of Philippine cultures– technologies, inventions, games, dances, songs, literature, dress, food, festivals, celebrations, practices, customs, and others – guided by protocols for culture sensitivity such as DO 51, s. 2014 (Guidelines on the Conduct of Activities and Use of Materials Involving Aspects of Indigenous Peoples Culture).
6. Show community settings that feature a mix of rural, sub-urban, and urban situations without stereotyping any of them.
7. Refrain from giving importance and attention to popularized fads, transitory personages and events, and untested theories or views.
8. Include foreign products, practices, and values only as needed and appropriate to the competencies being covered. When included, these foreign products must be featured in ways that do not prejudice Philippine products, practices, and values.

Citizenship and Social Responsibility

1. Encourage participative and responsible citizenship (e.g., depicting individual initiative rather than overdependence on organized government, dole-outs, or foreign aid).
2. Promote respect for the rights of children, elderly, persons with disability (PWDs), Indigenous Cultural Community (ICCs)/Indigenous Peoples (IPs), pregnant women, workers, and other vulnerable sectors of the society.
3. Promote the observance of high ethical standards and codes of behavior in all aspects of the society.
4. Foster attitudes of inclusivity, acceptance, understanding, and appreciation for diverse cultures, sectors, and groups in society.
5. Depict contributions of individuals and ethnic, cultural, and religious groups that promote the common good of the community and the larger society.
6. Feature role models who come from different places, historical periods, sociocultural contexts, genders, abilities, and ages. They must be of exceptional and acknowledged accomplishment or virtue regardless of their ethnic, cultural, or political origin or affiliation.
7. Depict a person's or a group's accomplishments and virtues accurately and avoid sensationalizing or unduly extolling them.
8. Avoid the depiction of physical, sexual, verbal, and mental abuse of adults and children as well as violent sports and entertainment.
9. Avoid featuring or including situations and materials that encourage or rationalize crime, violence, and the maligning of people.

Individuals and Social Identities

1. Depict the diversity of individuals and their circumstances in society and promote sensitivity to and respect for the dignity and equal treatment of all. These may include PWD learners and their learning circumstances and learners in varied cultural and religious contexts among others.
2. Avoid views or opinions that highlight stereotypes and encourage cultural, moral, and social insensitivities against particular social classes, gender groups, political affiliations, cultural or religious groups.
3. Avoid inaccurate, unnecessary, or inappropriate portrayal of or reference to the physical appearance, cultural customs, social classes, symbols, observances, festivals, dress, names, or language of any ethnic group or nationality.

4. Avoid sexist language, bias, prejudice, and stereotyping of various genders in the depiction of behaviors, home and family roles, professions, occupations, and contributions to society.

Social Institutions

Family

1. Show respect for different family patterns (e.g., nuclear, extended, with a single parent, or with two parents, etc.).
2. Promote responsible parenthood.

Religious / Faith groups

3. Use religious references, symbols, celebrations, and language (in the text, illustrations, or photographs) free of bias and only when it is appropriate in relation to the subject matter.
4. Ensure that any reference to a religious group is appropriate, accurate, and authentic in relation to the setting and/or period of history in which they are presented.

Work institutions

5. Present and promote a balanced and just relationship between workers and managers in the depiction of their roles and responsibilities.
6. Shows workers of various professions that contribute positively to the development or growth of their communities or of the country.
7. Present public servants such as police officers, soldiers, and government officials as responsible, accountable, trustworthy, and working for the common good of the community.

Commercial entities

8. Avoid mentioning commercial brand names and corporate logos in text or showing them in illustrations or photographs. Instead, writers may invent or fabricate a brand in order to fulfill the purpose of the lesson without promoting real-life brand names and products.
9. Avoid incorporating any form of commercial solicitation and advertising like promotional materials, chain letters, and pyramid schemes.

Gender

1. Avoid differentiating, either explicitly or implicitly between the capability of males and females to contribute to the political, economic, or social well-being of Philippine society of the world.
2. Maintain balance in the treatment of gender roles, occupations, and contributions in both text and non-text material.
3. Depict gender and sexuality as an aspect of one's personhood in positive ways.
4. Portray gender and sexual diversity in a respectful manner using a rights-based approach.

Media, Technology, and Communication

1. Portray ethical media practices.
2. Demonstrate the importance of using different forms of media as a means for communication and expression of ideas.
3. Highlight technological innovations as products of human ingenuity and as part of human development.
4. Depict responsible, safe, and secure use of information and communications technology (ICT).

5. Promote positive and healthy attitudes towards ICT and its use.

Health and Safety

1. Promote the physical and mental well-being of children and adults while applying gender sensitivity with regard to health concerns.
2. Promote proper nutrition and avoid featuring junk food and their enjoyment.
3. Promote healthy and safety standards and precautions.
4. Promote disaster-risk management and preparedness.
5. Discourage the habitual use of tobacco and alcohol and the use of narcotics, restricted drugs, and other addictive substances.

Environment

1. Portray a lifestyle that contributes toward reducing the impact of climate change.
2. Portray efforts to conserve and care for the country's natural resources and protect the wellbeing of the environment.
3. Promote personal and community involvement in environmental management for sustainable development.
4. Encourage humane treatment of and respect for all life forms.