



Republic of the Philippines  
**Department of Education**  
REGION XI  
SCHOOLS DIVISION OF PANABO CITY

**DIVISION MEMORANDUM**

No. 0139

To : Assistant Schools Division Superintendent  
Chief of the Schools Governance and Operations Division  
Chief of the Curriculum Implementation Division  
All Public Elementary and Secondary School Heads and Principals  
All Concern

Subject: **REGIONAL LAUNCHING OF "LAKAS SA GATAS" MILK CAMPAIGN AND SCHOOL-BASED PROGRAM CUM NUTRITION MONTH CELEBRATION**

Date: June 17, 2025

1. This has reference to Regional Memorandum ESSD\_2025-162 re: Regional Launching of "Lakas sa Gatas" Milk Campaign and School-Based Feeding Program Cum Nutrition Month Celebration on July 18, 2025, at Rizal Elementary School 9:00 AM to 5:00 PM. Participants to the said activity is attached in Annex D.
2. As part of the campaign, all schools are encouraged to submit their entry for the Video Reel Challenge on or before June 30, 2025, through the School Health and Nutrition Section via the link provided:  
  
<https://tinyurl.com/LSGVideoReelChallenge>
3. 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. Further, the Division winner shall be announced through a memorandum and will automatically be the entry to the regional level. Please see Annex A for the guidelines.
4. For your information and guidance.

  
**JINKY B. FIRMAN PhD, CESO VI**  
Schools Division Superintendent

Enclosed.: As stated.  
SGOD/ABA/mje

RELEASED

JUN 18 2025



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RECORDS SECTION - DIVISION OF PANABO CITY

BY 



Recd



0625/2025

Republic of the Philippines  
**Department of Education**  
DAVAO REGION

June 10, 2025

REGIONAL MEMORANDUM  
ESSD-2025-162

REGIONAL LAUNCHING OF "LAKAS SA GATAS" MILK CAMPAIGN AND SCHOOL-BASED FEEDING PROGRAM CUM NUTRITION MONTH CELEBRATION

To: Schools Division Superintendents

1. Attached is a copy of Memorandum OM-OUOPS-2025-08-01349, from the Office of the Undersecretary for Operations, re: Guidelines on the Utilization of Downloaded Additional Program Support Funds for the "Lakas sa Gatas" Campaign FY 2025.
2. In this regard, this Office, through the Education Support Services Division (ESSD), will conduct **Regional Launching of "Lakas Sa Gatas" Milk Campaign and School-Based Feeding Program cum Nutrition Month Celebration on July 18, 2025, with SDO Panabo City as the host division.**
3. Additionally, **Rizal Elementary School**, as Winner during the 1<sup>st</sup> Lakas sa Gatas National Dance Challenge Competition of the SBFP-Milk Component Campaign for the SY 2024-2025, will serve as the venue for the launching.
4. Moreover, several activities will also be conducted as part of the campaign as reflected in Annex A. **SDOs are instructed to submit their entries on or before July 7, 2025.** Winners will be announced during the launching. See Annex B for the Activity Matrix, Annex C for the List of Technical Team, and Annex D for the List of Participants.
5. 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.
6. The fund downloaded to the host division shall be used for this activity. Travel, accommodation, incidental and other expenses of the participants shall be charged to SBFP support funds or local fund, subject to existing accounting and auditing rules and regulations.
7. For further details, Reissa T. Silda, Regional SBFP Focal Person, may be contacted at (082) 224-0748.
8. Immediate dissemination and compliance with this Memorandum is desired.

RECORDS SECTION  
**RELEASED**

ALLAN G. FARNAZO  
Director IV

Encl.: As stated  
ROE7/rs

Date: June 13, 2025

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**Annex A**

**GUIDELINES ON THE VIDEO REEL CHALLENGE**

GUIDELINES	"Milk Matters: Sip, Share, Educate!" Video Reel Challenge	"Sapat na Pagkain, Karapatan Natin! Reel Challenge"
Theme	"Personal Stories + Science-Backed Facts = Viral Milk Advocacy!"	Highlight food security, nutrition rights, and sustainable eating in creative ways.
Challenge Mechanics	<ol style="list-style-type: none"> <li>Video Requirements: <ul style="list-style-type: none"> <li>1-minute vertical video (Instagram/TikTok Reels/YouTube Shorts).</li> </ul> </li> <li>Content <ul style="list-style-type: none"> <li>Personal/Group story (e.g., "Milk saved my bones after my skateboard accident!")</li> <li>Fun fact/myth-busting (e.g., "Milk has 13 essential nutrients – cheaper than supplements!")</li> <li>Call-to-action (e.g., "Like if you learned something! #MilkMatters")</li> </ul> </li> <li>Social Engagement Boosters: <ul style="list-style-type: none"> <li>Like/React and Share the videos posted in DepED Region XI FB Page</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>Video Requirements: <ul style="list-style-type: none"> <li>1-minute vertical video (Instagram/TikTok Reels/YouTube Shorts).</li> </ul> </li> <li>Content Options (Participants choose one): <ul style="list-style-type: none"> <li>"My Nutri-Plate": Show a balanced meal using local/affordable ingredients.</li> <li>"Waste to Taste": Turn food scraps into nutritious dishes (e.g., banana peel curry).</li> <li>"Karapatan Ko 'To!": A spoken word/skit on why food security is a right.</li> <li>"Myth Buster": Debunk a nutrition myth (e.g., "Rice is unhealthy").</li> </ul> </li> <li>Social Engagement Boosters: <ul style="list-style-type: none"> <li>Like/React and Share the videos posted in DepED Region XI FB Page</li> </ul> </li> </ol>
Judging Rubric (100 pts + Social Bonus)	<p>A. Content Quality (80 pts)</p> <ol style="list-style-type: none"> <li>Story-Fact Balance - 25 pts: Seamless transition between personal + educational content.</li> </ol>	<p>A. Content Quality (80 pts)</p> <ol style="list-style-type: none"> <li>Message Clarity - 30 pts: Aligns with theme, actionable takeaway.</li> </ol>





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	2. Creativity - 20 pts: Memes, skits, or animations (e.g., "Milk Fact vs. Fiction" duel). 3. Accuracy - 20 pts: Sources cited (e.g., "WHO recommends 3 dairy servings daily!"). 4. Technical Quality - 15 pts: Clear audio/visuals.  B. Social Engagement (20 pts) 1. Likes - 10 pts 2. Shares - 10 pts 3. Bonus 5 pts: For every 1,000 combined views (capped at 10 pts).	2. Creativity - 20 pts: Unique angle (humor, animation, etc.). 3. Practicality - 20 pts: Uses accessible/local ingredients. 4. Technical Quality - 10 pts: Clear audio, visuals, editing.  B. Social Engagement (20 pts) 1. Likes - 10 pts 2. Shares - 10 pts 3. Bonus 5 pts: For every 1,000 combined views (capped at 10 pts).
Who can join:	Students and Teachers (individuals or groups)	
Categories:	1. Elementary Level Learners (1 entry per SDO) 2. Secondary Level Learners (1 entry per SDO) 3. Teachers (1 entry per SDO)	
Format:	1-minute vertical video (Instagram/ TikTok Reels/ YouTube Shorts)	
Sample Video Ideas:	Personal Stories + Science-Backed Facts (e.g., "How milk helps me in sports," "Why I love chocolate milk," or "My grandma's milk remedy").	- "Gutom No More!": A rap about ending hunger with community pantries. - "Isang Dakot ng Pag-asa": Show how school gardens improve food security. - "Dear Future Me": A letter thanking oneself for eating sustainably.
How to submit:	Submit thru OneDrive link.	
Submission Deadline:	<b>July 7, 2025 (4:00 pm)</b>	
Social Engagement Period:	July 8-11, 2025 (12:00 nn)	
General Rules:	1. Original content only (no plagiarism). 2. School-appropriate (no inappropriate jokes)	





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**Annex B**

**ACTIVITY MATRIX**

**REGIONAL LAUNCHING OF "LAKAS SA GATAS" MILK CAMPAIGN AND  
 SCHOOL-BASED FEEDING PROGRAM cum NUTRITION MONTH CELEBRATION  
 SY 2025-2026**

July 18, 2025

TIME		ACTIVITY	
FROM	TO		
12:30 PM	1:00 PM	Registration	SBFP TWG
1:00 PM	1:15 PM	Opening Salvo	Rizal ES Ensemble
		Preliminaries (National Anthem, Prayer & Region Hymn)	AVP
1:15 PM	1:20 PM	Acknowledgment of Participants	Warlito E. Hua, EdD Chief ES, ESSD
1:20 PM	1:30 PM	Welcome Remarks	Jinky B. Firman, PhD SDS, Panabo City Division
1:30 PM	1:45 PM	Message	<b>Allan G. Farnazo</b> Director IV
1:45 PM	1:55 PM	"Lakas sa Gatas" Dance Challenge Winning Entry of Rizal ES	Live Performance
1:55 PM	2:15 PM	Resource Person	Panabo City Nutritionist
2:15 PM	2:25 PM	Cultural Dance	Host Division/School
2:25 PM	3:00 PM	Announcement of Winners 1. "Milk Matters: Sip, Share, Educate!" Video Reel Challenge (3 categories) 2. "Sapat na Pagkain, Karapatan Natin! Reel Challenge" (3 categories)	Ailene B. Anonuevo, PhD Chief ES, SGOD Panabo City Division
3:00 PM	3:45 PM	Suppliers' Display Hopping (Optional)	SBFP TWG
3:45 PM	3:55 PM	Giving of Certificate of Appreciation to Suppliers	Top Management
3:55 PM	4:00 PM	Closing Message	Rebonfamil R. Baguio Director III



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**Annex C**

**LIST OF TECHNICAL TEAM**

COMMITTEES	CHAIRPERSON	CO-CHAIRPERSON	MEMBERS
Overall Chairperson	Jinky B. Firman PhD	Warlito E. Hua	Basilio P. Mana-ay Jr. Ailene B. Añonuevo PhD Rosemarie Patriarca Cherry Lyn Balbacal
Program and Invitation	Moolien Jane A. Estimada	Gardenlyn Arriesgado	Sheena D. Puyat
Attendance, Registration & Narrative Report	Desiree Loren Barabat	Stephen Mark T. Castres	Ronmar V. Jayoma
Certificates and Plaques	Cris John M. Sumaya	Mariel L. Antipala	Reynald Mangali Vergel Jay Emata Rheina Norma Quilla
Documentation	Elton L. Kadile	Gasper Vencent Dhan Cimini	Mae Ann Llana
Video Presentation	Tyron O. Dujali	Reissa Silda	Evan Rausa
Meals: Heavy Snacks	Arlene Choi	Lea Mae Daroy	Reynald Mangali
Floor/Activity Flow	Keren Luma	Mary Grace Santander	Rachel Compuc
Seating Arrangement	John Carlo Ceniza	Catherine Pelpinosas	Mitze Lopez
Sounds and Lights	Maria Susete Flores	Ronoto Alba	Erna Lumandong
Tarpaulin and Photo Area and Booth Display	Maria Ezcelmay Cabaylo	Elden Temporada	Ronmar V. Jayoma
Ways and Means	Ana Liza Mendoza	Erick Dalumpines	
Stage Decor	Rosemarie Patriarca	Elden Temporada	
QAME	M&E Personnel	QAD Personnel	





Republika ng Pilipinas

Department of Education

OFFICE OF THE UNDERSECRETARY FOR OPERATIONS

MEMORANDUM

OM-OUOPS-2025-01 01349

TO : ALL REGIONAL DIRECTORS  
SCHOOLS DIVISION SUPERINTENDENTS  
SCHOOL HEADS  
ALL OTHERS CONCERNED

FROM : ATTY. EDSON BYRON K. SY  
Assistant Secretary for Finance,  
Officer-in-Charge, Office of the Undersecretary for Finance

MALCOLM S. GARMA  
Assistant Secretary, Office-in-Charge  
Office of the Undersecretary for Operations

SUBJECT : GUIDELINES ON THE UTILIZATION OF DOWNLOADED  
ADDITIONAL PROGRAM SUPPORT FUNDS FOR THE "LAKAS SA  
GATAS" CAMPAIGN FY 2025

DATE : February 25, 2025

The Operations Strand, through the Bureau of Learner Support Services-School Health Division (BLSS-SHD), is responsible for overseeing and managing the implementation of the School-Based Feeding Program (SBFP).

SBFP aims to improve the classroom attendance and nutritional status of the target beneficiaries. The provision of Hot Meals (HM) or Nutritious Food Products (NFP) and Milk to severely wasted and wasted learners are expected to contribute to the participate and benefit in the education process, complete their elementary education, and to improve their nutritional status. This School Year 2024-2025, SBFP transitioned to provide year-round, HM and/or NFP and milk. In this light, DepEd, through the BLSS-SHD, released a **DepEd Memorandum No. 36, s. 2024** to roll-out a Milk Campaign titled "**Lakas sa Gatas**" with the theme, "**Talino at Gilas, Tiyak Lalabas, Panalo ang Batang may Sapat na Gatas**".

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:

- raise awareness on the importance of consuming milk and milk products for the improvement of learner's nutritional status;
- improve learners' values and behavior toward milk consumption;



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- c. intensify learners' milk-drinking habits;
- d. ensure the availability of pasteurized or sterilized milk in school canteens;
- e. increase physical activity of learners through dance exercises using the official campaign jingle and dance for at least three (3) times a week; and
- f. engage partners and the public to promote milk feeding and consumption nationwide.

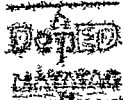
In this regard, the BLSS-SHD hereby issues the following guidelines for the utilization of the downloaded additional program support funds of the Regional Offices (RO) for the *Lakas sa Gatas* Campaign for FY 2025.

**Guidelines on the Utilization of *Lakas sa Gatas* Campaign Program Support Funds FY 2025:**

1. The PSF shall be downloaded to ROs in the amount of One Hundred Thousand Pesos (Php100,000.00).
2. The said amount is expected to be utilized for the activity related to DM No. 36, s. 2024.
3. The DepEd Regional office shall hold a Regional Roll-Out of the "*Lakas sa Gatas*" Milk Campaign in a chosen school within the Region on the start of the school classes for the SY 2025-2026 from June to July 2025.
4. The ROs shall prepare an **Accomplishment Report** to be submitted on or before **December 31, 2025**, through email address [sbfb@deped.gov.ph](mailto:sbfb@deped.gov.ph).

For more information, please contact: **Dr. Maria Corazon C. Dumlao**, Chief, BLSS-SHD, **Ms. Magdalene Portia T. Cariaga**, SEPS, and **Mr. Ted C. Pinto**, TA II, under the Nutrition and Hygiene Team through the email above or at telephone number (02) 8632 9935.

For immediate and appropriate action.



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**Annex D.** List of Participants

No.	Participants	Number of Pax
1	Regional Focal	9
2	Chief SGOD from other Divisions	10
3	SBFP Focal from other Divisions	10
4	SBFP Alternate from other Divisions	10
5	Suppliers	11

List of Participants from the SDO Panabo City

No.	Name	Designation	Office
1.	Jinky B. Firman PhD	SDS	OSDS
2.	Basilio P. Mana-Ay Jr.	ASDS	OSDS
3.	Ailene B. Añonuevo	Chief	SGOD
4.	Janwario E. Yamota	Chief	SGOD
5.	Keren T. Luma	EPS	SGOD
6.	Ana Liza Mendoza	SEPS	SGOD
7.	Erick S. Dalumpines	SEPS	SGOD
8.	Ronmar V. Jayoma	SEPS	SGOD
9.	Marissa Manginsay	PSDS Central Dist.	CID
10.	Joylyn Martinez	PSDS Central Dist	CID
11.	Dr. Arlene L. Choi	Medical Officer III	SGOD
12.	Dr. Mae Ann Llana	Dentist II	SGOD
13.	Dr. Androla Marie Caballero	Dentist II	SGOD
14.	Moolien Jane A. Estimada	SBFP Focal, Nurse II	SGOD
15.	Maria Ezcelmay S. Cabaylo	SBFP Alternate, Nurse II	SGOD
16.	Desiree Loren L. Barabat	Nurse II	SGOD
17.	Cris John M. Sumaya	Nurse II	SGOD
18.	Elton L. Kadile	Nurse II	SGOD
19.	John Carlo Ceniza	Nurse II	SGOD
20.	Maria Susete Flores	Nurse II	SGOD
21.	Erna O. Lumandong	EPS II	SGOD
22.	Tyron O. Dujali	ITO I	OSDS
23.	Rosemarie S. Patriarca	Principal	Rizal ES
24.	Gardenlyn Arriesgado	Technical Team	Rizal ES
25.	Cherry Lyn Balbacal	Technical Team	Rizal ES
26.	Sheena D. Puyat	Technical Team	Rizal ES
27.	Mariel L. Antipala	Technical Team	Rizal ES
28.	Gaspar Vencent Dhan Cimini	Technical Team	Rizal ES



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29.	Reynald Mangali Vergel Jay Emata	Technical Team	Rizal ES
30.	Rheina Norma Quilla	Technical Team	Rizal ES
31.	Lea Mae Daroy	Technical Team	Rizal ES
32.	Mary Grace Santander	Technical Team	Rizal ES
33.	Evan Rausa	Technical Team	Rizal ES
34.	Catherine Pelpinosas	Technical Team	Rizal ES
35.	Ronoto Alba	Technical Team	Rizal ES
36.	Rachel Compuc	Technical Team	Rizal ES
37.	Elden Temporada	Technical Team	Rizal ES
38.	Mitze Lopez	Technical Team	Rizal ES
39.	SBFP TA	Technical Team	SGOD
40.	SBFP TA	Technical Team	SGOD