

MEMORANDUM

24 July 2020



TO : **All Port Managers
Other Stakeholders**

FROM : **The General Manager**

SUBJECT : **DOH 'Bida Solusyon sa COVID-19' campaign**

I. Rationale

In order to guarantee the success of the Government's drive against COVID-19 through the Department of Health's "BIDA Solusyon sa COVID-19 campaign," the Philippine Ports Authority is supporting all efforts to bring down the information to the public using all platforms available with the agency.

II. Scope

All Port Management Offices and Terminal Management Offices are included in this program using TV monitors and printed materials, among others.

III. Operational Guidelines

1. 'BIDA Solusyon' AVPs shall be played regularly in TV monitors at all ports and terminals.
2. For terminals without TV monitors, radio plugs shall be played at ports using the public address system on a regular basis.
3. 'BIDA Solusyon' flyers and brochures shall be printed for dissemination to port users and other stakeholders.
4. Posters and banners shall be placed at strategic areas inside the port and terminals.
5. Full utilization of all available social media platforms shall be ensured to guarantee the wider reach of the campaign.
6. All information materials shall be available for download through this link: https://drive.google.com/drive/folders/1uXUvp_KTBHBHC_Lu8rb4FXUHG4KE4L1w
7. For other concerns and queries regarding this initiative, contact the Corporate Communications Staff (CCS) at ccs_ppa@ppa.com.ph.

For strict compliance.


JAY DANIEL R. SANTIAGO