



Republic of the Philippines
City Government of Muntinlupa
CITY OF MUNTINLUPA
Office of the City Mayor



EXECUTIVE ORDER No. 5
Series of 2021

**PROVIDING FOR AMENDMENTS TO EXECUTIVE ORDER NO. 2, SERIES OF 2021,
ON THE CREATION OF THE TASK FORCE ON COVID-19 VACCINATION
OF THE CITY OF MUNTINLUPA,
PARTICULARLY ON THE CREATION AND COMPOSITION OF THE
COMMUNICATIONS, ADVOCACY AND PARTNERSHIP TEAM**

WHEREAS, Executive Order No. 2, Series of 2021, entitled *Providing for the Creation of the Task Force on Covid-19 Vaccination of the City of Muntinlupa, Its Composition and Functions*, dated 20 January 2021;

WHEREAS, Section 3.C., *supra*, provides for the Creation and Composition of the Demand Generation and Communication Team of the Task Force;

WHEREAS, Memorandum Circular No. 2021-019, issued by the Department of the Interior and Local Government (DILG), signed by Undersecretary Bernardo C. Florece, Jr, and dated 17 February 2021, provides all LGUs "*shall establish a local Vaccination Operations Center (VOC) with dedicated Communications, Advocacy and Partnership Team. This team shall lead in the implementation of demand generation activities and communications on the local level;*"

WHEREAS, the aforementioned Communications, Advocacy and Partnership Team provides for an expanded composition and list of functions;

WHEREAS, in light of the premises presented, there is a necessity to amend Executive Order No. 2, Series of 2021, particularly on the Demand Generation and Communication Team;

NOW, THEREFORE, I, Jaime R. Fresnedi, City Mayor of Muntinlupa, by virtue of the powers vested in me by law, do hereby order and decree that:

Section 1. Creation and Composition.

The Communications, Advocacy and Partnership Team (CAPT, *for brevity*) of the Task Force on Covid-19 Vaccination of the City of Muntinlupa is hereby created. This particularly amends Section 3.C. of Executive Order No. 2, Series of 2021.

CERTIFIED TRUE COPY

SIGNATURE: 
DATE : 3-23-21



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It shall be composed, from hereon, of the following individuals, namely:

- a. Sharon Alvarez-Dagundon,
Unit Head, Health Education and Promotion Officer (HEPO) Chairperson;
- b. Teresita Valencia-Navarro,
Public Information Office Co-Chairperson;
- c. Bernadette G. Ferino,
DILG City Director, Local Government Operations Officer Member;
- d. Erwin O. Alfonso,
Department of Disaster Reduction and Management Member;
- e. Designated HEPO of all Health Centers,
Barangay Level Representatives Member;
- f. Socorro Hao, MD,
Muntinlupa Medical Society,
Representative, Civil Society Organization Member.

Section 2. Functions.

Generally, the CAPT shall lead in the implementation of demand generation activities and communications on the city level.

Specifically, it shall perform the following functions, namely:

- a. Implement the Demand Generation Playbook, which is a step-by-step guide for the city to communicate and engage its constituents about the covid-19 vaccine;
- b. Adopt the National Government's thematic campaign messages, as follows:
 - i. Use BIDA Solusyon PLUS materials for all covid-19 vaccine advocacy;
 - ii. Align all pronouncements to the key messages prescribed by the Task Group on Demand Generation and Communications (TG DGC) and weekly updated key messages to be distributed. For example, endorse only FDA-approved covid-19 vaccines and avoid endorsing a specific brand of vaccine;
- c. Undertake Social Mobilization, Advocacy and Behavioral Change Communication Activities through



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1. Mobilize local leaders, health professionals, partners and other influencers.
 - 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.

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.

- d. Advocate the national covid-19 vaccination program,
 - i. Submit (1) written or published statement and (2) video to the national TG DGC following provided script and send to odg@pia.gov.ph
 - ii. Tap local health professionals or local health professional organizations (PMA, PNA, among others) to speak at community assemblies and/or town hall meetings to strengthen advocacy;
 - iii. Organize a pre-deployment launch aligned with the national government's national vaccine deployment launch program.

- e. Direct Information Officers, Health Officers, and Health Education and Promotion Officers to attend the Training of Trainers organized by the NTF Task Group DGC, the DOH and the DILG. The following activities shall be organized, namely:
 - i. Symposium Series on Must-Knows. This is training for DILG City Director, Chief of Police, Fire Marshall, and Jail Warden;
 - ii. Vaccine Communications Trainors Training. This is training for City Health Officers, the Public Information Officer and allied staff members, and Barangay HEPOs;
 - iii. Town Hall Meetings for Civil Society Organizations (CSOs);
 - iv. Such other programs and projects that shall be organized as needed.



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- f. Cascade information and communication materials to promote the vaccination program of the government within their respective jurisdictions. It can be done through:
- i. Distribute, disseminate, post, and video play 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
 - ii. 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;
 - iii. Share the most accurate and updated information found in the following online platforms. Share the most accurate and updated information shall be found in the following online platforms:
DOH Viber Group;
DOH Facebook;
DOH Twitter;
covid19.healthphilippines.ph;
covid19.gov.ph/vaccine
- g. Conduct surveys and gather public sentiment on vaccines to be reported to the national TG DGC. These activities include:
- i. Manage the conduct of face-to-face survey in the city using the protocol and survey form developed by the national TG DGC. The results of which must be encoded by the City Government of Muntinlupa and forwarded to the regional HEPO. The survey shall be conducted in the first few weeks of March 2021 and September 2021. The results shall be submitted to the Regional HEPO by the end of March 2021 and September 2021;
 - ii. Report frequently asked questions/rumors/misinformation regarding the covid-19 vaccine to the Regional HEPO found in the Champions Kit.
- h. Invite local media partners to attend training and media literacy sessions organized by the DILG and Task Group DGC.
- i. Report the exact location of the vaccination sites to the DOH and the DILG Regional or Field Office 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.



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Section 3. Integral Part.

This Executive Order shall be made an integral and inextricable part of Executive Order No. 2, Series of 2021.

Section 4. Repealing Clause.

Any order or directive inconsistent with any provision found herein shall be deemed repealed, revoked or amended accordingly.

Section 5. Separability Clause.

In the event that any provision found herein shall be judicially decided illegal or administratively declared infirm, untouched provisions shall remain in full force and effect.

Section 6. Effectivity Clause.

This Executive Order shall take effect immediately, and it shall remain in full force and effect until repealed, revoked or amended accordingly.

DONE AND EXECUTED on this 11th day of March 2021 in the City of Muntinlupa.


JAIME R. FRESNEDI
City Mayor