



Republic of the Philippines
Department of Education
REGION II – CAGAYAN VALLEY
SCHOOLS DIVISION OF NUEVA VIZCAYA

OFFICE MEMORANDUM

TO: Public Schools District Supervisors/District In-Charge
Public School Elementary and Secondary School Heads
All others concerned

FROM: **ORLANDO E. MANUEL PhD., CESO V**
Schools Division Superintendent

DATE: October 14, 2021



SUBJECT: DIVISION LEVEL SCREENING FOR THE SEARCH FOR THE “LAKAS SA GATAS” NATIONAL DANCE CHALLENGE COMPETITION WINNER

1. In line with Division Memorandum No. 426, s. 2024 entitled CONDUCT OF THE “LAKAS SA GATAS” NATIONAL DANCE CHALLENGE COMPETITION, this office, through the SGOD-School Health and Nutrition Unit (SHNU) will assess submitted video presentation entries on October 16, 2024, Wednesday for the division winner of the said contest.

2. The Screening Committee are as follows:

DIVISION LEVEL SCREENING COMMITTEE	
Chair:	Chief, School Governance and Operations Division (SGOD)
Members:	Education Program Supervisor (EPS)
	Medical Officer III (School Health & Nutrition Unit)
	SEPS/EPS II (Social Mobilization and Networking)
	Dentist In-charge (School Health & Nutrition Section Unit)
	Nurse II (School Health & Nutrition Section Unit)
Secretariat:	Nurse II (School Health Section- SBFP Focal)
	COS-SBFP

3. For information, guidance and compliance.



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Department of Education
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Republic of the Philippines
Department of Education
REGION II – CAGAYAN VALLEY
SCHOOLS DIVISION OF NUEVA VIZCAYA

October 2, 2024

DIVISION MEMORANDUM

No. 426 s. 2024

**CONDUCT OF THE “LAKAS SA GATAS” NATIONAL DANCE CHALLENGE
COMPETITION**

TO: OIC-Office of the Assistant Schools Division Superintendent
Chief-School Governance Operations Division
Chief-Curriculum Implementation Division
Public Schools District Supervisors/DICs
All Elementary School Heads
All Others Concerned

1. Relative to DepEd Memorandum No.036 s. 2024 enclosure No.2, entitled Guidelines for the “Lakas sa Gatas” National Dance Challenge Competition, this office through the School Governance and Operations Division- School Health and Nutrition Unit informs the field of the guidelines and other details of the activity for reference and guidance. (See attached files)
2. In view of this, all interested schools are encouraged to submit their entries to the District Offices. The District Supervisors or District- in charge are enjoined to encourage their schools to participate in this activity.
3. Submission of entries to SDO will be on or before October 11, 2024, through a video presentation.
4. The Division winner and 4 runners-up shall receive Certificate of Recognition from the SDO and non-winning schools shall receive Certificate of Participation.
5. Immediate dissemination of and strict compliance with this Memo is directed.



ORLANDO E. MANUEL, PhD., CESO
Schools Division Superintendent



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Website: www.deped-nv.com.ph



(Enclosure No. 1 to DepEd Memorandum No. 036, s. 2024)

“LAKAS SA GATAS” MILK FEEDING CAMPAIGN MEDIA ACTIVITIES

1. Pledge of Support

a. CO, ROs, and SDOs shall pledge their support through a short video, reciting:

“Kami, mula sa DepEd Rehiyon [Name of Region], ay buong pusong sumusuporta sa Kagawaran para masigurong ang bawat bata ay may LAKAS SA GATAS!”

b. The video recording shall be uploaded on July 22-26, 2024, through this link <http://tinyurl.com/LSG-Pledge> following this file name format:

“[Name of Region] – Pledge of Support to the Lakas sa Gatas Campaign”.

c. The compiled video of pledges of support shall be played during the ingress or breaks of DepEd and SBFP activities to show strong collaboration and cooperation for the milk campaign.

2. Social Media Campaign

a. The ‘DepEd Philippines’ Official Facebook page shall be used to publish the following Lakas sa Gatas campaign materials.

Campaign Materials	Purpose/ Description
Campaign Tarpaulin/ Streamer	A banner to promote and display the branding of the Lakas sa Gatas campaign.
The Milk Campaign Video	A video presenting the MF component primer and its accomplishments for FY 2022-2023, and the summary of activities for the Lakas sa Gatas campaign.
The Milk Feeding Component	A video introducing the MF component with a focus on the three types of milk used.
The Detailed Benefits of Milk	A video that highlights the benefits of milk using the PCC ‘KBBAN Learning Video Series: Benepisyo ng Gatas’ video.
From Farm to Table: Milk Products	A video highlighting the different milk-derived products from an NDA-assisted business using NDA’s ‘Moolk Creamery’ video.
The Local Dairy Farmers Part 1	A video of the testimony of one of the NDA-assisted cooperatives for the MF component using NDA’s ‘Kwentong Dairy - Malungon Dairy Farmers Cooperative’ video.
The Local Dairy Farmers Part 2	A video featuring the testimony of the PCC-assisted milk industry in Bohol Province using PCC’s documentary video.

b. The official social media accounts of DepEd ROs shall also be utilized to post and share the stated campaign materials which can be accessed and downloaded through this link <http://tinyurl.com/LSG-MaterialsandResources>.

c. Internal and external partners of the program can also participate in posting the official campaign streamer, and in sharing the videos and infographics published as part of the campaign.

d. A Facebook Display Photo (DP) blast shall also be initiated among DepEd employees, SBFP coordinators and implementers, and SBFP beneficiaries to officially start the campaign on August 12, 2024, simultaneous with the National Roll-Out Ceremony of the campaign.

e. All posts related to the Lakas sa Gatas Campaign shall use the hashtags: **#BLSSed**, **#MilkMoNaYan**, and **#GatasPinalakas**.



Republic of the Philippines
Department of Education

JUL 26 2024

DepEd MEMORANDUM
No. **036**, s. 2024

LAKAS SA GATAS MILK CAMPAIGN

To: Undersecretaries
Assistant Secretaries
Minister, Basic, Higher, and Technical Education, BARMM
Bureau and Service Directors
Regional Directors
Schools Division Superintendents
Public Elementary and Secondary School Heads
All Others Concerned

1. The Department of Education (DepEd), under the MATATAG Agenda, maintains its commitment to be a learner-centered institution by taking good care of learners' well-being, inclusivity, and a positive learning environment.
2. In pursuance to the education agenda and Republic Act No. 11037, known as the Masustansyang Pagkain para sa Batang Pilipino Act, DepEd, through the Bureau of Learner Support Services-School Health Division (BLSS-SHD), leads the implementation of the **School-Based Feeding Program (SBFP)** for undernourished Kindergarten to Grade 6 learners in public elementary schools.
3. The SBFP addresses hunger, encourages learners to enroll, and improves the nutritional status of undernourished learners by providing nourishment for their growth and development, helping boost their immune system, and enhancing and improving their nutrition values through the Regular Component (Hot Meals [HM] and/or Nutritious Food Products [NFP]) and the Milk Feeding (MF) component.
4. This School Year (SY) 2024–2025, SBFP shall transition to provide year-round HM and/or NFP and milk. In this light, DepEd, through the BLSS-SHD, shall rollout a Milk Campaign titled **Lakas sa Gatas** with the theme **Talino at Gilas, Tiyak Lalabas, Panalo ang Batang may Sapat na Gatas**, from August 2024 to December 2025.
5. The **Lakas sa Gatas** Campaign calls for a collective effort to improve nutrition and produce a milk-drinking generation through the SBFP-MF component. The campaign aims to
 - a. raise awareness on the importance of consuming milk and milk products for the improvement of learners' nutritional status,
 - b. improve learners' values and behavior toward milk consumption,
 - c. intensify learners' milk-drinking habits,

- d. ensure the availability of pasteurized or sterilized milk in school canteens,
- e. increase the physical activity of learners through dance exercises using the official campaign jingle and dance for at least three times a week, and
- f. engage partners and the public to promote milk feeding and consumption nationwide.

6. DepEd Central Office (CO), regional offices (ROs), schools division offices (SDOs), and schools shall be part of the campaign by pledging their commitment and by participating in the social media campaign as stipulated in Enclosure No. 1.

7. A National Milk Dance Challenge Competition following the guidelines in Enclosure No. 2 shall commence on SY 2024–2025. The dance challenge shall use the original **Lakas sa Gatas Jingle**, composed by Ms. Ellaine Joy G. Icavalo, Nurse II, and performed by Ms. Richelyn M. Calumpang of Francisco Oringo Elementary School, both from SDO General Santos City.

8. Teachers of relevant subject areas are encouraged to integrate the benefits of milk and milk consumption in appropriate learning areas to improve the learners' knowledge, values, and behavior towards milk consumption, intensify their milk-drinking habits, improve their bone health, growth, and development, and contribute to their physical activity. In support of this, schools are encouraged to conduct any of the school campaign activities enumerated in Enclosure No. 3.

9. All activities related to this campaign shall be conducted while observing strict compliance with DepEd Order (DO) No. 9, s. 2005 titled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith, DO 002, s. 2024 titled Immediate Removal of Administrative Tasks of Public School Teachers, and DO 19, s. 2008 titled Implementation of No Collection Policy in All Public Elementary and Secondary Schools.

10. The participation of teachers and learners in this campaign shall be voluntary and shall not affect their academic performance. Consent from parents shall also be secured for the voluntary participation of learners in any of the activities for this campaign.

11. All public elementary and secondary school canteens are encouraged to offer pasteurized and/or sterilized milk and milk products sourced from the National Dairy Authority (NDA)- and the Philippine Carabao Center (PCC)-assisted local dairy producers and cooperatives. The SDOs shall provide guidance in linking the schools with the local dairy suppliers.

12. All expenses for the activities of this campaign shall be charged to local funds or the SBFP-Program Support Fund of CO, ROs, SDOs, and schools subject to usual government accounting and auditing rules and regulations.

13. For more information, please contact the **Bureau of Learner Support Services-School Health Division**, Department of Education Central Office, DepEd Complex, Meralco Avenue, Pasig City, through email at sbfp.milk@deped.gov.ph or at telephone number (02) 8632-9935.

14. Immediate dissemination of this Memorandum is desired.

By Authority of the Secretary:


ATTY. REVSEE A. ESCOBEDO
Undersecretary



Encls.:

As stated

References:

DepEd Order (Nos. 002, s. 2024; 19, s. 2008; 9, s. 2005;
031, s. 2021; 10 and 38, s. 2022)

To be indicated in the Perpetual Index
under the following subjects:

CAMPAIGN
CONTEST
HEALTH EDUCATION
LEARNERS
PROGRAMS
SCHOOLS

MSCM, APA, MPC, DM Lakas sa Gatas Milk Campaign
0234 – July 1, 2024