

\_\_\_\_\_, 2023

**Mr. Federico P. Martin, CEEd, EdD, CESO V**  
**Schools Division Superintendent**  
**SDO of Baguio City**  
**Department of Education**

Dear 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. Please be noted that the entire program does not involve selling in all its forms.**

**Phase 1:** Engaging face-to-face nutrition education sessions (approx 30 mins only) conducted by registered nutritionists to teachers and mothers/caregivers. The sessions will talk about:

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

**Phase 2:** Distribution of FREE Bear Brand Fortified. **Please 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 already.**

**Program Offerings and Benefits**

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

• **Coverage Period:** February to December 2023

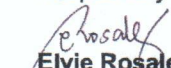
• **Schools Covered:** Region I, II, III, IV-A, V and NCR for First/Second Waves and all of Visayas and Mindanao.

This invitation is actually forwarded 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.


Should you have further inquiries/concerns, feel free to contact us at [elvie@mme.ph](mailto:elvie@mme.ph) or 0977-633-6435.

Respectfully yours,

  
**Elvie Rosales**  
Program Partner

To: Ms. Elvie Rosales  
subject to non-disruption  
of classes adjustments.

Masks: 

To: School Administrators, Principals & Teachers In-Charge  
(Elementary & Secondary)  
FOR YOUR INFORMATION & APPROPRIATE ACTION  
  
**FEDERICO P. MARTIN, EdD, CEEd, CESO V**  
Schools Division Superintendent



Republic of the Philippines  
**Department of Education**  
 OFFICE OF THE UNDERSECRETARY  
*Tanggapang ng Pangalawang Kalihim*

OULAPP No. 2-2022, s. 2022

**MEMORANDUM**

**TO :** REGIONAL DIRECTORS  
 (DepEd Regions I, II, III and National Capital Region)  
**CONCERNED EDUCATION SUPPORT SERVICES DIVISION CHIEFS**  
**CONCERNED REGIONAL PARTNERSHIP FOCAL PERSONS**  
**ALL OTHERS CONCERNED**

**FROM :** TONISITO M.C. UMALI, Esq.  
 Undersecretary

**SUBJECT :** BATANG MATIBAY: GABAY SA TIBAY PROGRAM IMPLEMENTATION

**DATE :** March 3, 2022

Nestle Philippines, Inc. (NPI) has been a long-time partner of the Department on various health and wellness education programs. A Supplemental Agreement has been signed in January 2022 for the implementation of "BEAR BRAND® Fortified Tibay sa Pag-aaral Program."

The BEAR BRAND® Fortified Tibay sa Pag-aaral Program is comprised of the following sub-programs:

1. Lali Sa Tibay Program - provision of Tibay Nutrition and Learning Modules and Bear Brand products;
2. Batang Matibay Awards - a nationwide search and recognition program for ten (10) outstanding public school students who exemplify TIBAY for school and in life; and
3. TIBAYanihan Sachet Upcycling Program - upcycling of post-consumer BEAR BRAND® sachets into school chairs and other school items.

As part of Nestle's partnership commitment to DepEd, the Bear Brand Fortified Team shall conduct the following activities:

1. FREE webinar on nutrition via Google Meet for 200,000 target parent participants on concerned regions.

Undersecretary Tonisito M.C. Umali, Esq.  
 Legislative Affairs, External Partnerships, and Project Management Service  
 K-104 Rizal Building, DepEd Complex, Meralco Avenue, Pasig City  
 Telephone No. (02)8633 7224 ; Fax No. (02) 8633-0430 ; Email: tonisito.umali@deped.gov.ph

2. Provision of FREE teaching materials and Bear Brand products for 18,000 educators on concerned regions; and
3. FREE Bear Brand products for 1,000,000 parents through on-ground sampling.

The program shall be held from March 2022 until December 2022. Representatives from Nestle-Bear Brand Team will be coordinating with your office prior to the conduct of the above-mentioned activities.

For any concern, your staff may contact:

Office of the Undersecretary for Legislative Affairs,  
 External Partnerships and Project Management Service  
 (OULAPP)

Attention : Ms. Dove Cometa  
 External Partnerships Service  
 Private Sector Partnerships Unit (EPS-PSPU)  
 Email: [davedinah.cometa@deped.gov.ph](mailto:davedinah.cometa@deped.gov.ph)

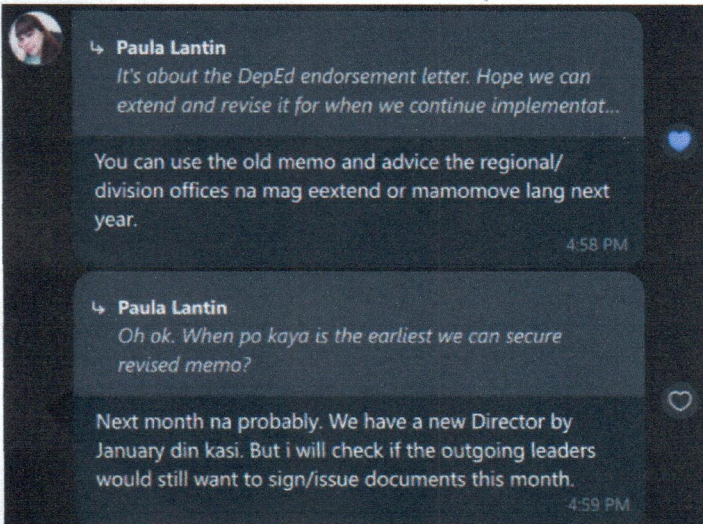
Ms. Rina Tadiar  
 Brand Manager, Bear Brand Fortified  
 Email: [rinacarmela.tadiar@ph.nestle.com](mailto:rinacarmela.tadiar@ph.nestle.com)

Your support to this activity is highly appreciated.

Thank you very much.

Undersecretary Tonisito M.C. Umali, Esq.  
 Legislative Affairs, External Partnerships, and Project Management Service  
 K-104 Rizal Building, DepEd Complex, Meralco Avenue, Pasig City  
 Telephone No. (02)8633 7224 ; Fax No. (02) 8633-0430 ; Email: tonisito.umali@deped.gov.ph

This is just to formalize our viber discussion last Dec that we can still use the existing DepEd Memo as we continue our Gabay Sa Tibay program this 2023. New memo should be made available as soon as DepEd has transitioned to its new USEC/Director this January.





**NESTLE PHILIPPINES INC.**  
31 Plaza Drive, Rockwell Center,  
Makati City 1800

Tracking No.: 20211213112906  
Date: 10 February 2022

**SALES PROMOTION PERMIT**

Pursuant to Article 116 of Republic Act No. 7394 or The Consumer Act of the Philippines and Section 5 (o) of The Republic Act No. 9711 or The Food and Drug Administration (FDA) Act of 2009, your application for the permit to conduct the sales promotion with details stated hereunder is **GRANTED**.

**DOH-FDA CFRR Permit No. :** 0116 s. 2022

**Promotion Title :** 2022 BATANG MATIBAY: GABAY SA TIBAY PROGRAM

**Duration :** 10 February 2022 to 01 February 2023

**Coverage :** Luzon Area

**Media/Collateral Materials :** Promo Detailer, Pull Up Banner, Poster, Streamer, BA Uniform, Teacher Giveaway (Totebag and Notebook)-Annex "A"

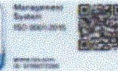
**Participating Product :** See attached valid Certificate of Product Registration-Annex "B"

This permit shall not be construed as an authorization for print, radio and television advertisement other than the submitted and approved materials. Any other materials must be submitted for evaluation and approval prior to their dissemination.

No deviation in the approved promotion details and mechanics shall be made at any time during the effectivity of this permit without prior notice to, and written approval of this Office. Any request for amendment and/or extension should be submitted at least one (1) week before such change takes effect.

This permit is subject to recall or revocation at any time should there be any violation of **Republic Act Nos. 7394 and 9711, Bureau Circular No. 2007-002 (Guidelines in the Use of Nutrition and Health Claims in Food)** and other related laws, rules, regulations and the following condition/s, *to wit*:


Civic Drive, Filinvest Corporate City, Alabang 1781 Muntinlupa, Philippines  
Trunk Line +63 2 857 1900 Fax +63 2 807 0751  
Website: www.fda.gov.ph Email: info@fda.gov.ph



Permit No. 0116 s. 2022  
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1. The approved sales promotion materials/announcements shall contain the phrase "**Per DOH-FDA-CFRR Permit No 0116 s. 2022**";
2. No claim in the advertisement, promotion and sponsorship, and other marketing activities shall be made other than those contained in the approved label or packaging of the product; and
3. All office of the DOH-FDA Regional Field Office (DOH-FDA-RFO) should be furnished with a copy of this permit together with the approved mechanics and materials.

*By Authority of the Director General:*

  
**PILAR MARILYN M. PAGAYUNAN**  
Director IV  
Center for Food Regulation and Research