

# INGAT ANGAT: Safety Seal

April 2021

# APPROVED LOGO



# SAMPLE CAMPAIGN MATERIALS

These materials serve as a guide for the different stakeholders on how to maximize the Safety Seal tool kit. Stakeholders are free to create their own materials based on the placements available and most apt for their audience.

## SIMPLIFIED COMMS TABLE

STAKEHOLDER	OBJECTIVE	MESSAGE
<b>LGU</b>	To <b>require establishments</b> to get a Safety Seal	PARA Safety Seal SA CITY NATIN 1. Sign Up 2. Show Seal 3. Safety Protocols Followed
<b>ESTABLISHMENTS</b>	To <b>reassure consumers</b> that they have the Safety Seal	SAFE TO SA AMIN because we have a safety seal and we're regularly monitored
<b>CONSUMERS</b>	To get them to <b>check for the Safety Seal</b> and <b>follow safety protocols</b>	3 STEPS PARA SAFE KA 1. Seal Check 2. Scan Code 3. SELF DISCIPLINE with safety protocols

# LGU



## Lungsod ng Pasig

Required sa lahat ng negosyo na maging safe sa pag-operate. Sundin ang pitong patakaran at mag-apply para makakuha ng SAFETY SEAL mula sa LGU. At pagkatapos, i-download ang StaySafe app at mag-generate ng QR code para mabigyan ng safety seal ang inyong business. #IngatAngat

### LAUNCH

LGUs will post on their official social media pages to inform businesses that getting a SAFETY SEAL is required for all.

These launch posts for the seal can be easily adapted by LGUs by placing their city names in the posters.



### **CITY HALL PLACEMENTS**

Business owners who followed the 7 commandments for safety as detailed by the LGUs and applied for a SAFETY SEAL will be guided through signs in the city hall.



### CITY HALL PLACEMENTS

Detailed instructions about the seal can also be posted.







## Lungsod ng Pasig

Sa mga negosyong wala pang SAFETY SEAL, pwede pang makakuha! Sundin lang ang pitong patakaran at mag-apply sa LGU. Kapag nakuha na ang safety seal, i-download ang StaySafe app para ma-generate ang inyong QR code at patuloy na mag-comply sa requirements para #IngatAngat.

**250 out of 350 businesses  
na ang may seal.**

**SAFETY SEAL**



**We follow safety  
& health protocols  
against Covid-19**


Lahat ng certified safe businesses  
ay makikita sa StaySafe App.

   2.2K

105 Comments 156 Shares

 Like

 Comment

 Share

### SUSTAINING

LGUs will update their pages with the number of businesses currently operating with a SAFETY SEAL.

This update will be adapted per city based on their certified businesses.

# ESTABLISHMENTS



McDonald's

We always do our best para safe kayo sa McDo! Branches with the SAFETY SEAL are certified safe and monitored regularly for your protection. #IngatAngat

**LAUNCH - SOCIAL**

Upon getting their SAFETY SEALS, businesses can post about it on their social media accounts.

This post can be adapted by all businesses upon getting their seals.



2.2K

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Like

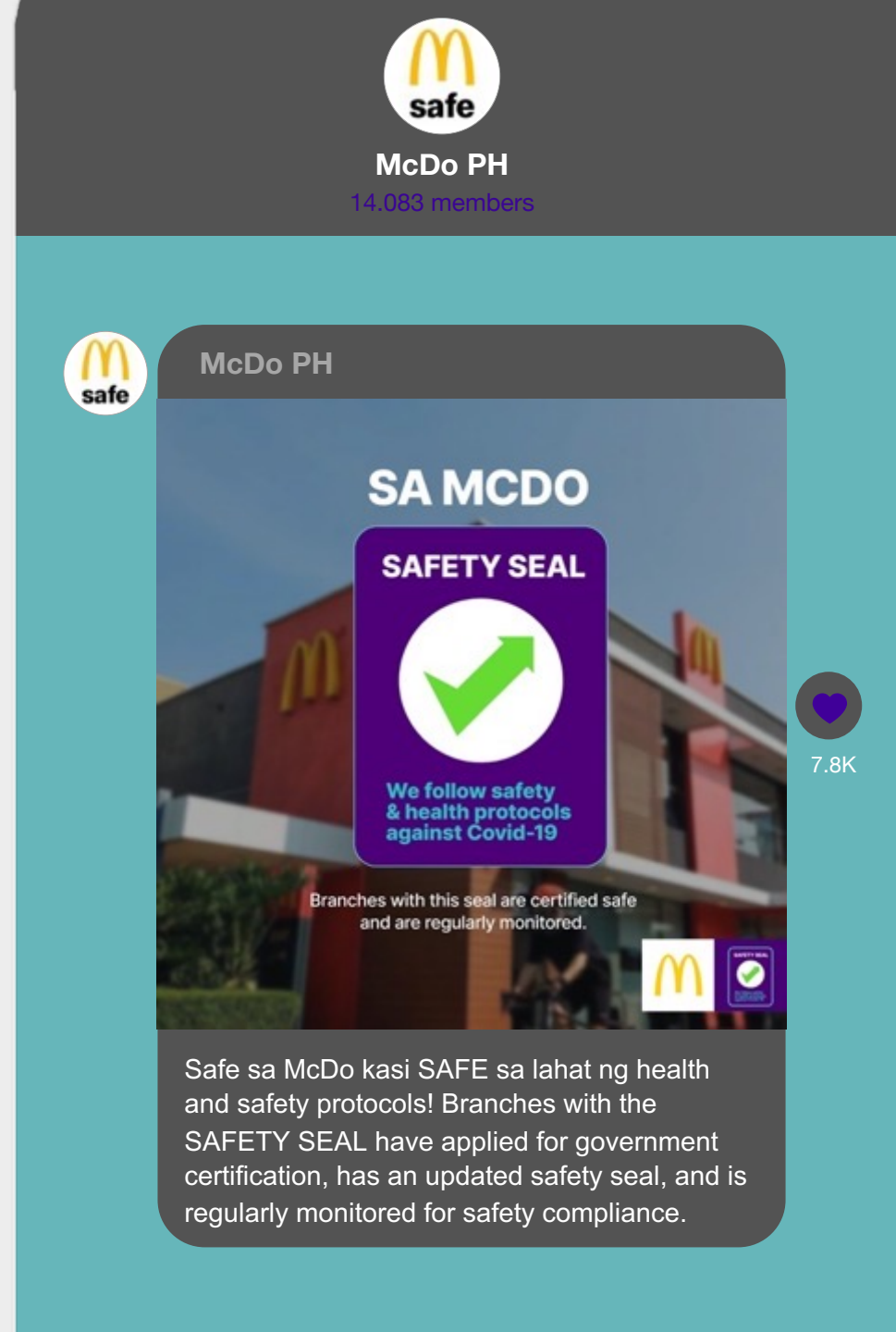
Comment

Share

**LAUNCH - VIBER**

Businesses can also update their consumers through their Viber Community groups.

Through these messages, brands can explain further what the SAFETY SEAL implies for consumer safety.



### BRANCH CERTIFICATIONS

Establishments will have a certificate displayed in their counters/cashiers that their SAFETY SEAL is validated. There's a portion where the date can be updated as long as there are no cases linked to the establishment.

This helps reassure consumers that the place they just entered is safe to be in.



### **PUBLIC TRANSPORTATION**

Besides retail establishments, public transportation (buses, jeeps, tricycles, taxis, GrabCars, and LRT/MRT) will also have a SAFETYS SEAL.

A poster with safety measures taken will be shown inside the vehicles.



#### **SAFETY SEAL**



We follow safety  
& health protocols  
against Covid-19



**Pinapanatiling malinis**



**Sumusunod sa  
social distancing**



**Kailangang may  
face mask at shield**



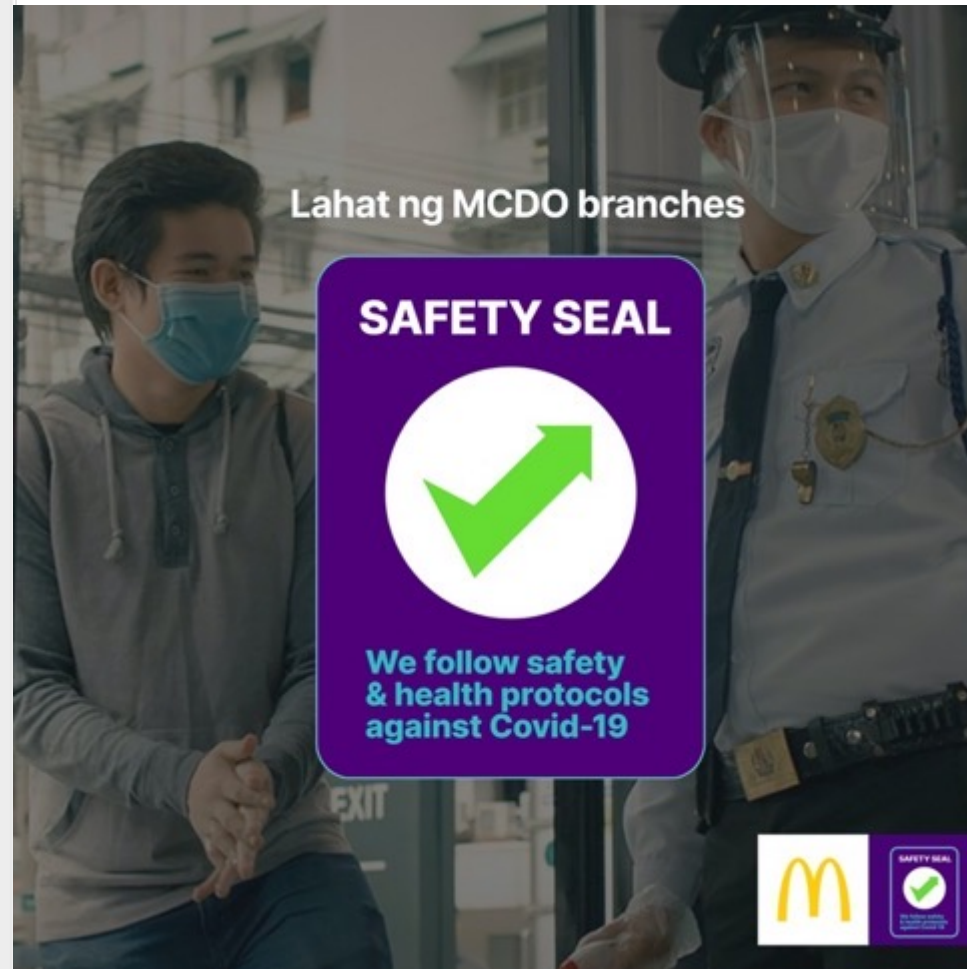


McDonald's

As of today, all McDo branches are still guaranteed safe! All our SAFETY SEALS are validated, so you're assured that safety protocols are still being strictly followed. #IngatAngat

**SUSTAINING**

Following LGU audits of businesses, those who pass can post about it to reassure their consumers that they are still safe to visit.



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# CONSUMERS/EMPLOYEES



**LAUNCH 6s**

A short introduction for the SAFETY SEAL will be released on social media.



**Ingat Angat**

Ang SAFETY SEAL ay patunay na safe pumasok sa isang lugar dahil sumusunod ito sa safety protocols. Kilalanin ang seal na ito, dahil makikita niyo ito sa inyong mga pupuntahan!

'Pag nakita ang seal na ito, ibig sabihin ay nag-comply ang lugar sa safety protocols at patuloy itong binabantayan.



Hanapin ito bago pumasok sa kahit anong establishment.



Palaging i-scan ang code tuwing papasok sa isang establishment.



## Ingat Angat

### INSTRUCTIONAL POST

The three safety steps will be posted to inform consumers.

Kailangan palaging maging maingat ngayon sa lahat ng ating pupuntahan. Para siguradong safe sa isang lugar, siguraduhing SAFE with these 3 steps. #IngatAngat

**STEP 1 SEAL CHECK**

✓ Hanapin ang SAFETY SEAL na may unique QR code sa may entrance.

**SAFETY SEAL**  
We follow safety & health protocols against Covid-19

Scan the QR Code and fill up the form

Tandaan ang seal.

[Learn More](#)

**STEP 2 SCAN CODE**

✓ I-scan ang code at sagutan ang form.  
✓ Ipakita ang green check bago pumasok.

Tandaan mag-scan.

[Learn More](#)

**STEP 3 SELF-DISCIPLINE WITH SAFETY PROTOCOLS**

✓ Kailangan palaging maingat ngayon sa lahat ng ating puntahan. Para siguradong safe ang isang lugar, siguraduhing check to with these 3 steps. #IngatAngat

Tandaan mag-ingat.

[Learn More](#)

2.2K

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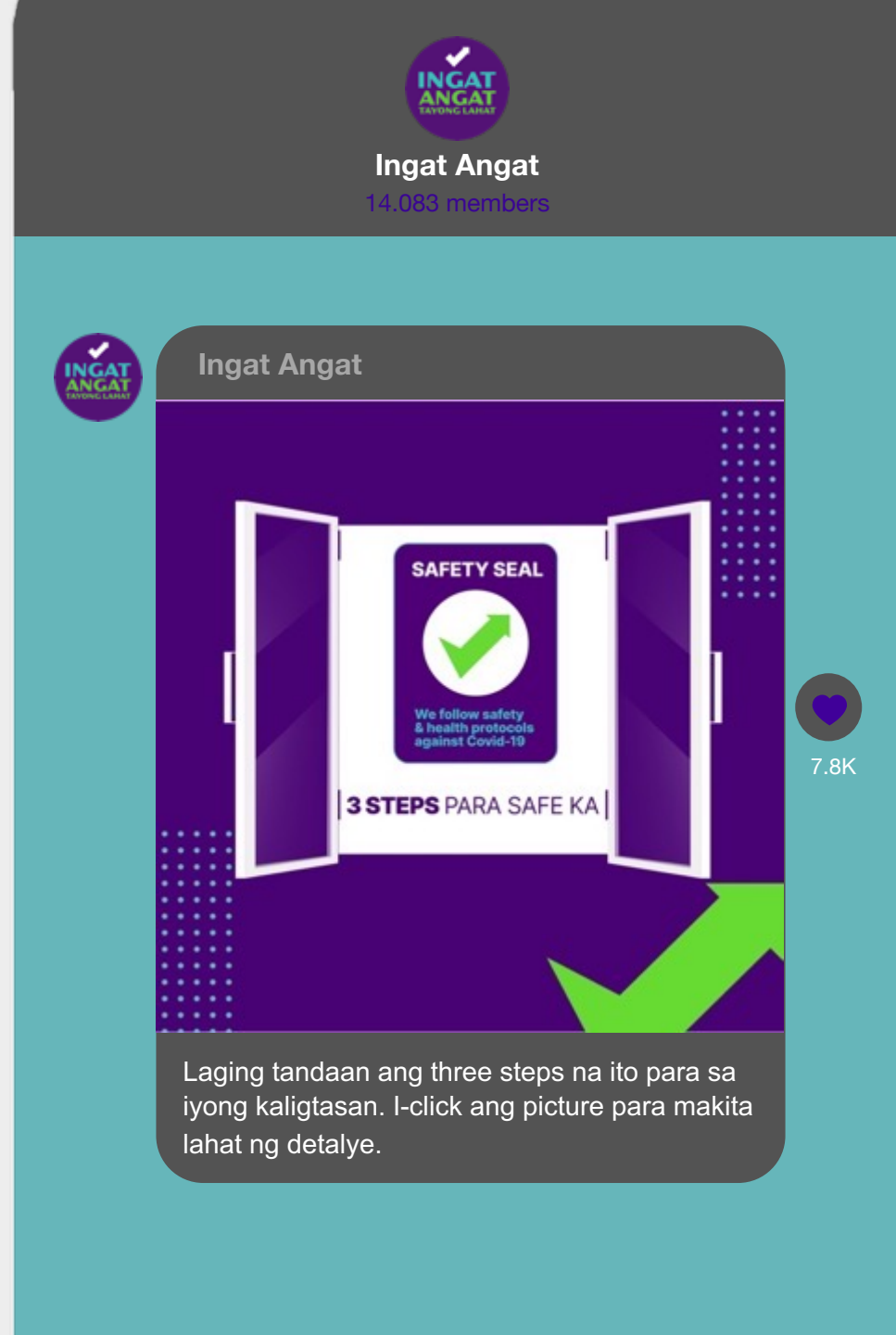
Like

Comment

Share

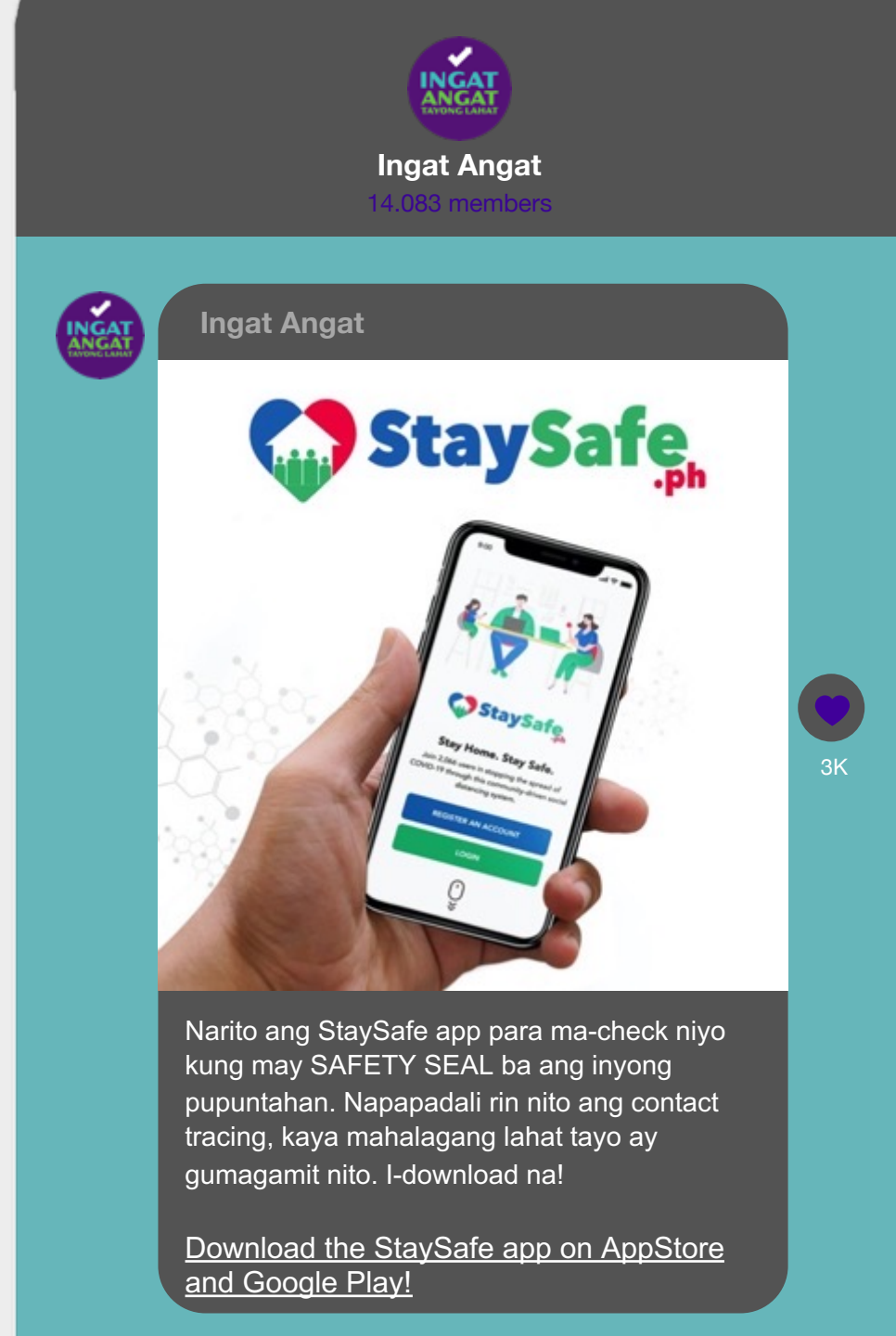
**INSTRUCTIONAL MESSAGE**

A link to the instructional post will be shared on Viber to ensure that consumers get to see it.



**APP DOWNLOAD REMINDER**

The StaySafe app will be explained to members of the Viber Community. Since they've taken the initiative to join the group already, it will be easier to convince them to download and use the app too.



## PUBLIC TRANSPORTATION

The three important safety steps will be displayed in prominent places in various public vehicles and terminals (buses, jeeps, tricycles, taxis, GrabCars, and LRT/MRT).



**OOH**

On a big public platform such as a billboard, more people can be reminded to look for the safety seal when they go out.





mimiyyuuuh



**mimiyyuuuh** staying safe is as easy as 🙌🙌🙌 oo nga, ganyan lang kadali! kasya sa 1 minute mga dapat niyong tandaan, so watch na muna bago ka lumabas para sigurado na ang pupuntahan ay may SAFETY SEAL!

### INFLUENCER

To ensure that our message reaches even more consumers, we can partner with popular influencers who can create content about the three safety steps.

We can choose content creators across various demographics and interest points to ensure a wide reach for our message.

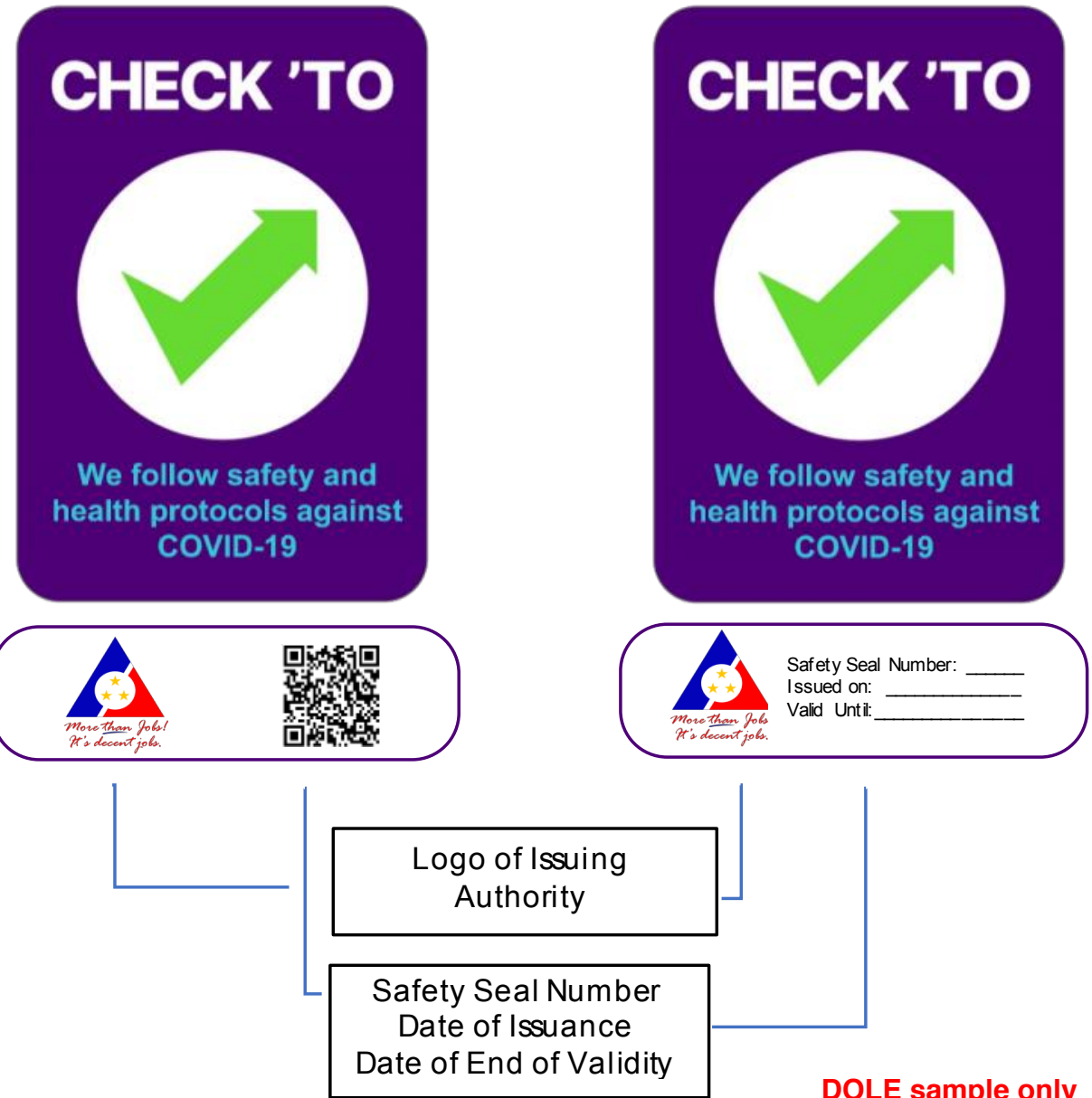
# SECURITY MEASURES



### Security Measures

The Safety Seal shall indicate the Issuing Authority, Date of Issuance, and Safety Seal Number and must be verifiable with the Issuing Authority.

Other security measures may also be introduced. Issuing Authorities shall keep a record of establishments issued with the Safety Seal. The Safety Seal may be issued in printed or digital form. The digital Safety Seal may be sent by Issuing Authorities through electronic mail or downloaded in their respective microsites.



Issuing Authority	Establishments
Department of Tourism	Primary Tourism Enterprises - Accommodation Establishments (Hotels, Resorts, Apartment Hotels, and other Accredited Accommodation Establishments) - Travel and Tour Services - Meetings, Incentives, Conferences & Events (MICE) Venues/Facilities  Restaurants inside Hotels/Resorts
Department of Labor and Employment	Manufacturing Construction sites Utilities (Electric, Water, Gas, Air conditioning Supply, Sewerage, Waste Management) Information and Communication companies (Publication, News, Movie Production) Warehouses
Department of Trade and Industry	Groceries, supermarkets, membership shopping clubs Convenience stores Construction supply/ hardware stores Logistics Service Providers (outlets) Barbershops and Salons Service and Repair Shops
Local Government Unit (City or Municipality)	Malls Wet markets Other retail stores Restaurants outside Hotels/Resorts Fast food, Eateries, Coffeeshops, etc. Banks, money changers, pawnshops, remittance centers Car wash Laundry service centers Art galleries, libraries, museums, zoo Sports centers Tutorial, Testing, and Review Centers Gyms Spas Cinemas Arcades All other private establishments
Department of Interior and Local Government (DILG)/Philippine National Police (PNP)	City Halls, Municipal Halls, Provincial Capitols All other Local Government Unit facilities and buildings Police Camps and Stations Bureau of Fire Protection Offices and Fire Stations Provincial/District/City Jails Barangay halls and other barangay facilities All other public establishments not covered by the other Issuing Agencies

+ WUNDERMAN  
THOMPSON

**THANK YOU**