



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 V**  
Schools Division Superintendent



Address: Quezon St., Don Domingo Maddela, Bayombong, Nueva Vizcaya  
Telephone Nos.: (078) 362-0106, 09171589  
Email Address: [nuevavizcaya@depd.gov.ph](mailto:nuevavizcaya@depd.gov.ph)  
Website: [www.depd-nv.com.ph](http://www.depd-nv.com.ph)



## **GUIDELINES FOR THE “LAKAS SA GATAS” NATIONAL DANCE CHALLENGE COMPETITION**

1. **Dance Challenge.** Interested schools shall submit to their respective Schools Division Offices a dance challenge video using the original Lakas sa Gatas Jingle. The dance challenge entries shall express the theme, **“Talino at Gilas, Tiyak Lalabas, Panalo ang Batang may Sapat na Gatas.”**

All entries shall be in groups with at least 10 to 15 learners. Choreography shall be original and may be composed by learners. However, stunts and dangerous routines are prohibited in the dance challenge. Interpretation of the jingle’s lyrics and the campaign’s theme through catchy dance moves shall also be considered when making the choreography. Participating groups are encouraged to have minimal to no expenses incurred for this competition.

2. **Video Production.** The dance challenge shall be submitted as a video according to the following recommendations:

a. A good background and lighting shall be considered. The subject may be illuminated using a ring light or any light source. A natural source of light can be utilized by facing a window.

b. Video editing shall be limited to transitions and no distracting video effects shall be used. The original color grading of the video shall also be retained.

c. Texts in the video shall use the MATATAG font, “Goldplay”. The addition of texts is only recommended when introducing the school and during credits where choreographers, contributors, and participants shall be properly attributed.

d. The video shall follow the recommended minimum specifications:

- 1) File Format: MP4
- 2) Dimensions: 1920px x 1080px (16:9)
- 3) Resolution: 720p or 1080p
- 4) Orientation: Landscape
- 5) Frame Rate: 30fps

3. **Submission of Entries.** Participating groups shall submit their official entries to the SDOs strictly on or before October 11, 2024. The SDOs shall then submit to the RO their chosen best dance challenge entry for the competition strictly on or before October 25, 2024.

Each RO shall submit one (1) official entry to BLSS-SHD strictly on or before November 8, 2024, through this link <http://tinyurl.com/LSG-DanceCompetitionVideo>.

4. **Criteria for Judging.** BLSS-SHD, ROs, and SDOs shall use the following criteria:

a. Choreography (30%) – Choreography used is original and catchy. It also showcases musicality by following the music’s rhythm and tempo. The jingle’s lyrics, sounds, and layers are also expressed by the choreography.

b. Performance (30%) – Dance is on time with the beat and follows the music’s melody. Dancers execute the moves uniformly and are synchronized as a group. Personality and character add showmanship to the performance.

c. Creativity (20%) – Variety of formations, unique ways and presentation, and creative twists make the dance visually exciting.

d. Relevance to the Theme (20%) – The dance expresses the campaign's theme and the jingle's lyrics.

5. **Deliberation and Announcement of Winners.** BLSS-SHD shall deliberate the regional entries with a select panel of judges from the Central Office. The announcement of the top three (3) winners shall be made on or before November 22, 2024.





## **GUIDELINES FOR THE "LAKAS SA GATAS" MILK FEEDING CAMPAIGN SCHOOL ACTIVITIES**

In recognition of the link between an individual's physiological and mental needs, and an improved knowledge and attitude in an individual's practice and behavior, schools are encouraged to conduct any of the following school activities:

1. **"Milk-tivational" Monday**

- a. An activity that aims to motivate learners to intensify their drinking habits.
- b. In the whole campaign, Monday shall be regularly designated for the massive milk-drinking activity of the SBFP beneficiaries after every flag-raising ceremony while sharing information about milk and its benefits.

2. **Milk Mindfulness**

- a. An activity that aims to share knowledge about the different types of milk, their benefits, and nutritional value.
- b. Designed as a game, the learners are going to be health detectives by searching for and matching images of different types of milk and milk products, their benefits, and nutrient content.
- c. ROs and SDOs may provide additional guidelines to foster critical thinking and teamwork. In addition to the awarding of certificates, rewards for winners may also be provided.

3. **Milk & You: Parents and Learners Workshop**

- a. A lecture and workshop activity involving learners and their parents or caregivers, regarding the MF component and the importance of milk and milk-derived products, and the importance of appropriate nutrition for school-aged children.
- b. The following activities may also be included in the workshop:

1) **Milk Trivia** – The participants shall be divided into two teams. The learner shall be on the same team as his/her parent. Random questions about nutrition and milk feeding shall be asked to parent-learner tandem. To ensure the participation of all pairs, no one can answer repeatedly unless all pairs of the team have already answered. The team that garners the highest score shall win.

2) **Drawing Relay** – The participants shall be divided into two teams. The learner shall be on the same team as his/her parent. Participants shall then be provided with drawing materials except for the participant furthest from the host. The host shall draw an object and shall show said object to the first two participants where then they shall have to try and identify and copy the said object. Once they are done with their drawings, they shall then show their drawing to the ones next in line and the next participants shall try to identify and copy said object. This shall be a relay until the last participant on the line identifies the object being drawn. Once they identify the object, they shall then shout their team's name and the object identified. Objects to be drawn shall be related to nutrition and MF component.

c. ROs and SDOs may provide additional game mechanics, in addition to the awarding of certificates.

4. **Sip and Paint**

a. A poster-making activity open to SBFP and non-SBFP beneficiaries.

b. The poster submissions shall be original and aligned with the Lakas sa Gatas slogan, **“Talino at Gilas, Tiyak Lalabas, Panalo ang Batang may Sapat na Gatas.”**

c. ROs and SDOs may provide additional guidelines and devise their respective reward systems.

5. **“Milk-lympics”**

a. An activity that encourages physical activity in relation to the benefit of milk in the learners’ growth and muscle building, highlighting contribution to a child’s physical ability.

b. ROs and SDOs shall develop the guidelines of the Milk-lympics in collaboration with existing sports clubs but shall highlight Larong Pinoy such as Sack Race, Patintero, Agawan Base, Chinese Garter, Luksong Bata/Luksong Tinik, Piko, Tumbang Preso, etc.

6. **Milk Dancercise**

a. An activity that encourages physical activity and positive attitude towards milk consumption using the Lakas sa Gatas official jingle and dance as a form of exercise.

b. With the jingle’s informative lyrics, this activity shall also highlight the benefits of milk on the nutrition and growth of children, impart knowledge, and improve their attitude towards milk drinking and increase their consumption of milk while contributing to the learners’ physical activity.

c. The Milk Dancercise shall be included during flag-raising ceremony, physical education activities, and other related tasks. The exercise shall be integrated at least three times a week, in line with the World Health Organization’s (WHO) guidelines on the physical activity of children and adolescents.