

Advisory No. 45, s. 2026

August 26, 2026

In compliance with DepEd Order (DO) No. 8, s. 2013, this local advisory is issued not for endorsement per DO 28, s. 2001, but only for the information of DepEd officials, personnel/ staff, as well as the concerned public.

Schools Division Office of Imus City
(Visit <https://www.depedimuscity.com/>)

CINEMAKABATA FESTIVAL “SAY NO TO DRUGS: EMPOWERING THE YOUTH FOR A BETTER FUTURE”

1. Attached herewith is the communication from the City of Imus Council for the Protection of Children (CICPC) in coordination with the City of Imus Anti-Drug Abuse Council (CIADAC) regarding the **CINEMAKABATA Festival “Say No to Drugs: Empowering the Youth for a Better Future”**, for information and guidance.
2. Participation in this activity by both public and private Junior and Senior High School students, however, is voluntary, requires parental consent, and must not disrupt classes pursuant to DepEd Order No. 9, s. 2005 (Instituting Measures to Increase Engaged Time-On-Task and Ensuring Compliance Therewith).
3. Please see enclosure for further details.
4. For information.

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Republic of the Philippines
Province of Cavite
City of Imus

CITY OF IMUS ANTI -DRUG ABUSE COUNCIL (CIADAC)

24 August 2026

Mr. LITO A. PALOMAR

OIC – Schools Division Superintendent
Department of Education – Schools Division of Imus City

Dear Mr. Palomar:

Greetings!

The City Government of Imus, through the CIADAC-CARe Office, recognizes the importance of strengthening preventive and awareness initiatives among the youth, particularly in promoting informed decision-making, healthy lifestyles, and active participation in efforts to prevent substance use and drug abuse.

In this regard, we respectfully seek your permission and support for the implementation of our **CINEMAKABATA FESTIVAL “Say No to Drugs: Empowering the Youth for a Better Future”** intended for Senior High School students from both private and public schools in the City of Imus.

As part of this advocacy, we are inviting interested and talented students to participate in the following activities:

- **Filmmaking Workshop (September 2 and 3, 2026)**

This period is designated for the participating students from schools that have expressed interest and confirmed their participation. The workshop will introduce the film-making activity, its objectives, guidelines, and basic concepts in developing a short.

- **Film-Making Activity and Film Showing (August to November)**

Following the workshop, participating students will produce short films promoting substance use and drug abuse prevention, healthy choices, and youth empowerment. The completed films will be showcased and evaluated during the culminating Film Showing in November, in celebration of Drug Abuse Prevention and Control (DAPC) Week.

We sincerely hope for your favorable consideration, permission, and support for the implementation of these activities, which form part of our shared commitment to empowering the youth, strengthening drug abuse prevention efforts, and fostering safer and healthier communities.

Thank you.


HON. ALEX L. ADVINCULA
City Mayor



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Registration Link:

In connection with the upcoming Film-Making Workshop under the City Government of Imus' Substance Use and Drug Abuse Awareness and Prevention Program, we are pleased to inform your office that registration is now open for interested Senior High School students.

For your convenience, the **registration link and QR code are provided below:**

Registration Link:

<https://bit.ly/CinemakabataRegForm2026>

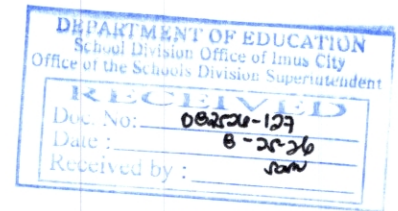
QR Code:



We look forward to the active participation of your students in this meaningful learning opportunity. Thank you for your continued support and cooperation in advancing youth-centered drug abuse prevention initiatives.



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CITY OF IMUS COUNCIL FOR THE PROTECTION OF CHILDREN

PROGRAM DESIGN

CINEMAKABATA FESTIVAL

"Stories That Inspire, Choices That Matter: Building a Drug-Free Generation"

I. PROGRAM PROPONENT

- City of Imus Anti-Drug Abuse Council – Community Based Drug Rehabilitation Program
- Department of Education – Imus City
- Office of the City Mayor – Peace and Order and Public Safety
- City of Imus Council for the Protection of Children

II. RATIONALE

The **Cinemakabata Festival** continues to harness the power of filmmaking as a meaningful platform for youth engagement, education, and advocacy against illegal drugs. Anchored on the theme, **"Stories That Inspire, Choices That Matter: Building a Drug-Free Generation,"** this year's festival highlights the influence of compelling stories in shaping values, encouraging informed decision-making, and promoting positive behavioral change among children and the youth.

In an increasingly digital and media-driven society, films have the unique ability to educate, inspire, and spark meaningful conversations on issues affecting communities. The festival encourages participants to create short films that portray the realities and consequences of illegal drug use, celebrate stories of resilience and hope, and emphasize the importance of making responsible choices. These narratives provide young filmmakers with the opportunity to become advocates for prevention while fostering a culture of awareness, compassion, and accountability among their peers.

More than a filmmaking competition, the **Cinemakabata Festival** serves as a platform for nurturing youth leadership, civic responsibility, and active participation in community-based drug prevention efforts. Every story shared reflects the power of informed choices to inspire hope, influence positive behavior, and encourage collective action. As young filmmakers amplify messages of prevention and resilience, the festival reinforces the shared responsibility of families, schools, communities, and government in building a safer, healthier, and drug-free generation.



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III. OBJECTIVES

- To raise awareness among children and the youth on the harmful effects of illegal drugs by promoting creative and meaningful storytelling through short films.
- To encourage young people to make informed, responsible, and healthy life choices by showcasing inspiring narratives that promote resilience, hope, and positive values.
- To provide a platform for aspiring young filmmakers to develop their creativity, critical thinking, and communication skills while advocating for drug prevention and community awareness.
- To strengthen youth participation in community-based drug prevention initiatives by encouraging active involvement in promoting a culture of responsibility, accountability, and civic engagement.
- To foster collaboration among families, educational institutions, government agencies, and community stakeholders in advancing a shared commitment to building a safer, healthier, and drug-free generation.

IV. TARGET PARTICIPANTS

Junior and Senior High School Students

V. EXPECTED OUTPUTS

- ✓ A collection of short films (a minimum of 10 minutes to a maximum of 15 minutes) created by Junior and Senior High School students, focused on the theme of illegal drug prevention.
- ✓ A public screening event or culminating activity to showcase selected films to the community.
- ✓ Increased awareness among students and the public about the dangers of illegal drug use.
- ✓ Strengthened youth engagement in advocacy and drug prevention initiatives.
- ✓ Documentation of the program's implementation, including participants' insights, behind-the-scenes process, and community impact.



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VI. TENTATIVE TIMELINE OF ACTIVITIES

Activity	Schedule	Venue/Platform	Person/s Involved
1. Filmmaking Seminar and Workshop	September 2-3, 2026 8:00am - 5:00pm	Children and Youth Center, Imus Pilot Elementary School	CICPC, OCM-POPS
2. Creation of Films	September 2026	Participating School	Participating Students
3. Deadline of Submission of Entries	September 30, 2026	Google Drive	CICPC, OCM-POPS
4. Screening of Entries	October 19-22, 2026	3 rd Floor Conference Room, New Imus City Government Center	CICPC, OCM-POPS, Film Facilitators
5. Film Showing	TBA	Robinson's Place Imus	CICPC, OCM-POPS
6. Recognition (Incentives and Certification)	TBA	Function Hall, 4 th Floor, Imus City Government Center	CICPC, OCM-POPS

VII. REGISTRATION AND APPLICATION GUIDELINES

1. Eligibility

- Open to **all Junior and Senior High School students** currently enrolled in any public or private school, and reside within Imus.
- Participation shall be **composed of teams or groups representing their respective schools** (a maximum of 10 members in the production team).
- Each participating team or group shall only submit **one** film entry.
- Only students and schools who have **completed** the official **CINEMAKABATA Training and Workshop on Filmmaking** shall be **eligible to join** and submit their entries for the final film screening and competition.

2. Documentary Requirements

- Duly **accomplished online registration form**.
- Copy of a **valid school ID** or any proof of enrollment.
- Parental Consent Form** (for participants below 18 years old).
- Concept Paper or Synopsis of your proposed short film (1-2 pages).
- Letter of Endorsement signed by the School Principal, confirming the team's participation and representation of the school.

3. Deadline of Registration is **September 1, 2026**, until **5:00 pm**.