



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



MEMORANDUM TO THE DIRECTOR-GENERAL

DATE : 14 October 2020

FROM : JESUSA JOYCE N. CIRUNAY, RPh
Director IV
Center for Drug Regulation and Research (CDRR)

SUBJECT : AMENDMENT OF THE MECHANICS FOR THE POSTER
MAKING COMPETITION FOR 2020 NATIONAL
CONSCIOUSNESS WEEK AGAINST COUNTERFEIT MEDICINES
(NCWACM)

DTN : 20201013130417

1. BACKGROUND

The 2020 National Consciousness Week Against Counterfeit Medicines (NCWACM) will be celebrated by the Food and Drug Administration (FDA) on 16 to 20 November 2020 with the theme, "*Sa Gitna ng Pandemya, Magtulongan Laban sa Pekeng Medisina*". The celebration aims to raise more awareness that counterfeit medicines still thrive especially in this time of COVID-19 and to relay the continuous efforts of our partners in combating these counterfeit medicines. In this regard, the Technical Working Group (TWG) of the 2020 NCWACM has lined-up a program and set of activities to engage our partners, stakeholders, and the general public which includes the Poster-Making Contest to allow the general public to showcase their creativity while participating in our cause amidst the pandemic.

2. ISSUE

On 01 to 02 October 2020, all FDA Personnel were invited through e-mail to participate in the preliminary judging of the 68 submitted poster entries for the Poster-Making Competition. Thereafter, the shortlisted entries/finalists were uploaded on the Facebook page of the FDA Philippines last 03 October 2020 for online voting of each poster entry/finalist by the general public through "Likes"/thumbs-up and/or "Share" with said voting open until 18 October 2020, 11:59 PM.

When shortlisted entries/finalists were uploaded on Facebook, the TWG received complaints (see attached for example) from other participants that some contestants seem to use online bot to gain more shares of their entries.

3. FINDINGS/COMMENTS/ANALYSIS

The TWG discussed these complaints and the expertise of the Information Communication and Technology Management Division (ICTMD) was requested on how to address these issues, and it was relayed by the ICTMD that it is challenging to detect if an online bot was used. Therefore, the TWG decided to remove the “Shares” in the counting of points to determine the top six (6) winners which shall become official properties of the FDA. It must be noted that the “Share” is equal to three (3) points while the “Like” is only for one (1) point. Attached is the original mechanics of the poster making competition and the following are the revisions for the said contest mechanics:

- **Revise No. 6 to “The finalists shall be uploaded to the FDA Facebook for online voting and online voting shall be open on 03 to 18 October 2020 only. A system shall be used for the awarding of points to each entry wherein ONLY a “Like”/thumbs-up shall be counted and every “Like”/thumbs-up shall be equal to 1 point. Other reactions, e.g., heart, care, etc., shall not be given any points and the winners shall be determined from the likes garnered on the entries posted on the FDA Facebook.**

Also, an announcement shall be released on the Facebook page of the FDA Philippines and appropriate notice through e-mail shall be sent to all finalists regarding the revision of the mechanics of the poster making competition.

4. RECOMMENDATION

For fair competition, the TWG recommends the following:

- Allow the revision of the mechanics;
- Permit the posting of the announcement on the Facebook page of the FDA Philippines regarding the revised mechanics of the Poster-Making Competition for public dissemination.

For the Director-General’s consideration.



APPROVED



DISAPPROVED



ROLANDO ENRIQUE D. DOMINGO, MD, DPBO
Director General



20201013130417



NATIONAL CONSCIOUSNESS WEEK AGAINST COUNTERFEIT MEDICINES 2020

**THEME: Sa Gitna ng Pandemya, Magtulungan
Laban sa Pekeng Medisina**

#NCWACM2020laban

POSTER MAKING CONTEST MECHANICS

1. The contest is open to all ages.
2. The poster must illustrate, interpret, and emphasize the theme of the 2020 NCWACM.
3. The poster must be in PNG format, 24 x 36 size, and with 4000 pixels by 6000 pixels.
4. All entries must be submitted on **25 to 30 September 2020 only** to ncwacm@fda.gov.ph with the **subject of e-mail** as “2020 NCWACM POSTER” and the **body of the e-mail** containing your full name, complete address, and contact details.

5. There shall be a **preliminary judging** by the FDA of all the entries using the following criteria:

Relevance to the Theme: 30%

Creativity & Presentation: 30%

Originality: 30%

Compliance with Requirements: 10%

6. The **finalists shall be uploaded to the FDA Facebook for online voting** and online voting shall be **open on 03 to 18 October 2020 only**. A system shall be used for the awarding of points to each entry wherein one (1) point shall be given for every “Like” or thumbs-up and three (3) points for every “Share” of the entry.

7. The top six (6) entries shall be awarded with the following prizes and these shall become the **official properties of the Food and Drug Administration:**

Grand Prize = Php 15,000

1st Runner-Up = Php 12,000

2nd Runner-Up = Php 10,000

3rd Runner-Up = Php 8,000

4th Runner-Up = Php 5,000

5th Runner-Up = Php 3,000

2020 NCWACM POSTER

Debrelie Cruz <debrelie.cruz@gmail.com>
To: FDA NCWACM Secretariat <ncwacm@fda.gov.ph>

Sat, Oct 3, 2020 at 11:13 PM

Hi,

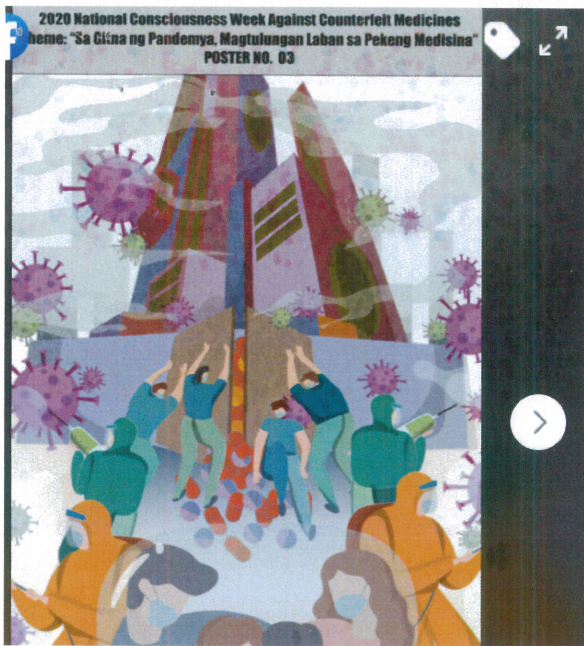
A share bot can easily be spotted by clicking on the count of shares or simply pointing the arrows in the share count.

As you can see in Poster # 13, since the afternoon, it already reached 557 Shares and when you point the arrows or click on it, nothing is showing up.



If you check on other entries, the names of all the sharers are being displayed despite having "Friends Only" or "Public" privacy settings for their post.





Food and Drug Administration
Philippines
10 hrs · 🌐

👍❤️👏 197 1 Comment 76 Shares

Like Comment Share

Katrina Miguel
Rouzel Lozano
Jhull Villanueva
and 73 more...

Mos

Mika Reyes
Thank you po sa likes but please
keep in mind that ONLY LIKES will
be counted as points. 😊

Like · Reply · 1h · Edited

Write a comment... 😊 📷 📄 🗨️

Hope this information helps and thank you for looking into this.

Best Regards!

[Quoted text hidden]



**2020 NATIONAL CONSCIOUSNESS WEEK
AGAINST COUNTERFEIT MEDICINES (NCWACM)**

Theme: *"Sa Githang Pandemya, Magtutungan Laban sa Peking Medicina"*



ANNOUNCEMENT ON POSTER MAKING CONTEST

In light of the recent complaints received regarding the poster finalists and after due investigation, the mechanics of the contest were revised to clarify concerns and encourage fair competition. The online voting and determination of winners shall proceed as follows:

- The **online voting on the FDA Facebook** of the poster finalists by the general public shall be **open on 03 to 18 October 2020 (11:59 PM) ONLY**.
- A system shall be used for the awarding of points to each entry wherein **ONLY a "Like"/thumbs-up shall be counted** and every "Like"/thumbs-up shall be **equal to one (1) point**.
- **Other reactions**, e.g., heart, care, etc., **and/or shares** shall **not be counted/given any points**.
- The **top six (6) winners** shall be **determined from the likes garnered** on the entries posted on the FDA Facebook and these shall become official properties of the FDA.
- **Any machinations** discovered by the FDA on an entry shall lead to its **disqualification from the contest**.

#NCWACM2020laban