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

Office of the Schools Division Superintendent

May 28, 2025

DIVISION MEMORANDUM

No. 0128 s. 2025

**CELEBRATION OF THE NATIONAL NO SMOKING MONTH
AND WORLD NO TOBACCO DAY 2025**

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. The Schools Division of Panabo City through the SGOD – School Health and Nutrition Section joins the public in the celebration of the World No Tobacco Day on May 31, 2025, and National No Smoking Month which is celebrated every June.
2. Smoking continues to be among the top leading causes of respiratory illnesses, cancer, and other related health conditions worldwide. According to the World Health Organization (WHO), tobacco usage kills more than 8 million people a year around the world. More than 7 million of those death is the result of direct tobacco use while 1.2 million are the result of non-smokers being exposed to second-hand smoke.
3. This year's theme is "**Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products**" which aims to raise awareness about the tobacco and nicotine industries' strategies to attract new users, especially young people, through marketing tactics like appealing product designs, flavors, and glamorized imagery.

4. Relative to this, schools and offices are hereby reminded of the provisions of DepEd Order No. 48 series of 2016 or the Policy Guidelines on Comprehensive Tobacco Control which PROHIBITS schools to accept gifts, donations, and sponsorships from companies in the tobacco industry, whether directly and indirectly, or in the guise of corporate social responsibility (CSR) projects.
5. Further, ALL are reminded that cigarette smoking, use of vape or any other form of smoking is **PROHIBITED INSIDE THE SCHOOL PREMISES, DEPED OFFICES AND BUILDINGS**. Violation of this policy is subject to disciplinary action cited in the DepEd Order No. 48 s. 2016 and CSC Memorandum Circular No. 17 s. 2009.
6. All schools are hereby enjoined to simultaneously conduct activities on June 2, 2025. Suggested activities are the following but not limited to:
 - a. Posting of IEC Materials in front of School and School's social media accounts (e.g. tarpaulins highlighting this year's WNTD Theme)
 - b. Conduct information dissemination activities e.g. lectures, symposia and the like
 - c. Advocacy campaigns
7. Teaching and non-teaching personnel and learners who smoke and are willing to quit are advised to contact the Division Tobacco Coordinator through the Tobacco Quitline 0920-951-1648.
8. Documentation relative to the conduct of anti-smoking activities for the School Year 2024-2025 are requested to be uploaded for Division collation via <https://tinyurl.com/WNTDay2025>. The link may only be accessed through a registered DepEd email and in accordance with R.A. 10173 (Data Privacy Act). Schools are expected to have transmitted their data on or before June 30, 2025.
9. For your information and compliance.

For and in the absence of the SDS

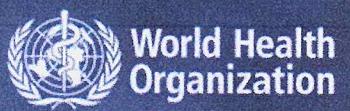

BASILIO P. MANA-AY JR., CESO VI
Assistant Schools Division Superintendent
Officer-In-Charge

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MAY 29 2025

RECORDS SECTION-SDO PANABO CITY
BY 

SGOD/ABA/cjms



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Don't be fooled by the lies.

Unmask the appeal [#TobaccoExposed](#)



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BUT STILL FATAL.

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World Health
Organization

Unmask the appeal

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SWEET LIES.



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