



Republic of the Philippines  
Department of Education  
REGION XI  
SCHOOLS DIVISION OF PANABO CITY

Office of the Schools Division Superintendent

September 3, 2024

**DIVISION MEMORANDUM**

No. D164 s. 2024

**DISSEMINATION OF DEPARTMENT OF HEALTH'S "4 OCLOCK HABIT"**

To: **BASILIO P. MANA-AY JR., CESO VI**  
Assistant Schools Division Superintendent  
**AILENE B. ANONUEVO PhD**  
Chief Education Supervisor - Schools Governance and Operations  
Division  
**JANWARIO E. YAMOTA**  
Chief Education Supervisor - Curriculum Implementation Division  
**Education Program Supervisors**  
**Public Schools District Supervisors**  
**School Heads of Public and Private Elementary and Secondary  
Schools**

1. Attached is a Letter from **Alfredo A. Lacerona MD, Provincial Health Officer** II re: **Dissemination of Department of Health's "4 OClock Habit"**, a crucial initiative aimed at controlling the spread of dengue.
2. As of August 17, 2024, Davao del Norte has recorded 4,473 cases of dengue of which 1,115 from Panabo City, with 20 deaths attributed to the disease. This alarming situation requires immediate and unified response to prevent further escalation and ensure the safety and well-being of our students and school communities.
3. In this regard, this Office supports the Department of Health's **"4 O'clock Habit"**. The 4 O'clock Habit is a daily coordinated effort where, at 4:00 PM, everyone in the community is encouraged to take a moment to search for and eliminate potential mosquito breeding sites. This habit focuses on simple yet effective actions like overturning containers that collect water, cleaning up surroundings, and ensuring that there are no stagnant water sources where mosquitoes can breed.
4. Additionally, this Office adopts the **"Brigada Kalinisan Para sa Kalusugan/Aksyon Barangay Kontra Dengue (ABKD) Pagtibayin!"**. This



Republic of the Philippines  
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program emphasizes the importance of collective community action in maintaining clean and healthy environments to prevent the spread of dengue. This initiative further reinforces efforts on dengue prevention.

**5.** It is encouraged the integration of the “**5S Strategy**” to further strengthen efforts within the school environment, to wit:

- a. **Search and destroy** mosquito-breeding sites.
- b. **Self-protection measures**, such as wearing long-sleeved clothing and using mosquito repellent.
- c. **Seek early consultation** if dengue symptoms are present.
- d. **Support fogging or spraying** only in identified hotspot areas.
- e. **Sustain hydration**.
- f. **School Clean-Up Drives**. Organize regular clean-up activities within school premises to eliminate potential mosquito breeding sites, such as stagnant water and improperly discarded containers.
- g. **Health Education Campaigns**. Implement awareness programs in schools to educate students, teachers and staff about the importance of maintaining a clean environment and the proper use of protective measures against mosquito bites.
- h. **Monitoring and Surveillance**. Establish a monitoring system within schools to promptly identify and address areas that may become dengue hotspots.
- i. **Collaborative Efforts**. Foster collaboration among school administrators, teachers, parents, and students to ensure the success of these initiatives, creating a collective responsibility for maintaining a dengue-free environment.
- j. **Creation/Re-activation of School Dengue Task Force**. Encourage the establishment or revitalization of Dengue Task Force within schools. This task force should involve teachers, students, and school staff who will lead and coordinate dengue prevention activities, including the 4 O'clock habit, ensuring that the entire school community actively participates in dengue control efforts.

**6.** For your information and compliance.

  
**JINKY B. FIRMAN PhD, CESO VI**

Assistant Schools Division Superintendent  
Officer-In-Charge

**RELEASED**

**SEP 03 2024**

SGOD/ABA/cjms

RECORDS SECTION-SDO PANABO CITY



## PROVINCIAL HEALTH OFFICE



BACONG PILIPINAS

#11959 SOS

August 30, 2024

**JINKY B. FIRMAN, CESO VI**  
Schools Division Superintendent  
Division of Panabo City

DepED Division of Panabo City,  
RECORDS SECTION

RE SEP 02 2024  
By: \_\_\_\_\_ Time: 9:13

Dear Madam,

Greetings of peace and health!

Our province is currently facing a significant challenge with the rising cases of dengue. As of August 17, 2024, Davao del Norte has recorded 4,473 cases of dengue, with 20 deaths attributed to the disease. This alarming situation requires our immediate and unified response to prevent further escalation and ensure the safety and well-being of our students and school communities.

In this regard, we earnestly seek the support of the Department of Education in reinforcing the Department of Health's *"4 O'clock Habit,"* a crucial initiative aimed at controlling the spread of dengue. The *4 O'Clock Habit* is a daily coordinated effort where, at 4:00 PM, everyone in the community is encouraged to take a moment to search for and eliminate potential mosquito breeding sites. This habit focuses on simple yet effective actions like overturning containers that collect water, cleaning up surroundings, and ensuring that there are no stagnant water sources where mosquitoes can breed.

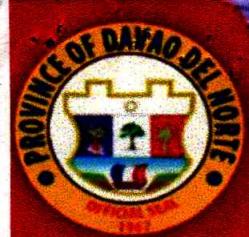
Additionally, we would like to bring to your attention the memorandum from the Secretary of Health regarding the strengthening of dengue prevention and control through *"Brigada Kalinisan Para sa Kalusugan/Aksyon Barangay Kontra Dengue (ABKD) Pagtibayin!"* This program emphasizes the importance of collective community action in maintaining clean and healthy environments to prevent the spread of dengue. We believe that incorporating this initiative into our school activities will further reinforce our dengue prevention efforts.

We encourage the integration of the *"5S Strategy"* within the school environment:

1. **Search** and destroy mosquito-breeding sites.
2. **Self-protection** measures, such as wearing long-sleeved clothing and using mosquito repellent.
3. **Seek** early consultation if dengue symptoms are present.
4. **Support** fogging or spraying only in identified hotspot areas.
5. **Sustain** Hydration



## PROVINCIAL HEALTH OFFICE



BAGONG PILIPINAS

To further strengthen our efforts, we request your office to consider the following actions within schools:

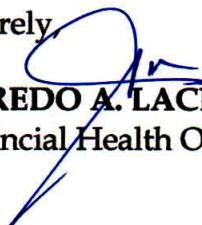
1. **School Clean-Up Drives:** Organize regular clean-up activities within school premises to eliminate potential mosquito breeding sites, such as stagnant water and improperly discarded containers.
2. **Health Education Campaigns:** Implement awareness programs in schools to educate students, teachers, and staff about the importance of maintaining a clean environment and the proper use of protective measures against mosquito bites.
3. **Monitoring and Surveillance:** Establish a monitoring system within schools to promptly identify and address areas that may become dengue hotspots.
4. **Collaborative Efforts:** Foster collaboration among school administrators, teachers, parents, and students to ensure the success of these initiatives, creating a collective responsibility for maintaining a dengue-free environment.
5. **Creation/Re-activation of School Dengue Task Forces:** Encourage the establishment or revitalization of Dengue Task Forces within schools. These task forces should involve teachers, students, and school staff who will lead and coordinate dengue prevention activities, including the *4 O' Clock Habit*, ensuring that the entire school community actively participates in dengue control efforts.

By working together, we can create a safer and healthier school environment, significantly reducing the risk of dengue outbreaks and safeguarding the health of our students.

We trust in your leadership and commitment to the welfare of our youth and look forward to your continued cooperation in this critical endeavor.

Thank you very much, and may our combined efforts lead to a dengue-free Davao del Norte.

Sincerely,

  
**ALFREDO A. LACERONA, MD**  
Provincial Health Officer II



Republic of the Philippines  
Department of Health  
OFFICE OF THE SECRETARY

8 May 2013

**DEPARTMENT MEMORANDUM**

No. 2013 - 0156

**TO:**

**ALL DIRECTORS IN THE CENTERS FOR HEALTH  
DEVELOPMENT AND HEALTH SECRETARY OF  
AUTONOMOUS REGION IN MUSLIM M INDANAO**

**SUBJECT:**

**Adopting the 4 O'clock Habit as a strategy against Dengue**

Every year, more and more Filipinos are getting infected with dengue virus. It is frustrating to know that despite the efforts made by different stakeholders, dengue morbidity rate continuous to rise. But such efforts and persistence need not to be stopped until the people realized that the only way to prevent dengue is their active cooperation and participation to search and destroy mosquito breeding places.

Barangay officials, being the closest group to reach the households, are sought to be the most effective means to encourage the people to act against dengue. And to motivate these groups to act, the DOH will revitalize the "4- O'clock habit", a DOH campaign strategy adopted by the department in 1996 where community members are encouraged to search and destroy mosquito breeding places every 4:00 PM.

**"STOP, LOOK, AND LISTEN, ABKD PAGTIBAYIN!"** will be the campaign's theme for this year. **STOP** at 4:00 PM, **LOOK** inside and outside your house to search and destroy possible mosquito breeding places; **LISTEN** to Barangay officials on how to prevent dengue in your area. And join the "**Aksyon Barangay Kontra Dengue**" activity.

Relative to this, all are advised to adopt the said strategy and campaign theme in all your dengue prevention and control activities including the observance of Dengue Awareness Month and ASEAN Dengue Day on June 15.

Attached are prototype copies of the 4 O'clock Habit for your guidance.

By the Authority of the Secretary of Health:

**CERTIFIED TRUE COPY**

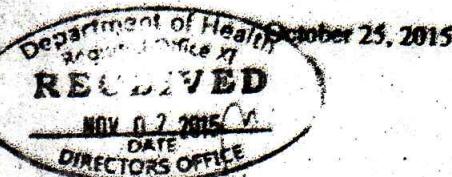
**MAY 20 2013**

*Enrique A. Tayag, MD, FPSMID, PHSAE, CESO III*  
**ENRIQUE A. TAYAG, MD, FPSMID, PHSAE, CESO III**  
Assistant Secretary of Health

*Marykeen V. Aguirre*  
**MARYKEEN V. AGUIRRE**  
Chief, Records Section - IMA  
Department of Health

Republic of the Philippines  
Department of Health  
**OFFICE OF THE SECRETARY**

DEPARTMENT MEMORANDUM  
No 2015 - D345



**FOR :** NESTOR F. SANTIAGO, JR. MD  
ASSISTANT SECRETARY, OFFICE FOR HEALTH OPERATIONS

**SUBJECT :** ALL REGIONAL DIRECTORS AND REGIONAL DENGUE COORDINATORS

**SUBJECT :** Strengthening Dengue Prevention and Control Through "Brigada Kalinisan Para sa Kalusugan/Aktyon Barangay Kontra Dengue (AKBD) Paggalibayin!"

The Department of Health, in collaboration with the Department of Education (DepEd), the Department of Social Welfare and Development (DSWD), the Department of Interior and Local Government (DILG), and the local government units (LGUs) are intensifying their campaign on dengue prevention and control through "Brigada Kalinisan para sa Kalusugan/Aktyon Barangay Kontra Dengue (AKBD) Paggalibayin!". This is a response to the observed increasing dengue cases in some communities.

Please be advised to jointly undertake the following collaborative actions in your respective regions for a more cohesive approach on our dengue interventions:

1. Regional Health Directors shall lead the coordination with DSWD, DepED, and LGUs in prioritizing areas and schools with high dengue cases for the planning of dengue information dissemination activities, environmental clean-up, and Insecticide-Treated Screen (ITS) installation.
2. Regional Health Offices shall provide prototype IEC materials to Regional DepEd during their conduct of school clean up on November 2-8, 2015. These materials are school-appropriate and community-appropriate teaching materials and can be integrated in the school curricula/ teaching syllabi at every level.
3. Regional Health Offices in partnership with DepEd Regional Offices shall jointly identify public elementary schools for the allocation of ITSs. This is based on the number of dengue cases, vis-a-vis, the number of schools at the identified sites. ITS shall be installed in all classrooms at the ground floor of every school identified.
4. Regional Health Offices in partnership with DSWD Regional Offices shall engage the assistance of parent leaders and selected beneficiaries of 4Ps for actual work on installing/setting up the ITSs. Likewise, the Parent-Teacher Associations (PTAs) of the schools identified can serve as the manpower support to effect the ITS installation and environmental clean-up.
5. All Regional Health Directors through their respective Dengue Coordinators shall provide quarterly feedback on the status of this Dengue Program strategy including status of ITS installation, school activities, and community/local actions.

For guidance and strict compliance.

  
**JANETTE P. LORETO-GARIN, MD, MBA-H**  
Secretary of Health