



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

**DIVISION MEMORANDUM**

SGOD-2025-0357

To : Assistant Schools Division Superintendent  
Chief of the Schools Governance and Operations Division  
Chief of the Curriculum Implementation Division  
Principal of Rizal Elementary School  
All Concern

Subject: **ADDENDUM TO THE DIVISION NO. 0139 S. 2025 RE:  
REGIONAL LAUNCHING OF "LAKAS SA GATAS" MILK  
CAMPAIGN AND SCHOOL-BASED FEEDING PROGRAM CUM  
NUTRITION MONTH CELEBRATION**

Date: July 17, 2025

In line with the Regional Launching of "Lakas sa Gatas" Milk Campaign and School-Based Program cum Nutrition Month Celebration on July 18, 2025, 9:00 AM-5:00 PM at Rizal Elementary School, additional school personnel and division personnel shall be requested as part of the Technical Working Group, to wit:

Name	Office
<b>Host</b>	
1. Mei Ann P. Grado	Rizal ES
2. Jesurey M. Macas	Rizal ES
<b>Usherettes</b>	
3. Gladys Noel	SGOD
4. Jovey Ann T. Fernandez	Rizal ES
5. Mikka G. Camino	Rizal ES
6. Kristin Riechel L. Señedo	Rizal ES
7. April Joy D. Guzarem	Rizal ES
8. Hedy S. Chua	Rizal ES

Further, the technical working group shall also assist in the preparation relative to the said activity.

For your information and compliance.

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

Enclosed.: As stated.  
SGOD/ABA/mje

**RELEASED**



Address: City Hall Compound, Km 31, JP Laurel  
Panabo City, Davao del Norte  
Telephone No: (084) 823-1469, (084) 628-4066  
Email: panabocity.division@deped.gov.ph  
Website: www.depedpanabocity.com

**JUL 17 2025**  
RECORDS SECTION 300 PANABO CITY  
BY *[Signature]*



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

**DIVISION MEMORANDUM**

SGOD-2025-0295

To : Assistant Schools Division Superintendent  
Chief of the Schools Governance and Operations Division  
Chief of the Curriculum Implementation Division  
Principal of Rizal Elementary School  
All Concern

Subject: **MEETING OF THE WORKING COMMITTEE FOR THE REGIONAL LAUNCHING OF LAKAS SA GATAS MILK CAMPAIGN, SCHOOL-BASED FEEDING PROGRAM AND NUTRITION MONTH CELEBRATION 2025**

Date: June 24, 2025

Please be informed that the Meeting of the Working Committee for the Lakas sa Gatas Milk Campaign, School-Based Feeding Program and Nutrition Month Celebration 2025 will be held on June 27, 2025, 3:00 PM at Rizal Elementary School.

Participants to the said meeting are the Technical Committee, to wit:

COMMITTEES	CHAIRPERSON	CO-CHAIRPERSON	MEMBERS
Program and Invitation	Moolien Jane A. Estimada	Gardenlyn Arriesgado	Cherry Lyn Balbacal
Attendance, Registration & Narrative Report	Desiree Loren Barabat	Mary Beth Dejacto	Sheena D. Puyat
Certificates and Plaques	Cris John M. Sumaya	Mariel L. Antipala	Ronmar V. Jayoma
Documentation	Elton L. Kadile	Gasper Vencent Dhan Cemini	Reynald Mangali Vergel Jay Emata
Video Presentation	Tyron O. Dujali	Reissa Silda	Rheina Norma Quilla
Meals: Heavy Snacks	Arlene Choi	Lea Mae Daroy	Mae Ann Llana
Floor/Activity Flow	Keren Luma	Mary Grace Santander	Evan Rausa
Seating Arrangement	John Carlo Ceniza	Catherine Pelpinosas	Reynald Mangali

Sounds and Lights	Maria Susete Flores	Ronoto Alba	Rachel Compuc
Tarpaulin and Photo Area and Booth Display	Maria Ezelmay Cabaylo	Elden Temporada	Mitze Lopez
Ways and Means	Ana Liza Mendoza	Erick Dalumpines	Erna Lumandong
Stage Decor	Rosemarie Patriarca	Elden Temporada	
QAME	M&E Personnel	QAD Personnel	Ronmar V. Jayoma

Travel expenses incurred during the monitoring are chargeable against Division MOOOE/Local Funds subject to the usual accounting and auditing rules and regulations.

For your information and compliance.

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

**RELEASED**

Enclosed.: As stated.  
 SGOD/ABA/mje

**JUN 25 2025**

RECORDS SECTION, SDO PANABO CITY

BY: 



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

DIVISION MEMORANDUM  
No. D139

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

RELEASED

18 2025

Enclosed.: As stated.  
SGOD/ABA/mje



Address: City Hall Compound, Km 31, JP Laurel,  
Panabo City, Davao del Norte  
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Recd/sd:



06/25/2024

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

Address: F. Torres St., Davao City (8000)  
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Email Address: region11@deped.gov.ph  
Website: www.depedroxi.ph





Republic of the Philippines  
Department of Education  
DAVAO REGION

Annex A

GUIDELINES ON THE VIDEO REEL CHALLENGE

GUIDELINES	"Milk Matters: Sip, Share, Educate!" Video Reel Challenge	"Sapatos na Pagkain, Karapatan Natin! Reel Challenge"
Theme	<p>"Personal Stories + Science-Backed Facts = Viral Milk Advocacy!"</p>	<p>Highlight food security, nutrition rights, and sustainable eating in creative ways.</p>
Challenge Mechanics	<ol style="list-style-type: none"> <li>1. Video Requirements: <ul style="list-style-type: none"> <li>- 1-minute vertical video (Instagram/TikTok Reels/YouTube Shorts).</li> </ul> </li> <li>2. 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>3. 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>1. Video Requirements: <ul style="list-style-type: none"> <li>- 1-minute vertical video (Instagram/TikTok Reels/YouTube Shorts).</li> </ul> </li> <li>2. 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 'Tayo": A spoken word/skit on why food security is a right.</li> <li>- "Myth Buster": Debunk a common myth (e.g., "Rice is unhealthy").</li> </ul> </li> <li>3. 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>1. 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>1. Message Clarity - 30 pts: Aligns with theme, actionable takeaway.</li> </ol>



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	<ol style="list-style-type: none"> <li>2. Creativity - 20 pts: Memes, skits, or animations (e.g., "Milk Fact vs. Fiction" duel).</li> <li>3. Accuracy - 20 pts: Sources cited (e.g., "WHO recommends 3 dairy servings daily!").</li> <li>4. Technical Quality - 15 pts: Clear audio/visuals.</li> </ol> <p>B. Social Engagement (20 pts)</p> <ol style="list-style-type: none"> <li>1. Likes - 10 pts</li> <li>2. Shares - 10 pts</li> <li>3. Bonus 5 pts: For every 1,000 combined views (capped at 10 pts).</li> </ol>	<ol style="list-style-type: none"> <li>2. Creativity - 20 pts: Unique angle (humor, animation, etc.).</li> <li>3. Practicality - 20 pts: Uses accessible/local ingredients.</li> <li>4. Technical Quality - 10 pts: Clear audio, visuals, editing.</li> </ol> <p>B. Social Engagement (20 pts)</p> <ol style="list-style-type: none"> <li>1. Likes - 10 pts</li> <li>2. Shares - 10 pts</li> <li>3. Bonus 5 pts: For every 1,000 combined views (capped at 10 pts).</li> </ol>
Who can join:	Students and Teachers (individuals or groups)	
Categories:	<ol style="list-style-type: none"> <li>1. Elementary Level Learners (1 entry per SDO)</li> <li>2. Secondary Level Learners (1 entry per SDO)</li> <li>3. Teachers (1 entry per SDO)</li> </ol>	
Format:	1-minute vertical video (Instagram/ TikTok Reels/ YouTube Shorts)	
Sample Video Ideas:	<p>Personal Stories + Science-Backed Facts (e.g., "How milk helps me in sports," "Why I love chocolate milk," or "My grandma's milk remedy").</p> <ul style="list-style-type: none"> <li>- "Gutom No More!": A rap about ending hunger with community pantries.</li> <li>- "Isang Dakot ng Pag-asa": Show how school gardens improve food security.</li> <li>- "Dear Future Me": A letter thanking oneself for eating sustainably.</li> </ul>	
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:	<ol style="list-style-type: none"> <li>1. Original content only (no plagiarism).</li> <li>2. School-appropriate (no inappropriate jokes)</li> </ol>	


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

**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		
10AM Pray ↓ Chord / pray ↓ Gong Salw	12:30 PM	Registration	SBFP TWG
	1:00 PM	Opening Salvo	Rizal ES Ensemble
	1:15 PM	Preliminaries (National Anthem, Prayer & Region Hymn)	AVP
	1:15 PM	Acknowledgment of Participants	Warlito E. Hua, EdD Chief ES, ESSD
	1:20 PM	Welcome Remarks	Jinky B. Firman, PhD SDS, Panabo City Division
	1:30 PM	Message	Allan G. Farnazo Director IV
	1:45 PM	"Lakas sa Gatas" Dance Challenge Winning Entry of Rizal ES	Live Performance
	1:55 PM	Resource Person	Panabo City Nutritionist
	2:15 PM	Cultural Dance	Host Division/School
	2:25 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	Suppliers' Display Hopping (Optional)	SBFP TWG
	3:45 PM	Giving of Certificate of Appreciation to Suppliers	Top Management
	3:55 PM	Closing Message	Rebonfamil R. Baguio Director III

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Republic of the Philippines  
Department of Education  
DAVAO REGION

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	
Attendance, Registration & Narrative Report	Desiree Loren Barabat	Stephen Mark T. Castres	Sheena D. Puyat
Certificates and Plaques	Cris John M. Sumaya	Mariel L. Antipala	Ronmar V. Jayoma
Documentation	Elton L. Kadile	Gaspar Vincent Dhan Cemini	Reynald Mangali Vergel Jay Emata Rheina Norma Quilla
Video Presentation	Tyron O. Dujali	Reissa Silda	
Meals: Heavy Snacks	Arlene Choi	Lea Mae Daroy	Mae Ann Liana
Floor/Activity Flow	Keren Luma	Mary Grace Santander <i>team</i>	Evan Rausa <b>EVAN L. RAUSA</b> Reynald Mangali
Seating Arrangement	John Carlo Ceniza	Catherine Pelpinosas	
Sounds and Lights	Maria Susete Flores	Ronato Alba <i>kontro</i>	Rachel Compuc
Tarpaulin and Photo Area and Booth Display	Maria Ezzelmay Cabaylo	Elden Temporada	Mitze Lopez <b>MITZE A. LOPEZ</b>
Ways and Means	Ana Liza Mendoza	Erick Dalumpines	Erna Lumandong
Stage Decor	Rosemarie Patriarca	Elden Temporada	
QAME	M&E Personnel	QAD Personnel	Ronmar V. Jayoma

1. Names sa fax
2. Budget sa detail - fax - backlog
3. List of supplier - table / booth
4. Test of booth display (5)
5. Restoration DepED 
6. Classes on the day
7. Cordon for area
8. Tafalatin for the
9. Usherettes - ~~test~~  
- Cherie  
- John Carlo
10. Slide show / photo
11. Trapal basin mg-ula
12. LED wall - party 107. VAT

Address: F. Torres St., Davao City (8000)  
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Region XI



41321

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

**DIVISION MEMORANDUM**

SGOD-2025-0295

To : Assistant Schools Division Superintendent  
Chief of the Schools Governance and Operations Division  
Chief of the Curriculum Implementation Division  
Principal of Rizal Elementary School  
All Concern

Subject: **MEETING OF THE WORKING COMMITTEE FOR THE  
REGIONAL LAUNCHING OF LAKAS SA GATAS MILK  
CAMPAIGN, SCHOOL-BASED FEEDING PROGRAM AND  
NUTRITION MONTH CELEBRATION 2025**

Date: June 24, 2025

Please be informed that the Meeting of the Working Committee for the Lakas sa Gatas Milk Campaign, School-Based Feeding Program and Nutrition Month Celebration 2025 will be held on June 27, 2025, 3:00 PM at Rizal Elementary School.

Participants to the said meeting are the Technical Committee, to wit:

COMMITTEES	CHAIRPERSON	CO-CHAIRPERSON	MEMBERS
Program and Invitation	Moolien Jane A. Estimada	Gardenlyn Arriesgado	Cherry Lyn Balbacal
Attendance, Registration & Narrative Report	Desiree Loren Barabat	Mary Beth Dejacto	Sheena D. Puyat
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Travel expenses incurred during the monitoring are chargeable against Division MOOOE/Local Funds subject to the usual accounting and auditing rules and regulations.

For your information and compliance.

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

RELEASED

Enclosed.: As stated.  
 SGOD/ABA/mje

JUN 25 2025

RECORDS SECTION, SGD PANABO CITY

  
 BY \_\_\_\_\_