

F0 III opens Jingle Making Contest for Provincial Action Teams



The grand winner, Aurora Provincial Action Team in its rendition of Magandang Bukas.

DSWD Field Office III has initiated a Convergence Jingle Making Contest last December 16, 2014 which was joined by four Provincial Action Teams (PAT). It is a part of the campaign of the Social Marketing Unit to advocate on the Convergence Strategy of the department.

The campaign is based in the same theme as last family day's "Pamilyang Pilipino para sa Pagbabago: Tumatawid sa Kaunlaran" which would also highlight the importance of health and education in the fight against poverty.

Assistant Regional Director for Operations Irene C. Crespo welcomed the participants by congratulating them for accepting the challenge of making their own compositions and be the advocates of the department. She kiddingly said that the winner will represent the region for the national competition in 2016. ARDO Crespo added that "Andito tayo dahil sa commitment and dedication upang kilalanin ang hidden talents."

Magandang Bukas by PAT Aurora has bagged the first place, the message of the song brings hope to the people highlighting what are the services being provided by the government especially with DSWD's Core Social Protection Programs. PAT Nueva Ecija's Sagot Kita placed second while Bataan's Pantawid Pamilya: Simula ng Pagbabago and Zambales' Lahat Makakaya have

tied in the third place. # (Alexine Bianca RdS. Castañeda)