



Republic of the Philippines
Bangsamoro Autonomous Region in Muslim Mindanao
Ministry of Basic, Higher and Technical Education
 Cotabato City



Bangsamoro Autonomous Region in Muslim Mindanao
 Ministry of Basic, Higher and Technical Education
 OFFICE OF THE MINISTER

Office of the Minister

REGIONAL MEMORANDUM

No. 1119
 Series of 2021

RELEASED

BY: Hajir
 DATE: 20 SEP 2021
 TIME: 10:40 AM
 Ctrl No: 2021-09-910

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

REGIONAL INFORMATION OFFICE

RELEASED

FROM : **MOHAGHER M. IQBAL**
 Minister

BY: Marlon Abolencia
 DATE: SEP 21 2021
 TIME: 11:20 AM
 Ctrl No: 2021-09-696

SUBJECT : **IMPLEMENTATION OF ISLA MAGANDA ANIMATED CARTOONS AND RADIO-BASED SERIES**

DATE : September 16, 2021

1. The Ministry of Basic, Higher and Technical Education (MBHTE), in partnership with Big Bad Boo Studios and with the support from Australian Government through the Education Pathways to Peace in Mindanao, is implementing the **Isla Maganda project** in support to ensuring K-3 children's learning continuity through different alternative learning pathways in the context of COVID-19 pandemic.
2. The project supports the ministry's mandate on "No Bangsamoro Lerner Shall Be Left Behind" and will also supplement the ministry's Adaptive Learning Modality to strengthen early grades learners' basic foundational skills on literacy, numeracy, socio emotional, and peace education in the context of COVID19 to ensure learning continuity of Bangsamoro learners across all Schools Division Offices.
3. The project will support teachers, parents/caregivers, communities and all those who are positioned to provide innovative approaches of delivering learning for K-3 children in the Bangsamoro.
4. The project aims to reach 100,000 children ages 5-7 years old who are enrolled in elementary schools (both public and private), madaris, learning centers through the animated cartoon series, radio-based instruction materials, and printed materials.
5. The project also intends to capacitate Master Trainers to provide support to the 3,000 K-3 Teachers and 5,000 parents/guardians/para-teachers for the rollout session of the Isla Maganda materials.





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6. The project rollout and implementation plan are attached herein as Annex A and Annex B.
7. The project will be launched on the third week of September 2021 via face-to-face and/or online. *(Meeting link will be provided once available)*
8. In this connection, all schools divisions superintendents and focals are hereby encouraged to support the implementation of the project and its activities as well as to adopt the materials as one of the supplementary materials for the ALM. Also, conform the order to all concerned personnel in your respective division and district offices. Should you have questions and clarifications, please contact Alrene Fuentes via email alrene@bigbadboo.com
9. For information, dissemination and strict compliance.

Annex A. ISLA MAGANDA ROLL OUT AND IMPLEMENTATION PLAN

RATIONALE

The passage of the Bangsamoro Organic Law (BOL) in 2018, its subsequent ratification in January 2019, and the formation of the new interim government are significant milestones in achieving a lasting peace in the newly created Bangsamoro Autonomous Region of Muslim Mindanao (BARMM). It promises opportunities for the new Bangsamoro Government to respond to the deeply unstable environment brought about by persistent conflict and violence. Armed conflict, including local clan violence ('rido'), occurs daily and violence as a means to address conflict appears to be the norm. The BOL recognizes this need and provides, in Article 9 Section 16 par. 2, that "The Bangsamoro Government shall institutionalize peace education in all levels of education". Mainstreaming peace education into the public elementary school curriculum has been identified as top priority of the BARMM MBHTE.

This situation is further affected by the pandemic spread of Novel Coronavirus, also known as COVID-19 in early of 2020. It has significantly disrupted every aspect of human life, including education in the Bangsamoro. The alarming spread of the virus caused a havoc in the educational system forcing educational institutions to shut down in the region. The effects were widely felt across different areas of the education system particularly learners and teachers, from elementary to high school, madaris, technical and vocational education and training (TVET) institutions, universities, adult learning, and skills development establishments. The 'pile-on effect' of the coronavirus that caused interruptions to education can have long term implications — especially for the most vulnerable. There is a real risk of regression for children in the Bangsamoro whose basic, foundational learning (reading, math, languages, etc.) was not strong to begin with as demonstrated in the Pathways Student Learning Assessment in the Bangsamoro (SLAB) research conducted in 2019. Children who have already been deprived of their right to education, particularly girls, are also being more exposed to health and well-being risks (both psychosocial and physical) during COVID-19.

With this, the Big Bad Boo Studios through its Isla Maganda Series, funded by the Australian government through the Education Pathways for Peace in Mindanao will support the Ministry of Basic, Higher and Technical Education on ensuring K-3 children's learning continuity through different alternative learning pathways. The project will support teachers, parents/caregivers, communities and all those who are positioned to provide education explore innovative approaches of delivering learning for K-3 children in the Bangsamoro.

ABOUT THE ISLA MAGANDA SERIES

Isla Maganda is an educational entertainment program for children in grades 1-3 that uses cartoons (with accompanying lesson plans) to teach executive function (EF), social emotional learning (SEL) and peace education in schools, madrassas and safe spaces. The property features a group of children from different parts of the Philippines living together on a lush Island in the Philippine Sea called Isla Maganda (translates to "A Beautiful Island"). Together the kids help each other through problems, solve challenges and encourage each other to be confident and proud of who they are.



Funded by the Australian Government's Department of Foreign Affairs and Trade (DFAT), *Isla Maganda* is being developed by Big Bad Boo Studios, an award-winning children's media company that blends leading creatives from Disney, Nickelodeon and Warner Brothers with childhood development psychologists and curriculum experts from Sesame Street to develop effective educational entertainment. All assets of *Isla Maganda* are being developed in close collaboration with the Ministry of Basic, Higher and Technical Education (MBHTE) in the Bangsamoro Autonomous Region of Muslim Mindanao (BARMM) and Pathways to Peace, an initiative funded by the Australian government in BARMM.

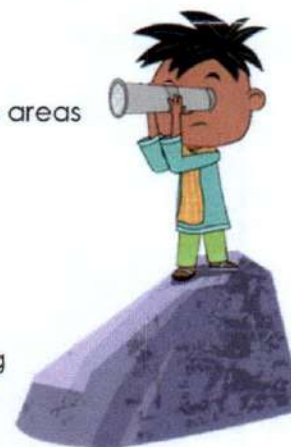
The first stage of development of *Isla Maganda*, consists of 20 animated episodes accompanied by a teacher's guide (with 20 lesson plans), a story reader (for teachers), student activity book (one per child), and teacher training. The program will be evaluated using unique tools designed specifically to measure non-cognitive skills in the target age group.

The second stage of *Isla Maganda* leverages the animated stories as radio broadcasts that feature an accompanying literacy and numeracy curriculum. As with the animated episodes, the radio based program includes teacher's guides, activity books and unique monitoring and evaluation tools.

IMPLEMENTATION PLAN APPROACH

The MBHTE in collaboration with Big Bad Boo and Pathways will implement both stages of the *Isla Maganda* program. Given the current uncertainty due to the COVID-19 pandemic, *Isla Maganda* has been designed to be successfully implemented in a variety of environments including at-home learning, learning in resource scarce environments, and classroom-based learning. The *Isla Maganda* program is aligned with the nationally-prescribed Most Essential Learning Competencies (MELC) curriculum and the content is designed to be appropriate and applicable in the Bangsamoro context. Primary activities essential to the success of the project are outlined below:

1. Approvals of program materials including activity books
2. Selection of participants
3. Teacher training
4. Radio and television broadcasts in the targeted areas (some areas will receive TV and some will receive radio)
5. Distribution of all materials
6. Monitoring and evaluation



APPROVALS

Prior to the implementation of *Isla Maganda*, the materials that Big Bad Boo developed in collaboration with MBHTE and Pathways will receive a final approval from the MBHTE. Once the following materials are approved, the program will begin implementation:

Animated SEL, EF and Peace Education Curriculum

1. 20 Animated Episodes
2. 20 SEL, EF and Peace Education Lesson Plans

Numeracy and Literacy Curriculum

1. 20 Literacy Lesson Plans
2. 20 Numeracy Lesson Plans



SELECTION OF PARTICIPANTS

The *Isla Maganda* project will be implemented with:

- Animated SEL, EF and Peace Education Curriculum
- 100,000 learners
- 3,000 teachers
- 75 master trainers
- Radio Numeracy and Literacy Curriculum
- 50,000 learners
- 3,000 teachers
- 5,000 parents
- 75 master trainers

Selection of participants will be led by the MBHTE to meet their identified goals for the program. In addition, in consultation with the MBHTE, specific criteria for participants have been outlined below.

Learners

Selection of schools will be identified by the MBHTE to meet their goals and with consideration for the above outlined selection parameters for learners, teachers and parents. Selected schools will most likely represent the 4 geographic area classifications: Geographically Isolated and Disadvantage Areas (GIDA), rural areas, urban areas, and the last mile.

Learners will be selected from children age 5-7 years old who are enrolled in formal and non-formal school. Overall, selected learners shall be at least 50% girls and 1% persons with disabilities. In addition, the ethnicity of the learners will also be considered in selection. It is important to note that the program materials are offered in 4 languages – Maranao, Maguindanao, Tausug, and Filipino. Given this, priority will be given to the 8 School Divisions that speak those languages; they are Marawi City Division, Lanao del Sur I Division, Lanao del Sur II Division, Maguindanao I Division, Maguindanao II Division, Cotabato City Division, Sulu Division, and the Division of the Special Geographic Area (SGA).

Teachers/Parents

Teachers and parents for the program will follow a similar selection criteria as those for learners. Overall, selected teachers and parents will be at least 50% women and their ethnicity will be considered. Priority will be given to the 8 School Divisions that speak the languages that the materials will be provided in; they are Marawi City Division, Lanao del Sur I Division, Lanao del Sur II Division, Maguindanao I Division, Maguindanao II Division, Cotabato City Division, Sulu Division, and the Division of the Special Geographic Area (SGA).

Master Trainers

MBHTE school divisions will recommend educational personnel to be trained as Master Trainers. They will reach out and provide technical support teachers, para-teachers, and parents on facilitating the materials to the learners. Master Trainer will most likely be one or more of the following: (1) involved during the *Isla Maganda* materials development stage; (2) a Literacy & Numeracy Coordinator; (3) Curriculum Development Coordinator; (4) Kindergarten division coordinators; (5) Peace Education.

TRAINING PLAN

Training of Master Trainers and Teachers

Train of master trainers, teachers and parents to use the *Isla Maganda* materials will be designed to be a multi-modal approach and will adapt to the fluid situation of the COVID-19 pandemic. For all trainings, each participant will be provided with a full set of materials. Below is the envisioned method of training given the COVID-19 context.

The master trainers will gather via an online platform such as Zoom and receive training from the Big Bad Boo team. Trainers will be clustered in groups according to region and each cluster will receive training at a selected area where there is internet connectivity. Master trainers will then provide training to teachers and parents (as detailed below) through an online platform or in person, as COVID restrictions allow. Master trainers will be provided with training materials to assist their training of teachers and parents.

The training of master trainer will cover, but not be limited to the topics below:

- Introduction to Big Bad Boo
- Introduction and overview of *Isla Maganda* Animated and Radio Series
- *Isla Maganda* curricula, both SEL/EF/Peace Education and Numeracy & Literacy
- Learning outcomes of the program
- Using the curricula (methodology and pedagogy)
- Common challenges in curriculum implementation
- Monitoring and evaluation of the *Isla Maganda* program



Training of Teachers and Parents

Master Trainers will provide training to teachers and parents, following their training. In a similar design, Master Trainers will provide a 3-hour training that will cover the same topics as mentioned above.

Each Master Trainer will also set up a Facebook messenger group for teachers and parents to field any questions or challenges that they experience as they implement the program.

RADIO AND TELEVISION BROADCAST

Due to the on-going COVID-19 crisis and to reach as many children as possible, BBB will engage local radio and television stations to broadcast the animated and radio versions of the program

across the region. In order to do this, BBB will collaborate with the MBHTE and Pathways to identify suitable broadcast partners. Once a group of broadcasters are identified, BBB will negotiate with them to have *Isla Maganda* broadcasted in both formats.

MATERIAL DISTRIBUTION

Distribution of the materials will occur at the same time as Master Trainers, teachers and parents are being trained so that the program can begin immediately after training has finished. Distribution of materials will follow one or any combination of the following options.

Option 1: Leverage the distribution processes of the MBHTE, where materials are sent and received by MBHTE procurement teams. Schools will then collect materials from the procurement teams and distribute to learners.

Option 2: The distribution will be coordinated with the distribution of the food packs for the schools, currently done monthly by the MBHTE until December 2021. Big Bad Boo and MBHTE will coordinate with the Health and Nutrition Unit (HNU) to schedule distribution.

Option 3: Delivery of material will be directly facilitated by the BBB (or its subcontractor) wherein a local transport provider will be hired to deliver the materials directly to the school. BBB (or its subcontractor) will coordinate with MBHTE to facilitate this process.

MONITORING AND EVALUATION

Unique monitoring and evaluation instruments have been developed for the *Isla Maganda* program. All Master Trainers, teachers, and parents will receive training on the instruments and how to use them with data collection done at the start and end of the program. Data collection will consist of (1) learner surveys, (2) focus groups with parents and teachers and, (3) surveys with parents and teachers. In addition, a third-party organization will be retained for data collection to avoid any real or perceived bias. BBB in collaboration with MBHTE and Pathways will coordinate the scheduling and gathering of data at the beginning and end of the program.

Annex B. IMPLEMENTATION TIMELINE

	Activity	Description	Timeline
1	Material Review and Approval	Review Isla Maganda material for approval & release of MBHTE memo to the SDOs	Aug. 2021
2	Project Orientation with the SDOs	Reach out Schools Division Offices for project Orientation and scheduling of Master Trainers' Training	Sept. 2021
3	Project Launching	BBB and Pathways to support MBHTE for the Isla Maganda program launching	Sept. 2021
4	School/Learner Selection	Identify schools and children to participate in the program	Sept. 2021
5	Teacher and Facilitator Selection	Identify teachers and facilitators to participate in the program	Sept. 2021
6	Support Radio Broadcast	MBHTE to support Big Bad Boo and Pathways in the securing of Radio stations to broadcast the program	Sept. 2021
7	Receive Master Training	Selected MBHTE master trainer receive training on the pedagogy and use of the Isla Maganda radio program	Sept. 2021
8	Cascade Training to Teachers	MBHTE master trainers provide training to MBHTE teachers on the pedagogy and use of the Isla Maganda radio program	Sept.-Oct. 2021
9	Support Distribution of Materials	Support Big Bad Boo's distribution of program materials to participants and teachers	Oct. 2021
10	Administer M&E Pre and Post Test	Ensure teachers and facilitators administer the pre and post-tests as well as monthly reviews for the program	Oct. 2021 - Jan. 2022



USAPING BANGSAMORO GOVERNMENT

A Radio Program by the Office of MP MOHAMMAD S. YACOB, Ph.D.
Fridays, 9:00 A.M. 10:00 A.M., 92.1 Voice FM, Jamiat Cotabato
Facebook: @MPYacobOfficial

Safaar 8 1443
September 15, 2021

MOHAGHER M. IQBAL
Minister
Ministry of Basic, Higher, Technical Education
Bangsamoro Autonomous Region in Muslim Mindanao

BANGSAMORO TRANSITION AUTHORITY
 Office of the Parliament Member
 MP Mohammad S. Yacob, Ph.D.
RELEASED
 Date: 09/15/2021 Time: 4:30 PM
 By: Aman Ref. No.: 010-09
 of Basic, Higher and Technical Ed.
RECORDS SECTION
RECEIVED
 BY: _____
 DATE: 9-16-2021
 TIME: 10:07 AM
 Ctrl. No.: _____

Dear Minister Iqbal:

Assalamu alaikum warahmatullahi wabarakatuh
Greetings of Peace

A radio program of the Office of Undersigned entitled "*Usaping Bangsamoro Government*" is being aired every Friday at 92.1 Station Voice FM, Jamiat Cotabato as our initiative to assist disseminate legitimate and useful information and facts from our government including updates that should be known to the public.

Every episode we invite a guest speaker that has authority to discuss the topic. For next week's episode, it is our honor to discuss the Official Academic Opening for the School Year 2021-2022 in BARMM.

Anent this, may we respectfully invite **any representative** from your good office for a **pre-recorded episode on September 20, 2021 (Monday), 3:30-4:30 p.m.** at MAFAR Studio, beside Minister's Office, MAFAR Compound, Gov. Gutierrez Ave., RH-7, Cotabato City, and share with us your knowledge. Should you be available for **via zoom** we shall also oblige.

We look forward to your positive response. For any queries, please contact us at 0936-579-1530 or e-mail us at mpyacoboffice@gmail.com.

Jazakallah Khair and Wassalamu alaikum warahmatullahi wabarakatuh

Very truly yours,


MOHAMMAD S. YACOB, Ph.D.
Member of the Parliament

BANGSAMORO TRANSITION AUTHORITY
 Office of the Parliament Member
 MP Mohammad S. Yacob, Ph.D.
RECEIVED
 BY: Nadyal
 DATE: 15 SEP 2021
 TIME: 4:05 PM
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