



Republic of the Philippines  
**Department of Education**  
**MIMAROPA REGION**  
**SCHOOLS DIVISION OF MARINDUQUE**  
**Office of the Schools Division Superintendent**

Department of Education  
Office of Marinduque  
**RECORDS SECTION**  
**RELEASED**  
002358  
AUG 18 2023

**DIVISION MEMORANDUM**

**TO** : Asst. Schools Division Superintendent  
Chief Education Supervisors, SGOD / OIC - CID  
Public Schools District Supervisors  
Public Elementary and Secondary Schools Heads  
All Others Concerned

**FROM** :  **LYNN G. MENDOZA, EdD**  
OIC, Schools Division Superintendent 

**SUBJECT: SETTING UP OF 2023 SCHOOL OPLAN BALIK ESKWELA PUBLIC ASSISTANCE COMMAND CENTER (OBE-PACC)**

**DATE** : August 17, 2023

Please find attached Regional Memorandum ORD-PAU-2023-044 OBE-PACC from the Office of the Regional Director Dr. Nicolas T. Capulong, titled **Setting Up of 2023 Oplan Balik Eskwela Public Assistance Command Center (OBE-PACC)** for reference and guidance of all concerned.

Particular attention is given to paragraph 3 which requires the schools to constitute their respective OBE-PACC and paragraph 4 that details the suggested activities during the information campaign.

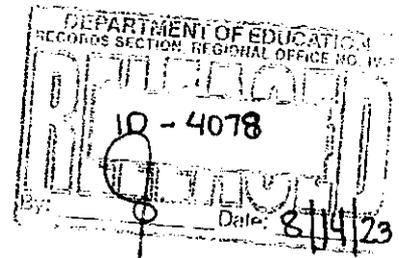
For immediate dissemination and compliance.

*"DepEd Marinduque: Heart of the Philippines.  
Lead to Excel. Excel to Lead."*





Republic of the Philippines  
**Department of Education**  
MIMAROPA REGION



Office of the Regional Director

**MEMORANDUM**  
ORD-PAU-2023-044

**TO :** **SCHOOLS DIVISION SUPERINTENDENTS**  
**ALL OTHERS CONCERNED**

**FROM :** *for* **NICOLAS T. CAPULONG, PhD, CESO III**  
**DIRECTOR IV**  
**REGIONAL DIRECTOR** *sk*

**SUBJECT :** **SETTING UP OF 2023 OPLAN BALIK ESKWELA PUBLIC ASSISTANCE COMMAND CENTER (OBE-PACC)**

**DATE :** **August 14, 2023**

1 Per DepEd Order No. 022, s. 2023 "Implementing Guidelines on the School Calendar and Activities for the School Year 2023-2024," the Oplan Balik Eskwela (OBE) is an annual initiative that engages agencies, organizations, and other stakeholders in preparation for the opening of the School Year.

2 The Department of Education MIMAROPA Region, through the Public Affairs Unit (PAU) and in strong collaboration with all its field offices and functional divisions/units/sections, commences this year's OPLAN BALIK ESKWELA (OBE) which shall run from **August 14 to August 26, 2023**.

3 As we usher in the new school year, this Office highly encourages all schools divisions, districts and schools to start its own information campaign to ensure maximum awareness of our learners, stakeholders and publics, as well as provide necessary assistance with regards the opening of classes. This early, our intention is to circulate accurate and complete data and information to safeguard everyone from misinformation and disinformation.

4 For fast and smooth assistance to our clients during this campaign, this Office hereby suggests the following:

1. Set up the OBE Public Assistance Command Center (OBE-PACC) and OBE-PACC Committees in the SDOs, Districts and Schools for walk-in clients.
2. Set up hotlines, messaging services via email/text/Viber/Messenger, and other forms of contact information,
3. Converge with other agencies that will provide guidelines in health & safety, peace and order, transportation, and other forms of support when the school year opens,



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4. Design, print and post Tarpaulins/Flyers/Infographics primarily encouraging learners to go back to school and emphasizing safety inside the schools,
5. Collaborate with PIA and other media partners in airing promotional OBE materials via radio, TV, print, cable and online platforms,
6. Conduct Press Conferences/Media Interviews/Public Address and issue Press Releases,
7. Intensify Social Media presence by coming out with substantial and relevant posts,
8. Conduct Daily Motorcade/Caravan and Kick off activities announcing enrolment and other school-related information,
9. Conduct Meetings/Assembly with Parents, Learners & the Community,
10. Do video blogs/Facebook Live/Tiktok/Youtube and other creative content,
11. Transfer of accurate information thru Word of Mouth

Kindly submit to Public Affairs Unit (PAU) your constituted OBE-PACC members, with complete contact information on or before August 15, 2023, for smooth referrals of OBE concerns to your respective divisions.

For information, guidance, and strict compliance.

ORD-PAU/GRT

