

Republic of the Philippines
Department of Education
CORDILLERA ADMINISTRATIVE REGION
SCHOOLS DIVISION OF BAGUIO CITY

03 August 2022

Division Memorandum
No. 230, s. 2022

To: Division Chiefs
Public Schools District Supervisors
Concerned Public Elementary School Heads
Concerned School Partnership Focal Person
All others concerned

BATANG MATIBAY:GABAY SA TIBAY PROGRAM

- Enclosed is the communication from Ms. Elvie Rosales, Account Executive , MME Connection Incorporated dated August 1, 2021 to coordinate with the concerned school heads to conduct activities such as:
 - Face-to-face nutrition education with teachers and parents/caregivers;and
 - Distribution of Free Bearbrand Fortified to School Children.
- Participation of public elementary schools will depend upon the approval of the school head and shall be subject to no disruption-of-classes policy stipulated in DepEd Order no. 9 s. 2005 entitled *Instituting Measure to Increase Engaged Time on Task and Ensuring Compliance Therewith*. This is also subject to the non-collection policy as stated in section 3 of the Republic Act. No. 5546, an act of Prohibiting Sale of Tickets and/or collection of contributions for whatever Project of Purpose from students and teachers of the school.
- Elementary Schools to be visited by partners are:

1. Rizal ES	11. Loakan ES	21. San Carlos ES
2. Apolinario Mabini ES	12. Doña Aurora ES	22. Bonifacio ES
3. Baguio Central School	13. Crystal Cave ES	23. Pinsao ES
4. Elpidio R. Quirino ES	14. Dontigan ES	24. Pinget ES
5. Quezon Hill ES	15. Manuel A. Roxas ES	25. Bakakeng ES
6. Luchan ES	16. Aguinaldo ES	26. Pacday Quinio ES
7. Manuel L. Quezon ES	17. Dominican Mirador ES	27. San Vicente ES
8. Fort Del Pilar ES	18. Josefa Cariño ES	28. Baguio SPED ES
9. Kias ES	19. San Luis ES	29. Gibraltar ES
10. Camp 7 ES	20. Irisan ES	
- For any queries relative to the activity, kindly text Ms. Amelyn Leal, Nestle Coordinator at 0976-209-9041.
- Wide dissemination of this memorandum is desired.

FEDERICO P. MARTIN, CEdD, EdD., CESO V
Schools Division Superintendent

Ebc/socmob

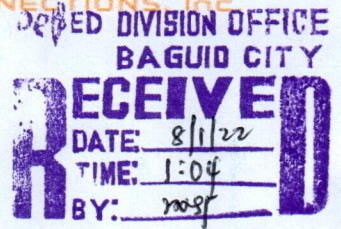


"DepEd SDO Baguio City: We Serve, We Care."

Address: 82 Military Cut-off Road, Baguio City
Telephone/Fax: 074-442-4326 / 074-442-7819 | Email: depedbagueocity@gmail.com
Website: www.depedpines.com | Facebook Page: facebook.com/DepedTayoBaguioCity



ISO 9001:2015 Certified
Quality Management System
CRN RU-19-2560.02
Issued on 12/27/201



Name: **FEDERICO P. MARTIN, CEDO, CESO V**
 Designation: **Schools Division Superintendent**
 Department of Education **Schools Division of Baguio City**

Dear Madam/Sir:

We are **MME Connections Inc**, the partner activations agency of **NESTLE BEAR BRAND® Fortified**. We are pleased to share with you a new initiative called the **BATANG MATIBAY: GABAY SA TIBAY PROGRAM** which aims to support parents and educators to raise Filipino learners with tibay ng *katawan, isipan, at kalooban*. Despite the challenges posed by the current pandemic situation in the country, BEAR BRAND® Fortified remains steadfast in supporting this meaningful advocacy.

Objective: To equip parents and educators with the right knowledge on proper nutrition for children/students to become *matibay* in body, mind and will.

In line with the above, we kindly request your esteemed office to allow us to conduct the program in your covered schools. Please see related information below:

Activities: Please see attached program mechanics. This activity is covered by DOH-FDA-CFRR Permit No 0116, s. 2022.

Phase 1: Engaging face to face nutrition education sessions (approx 35 mins) conducted by registered nutritionists to teachers and mothers/caregivers. The sessions will talk about:

- (1) Qualities of a Batang Matibay
- (2) Nutrition tips how help support children become Batang Matibay
- (3) Interactive games
- (4) Commitment sharing through community pledge by parents/caregivers

Phase 2: Distribution of FREE Bear Brand Fortified to school children. *Note that this activity is not under the scope of E.O. 51 (National Code of Marketing of Breastmilk Substitutes, Breastmilk Supplements and Other Related Products, as BEAR BRAND® Fortified Powdered Milk Drink is for school-aged children.)*

Program Offerings and Benefits

- (1) Provision of free milk to school children
- (2) Nutrition knowledge for mothers/caregivers
- (3) Teaching materials for teachers plus e-certificates as proof of participation (upon request)

- **Coverage Period:** March to December 2022
- **Schools Covered:** Region I, II, III, IV-A, V and NCR for First/Second Waves

This invitation will be extended also to all Schools Division Offices or SDOs under the Schools Division Superintendents for them to allow their District Supervisors, Principals, School Heads and Teachers within the said regions to participate in the program. We are also willing to issue e-certificates of participation to educators, as requested.

Amidst the ongoing pandemic, we commit to abide with all your instructions to ensure a seamless and safe implementation of the activity.

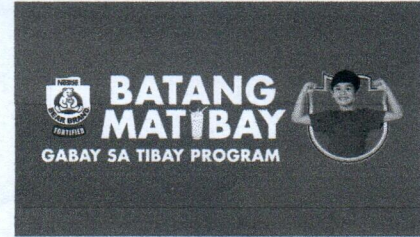
We hope for your favorable response, and we thank you for your continued support as our foremost partner in building generations of BATANG MATIBAY.

Our face-to-face nutrition education and on-ground sampling schedule per Elementary school is one (1) day only. For your school that would be on _____, from 8:00AM to 3:00 PM.

Should you have further inquiries/concerns, feel free to contact us at 0905-213-2631.

Respectfully yours,

Elvie Rosales
 Account Executive
 099 36993569



**Bear Brand Batang Matibay
Nutrition Education Program**

Confirmation Sheet

Name of School: _____

Address: _____

Schools Division of _____

This is to confirm the following activities will be conducted as regards the Bear Brand Batang Matibay Nutrition Education Program for Elementary Schools

- (1) Face to face Nutrition Education from a Registered Nutritionist-Dietitian for Parents of Kinder and Grades 1 and 2 only plus selected Teachers of similar grade levels.
- (2) Product Sampling after the face to face nutrition education sessions. Sample products will be for Kinder, and Grades 1 and 2 only through their Parents/Teachers in compliance with the Milk Code.
- (3) Sending of GC invites to concerned Parents and Teachers to attend the scheduled Webinar.

Estimated Population	Qty of Teacher	Qty of Section	Qty of Student
Kinder			
Grade 1			
Grade 2			

Conforme:

Name of School Principal:

Contact Number/Landline:

Signature:

Teacher/Admin Representative of the Principal:

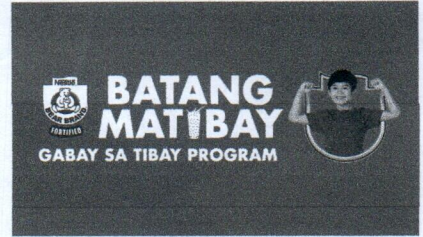
Name:

Email ad:

Contact Number

Date of this Signed Conforme:

Other Concerns/Requests from the School (if applicable):



Ocular Checklist

Date:
School:
Venue of Seminar:
Venue Address:
Landmark:

No.	Items	Yes	No	Working	Not working	Remarks
1	LCD Projector					
2	White Screen					
3	Karaoke / Speaker					
4	Mic					
5	Connector (Hdmi / VGA)					
6	Extension Cord					

Dimension of the Venue (Floor Measurement):
Distance from Facilitator to Outlet:
Light/Electricity Provision For Outlets:
Ingress Time:
Main Point Person:

Others:

- 360 degrees shots
- Venue Picture
- Setup Area (Seminar)
- Sampling Booth Set up
- Parking
- Speaker with input
- Mic