



Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

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OFFICE OF THE SECRETARY

August 27, 2013

MEMORANDUM CIRCULAR

NO. 2013-85

TO : ALL PROVINCIAL GOVERNORS, CITY MAYORS, MUNICIPAL MAYORS, ARMM REGIONAL GOVERNOR, DILG REGIONAL DIRECTORS AND OTHERS CONCERNED

SUBJECT : 1st SHORT COURSE ON DEVELOPING SKILLS IN COMMUNICATING HEALTH AND NUTRITION MESSAGES USING THE SOCIAL MEDIA

The Department of Nutrition, College of Public Health, University of the Philippines Manila, will hold its 1st Short Course on Developing Skills in Communicating Health and Nutrition Messages Using the Social Media on September 24-26, 2013 at Tropicana Hotel, Guerrero Street, Ermita, Manila.

The course was designed to respond to perennial problems of lack of information, Education and Communication (IEC) materials in the field, inadequate opportunity to be updated on the current trends in program management, delayed dissemination of advisories and guidelines to field implementers that affect program implementation.

The participants are expected to benefit from the short course by equipping them with principles and strategies of mass media strategies anchored on cognitive and behavior change theories, formulate communication objectives and topic guide based on the current health and nutrition challenges experienced by participant's organization, develop messages for specific recipients and finally post/upload messages in existing organization's website.

In view thereof, all Local Chief Executives are hereby encouraged to send the Head of their Provincial, City and Municipal Health Offices, to attend the said course on official business. The payment of registration fee per participant is hereby allowed including travelling expenses and accommodation costs chargeable against local funds, subject to the availability thereof and to the usual accounting and auditing rules and regulations.

For further inquiries and confirmation please contact Dr. Ma. Socorro E. Ignacio or Mr. Rowel C. Malimban at Telefax Number (+632)525-5858, with email address: cphnutrition_dept@yahoo.com. A Reply Slip is hereto attached.

For the guidance of all concerned.

Mar Roxas
 MAR ROXAS
 Secretary