



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
Host	
1. Mei Ann P. Grado	Rizal ES
2. Jesurey M. Macas	Rizal ES
Usherettes	
3. Gladly 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. Heddy 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 SGOD PANABO CITY
BY



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
Certificates and Plaques	Cris John M. Sumaya	Mariel L. Antipala	Ronmar V. Jayoma
Documentation	Elton L. Kadile	Gasper Vencent Dhan Cemin	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



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

Sounds and Lights	Maria Susete Flores	Ronoto Alba	Rachel Compuc
Tarpaulin and Photo Area and Booth Display	Maria Ezcelmay 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

JUN 25 2025

Enclosed.: As stated.
 SGOD/ABA/mje

RECORDS SECTION SDO PANABO CITY
 BY 



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

DIVISION MEMORANDUM

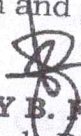
No. 0139

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



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



0625/2964

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 1st 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

Address: F. Torres St., Davao City (8000)
Telephone Nos.: (082) 291-0051
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	"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	<p>1. Video Requirements:</p> <ul style="list-style-type: none"> - 1-minute vertical video (Instagram/ TikTok Reels/ YouTube Shorts). <p>2. Content</p> <ul style="list-style-type: none"> - Personal/Group story (e.g., "Milk saved my bones after my skateboard accident!") - Fun fact/myth-busting (e.g., "Milk has 13 essential nutrients – cheaper than supplements!") - Call-to-action (e.g., "Like if you learned something! #MilkMatters") <p>3. Social Engagement Boosters:</p> <ul style="list-style-type: none"> - Like/React and Share the videos posted in DepED Region XI FB Page 	<p>1. Video Requirements:</p> <ul style="list-style-type: none"> - 1-minute vertical video (Instagram/ TikTok Reels/ YouTube Shorts). <p>2. Content Options (Participants choose one):</p> <ul style="list-style-type: none"> - "My Nutri-Plate": Show a balanced meal using local/affordable ingredients. - "Waste to Taste": Turn food scraps into nutritious dishes (e.g., banana peel curry). - "Karapatan Ko Talaga": A spoken word/skit on why food security is a right. - "Myth Buster": Refute a nutrition myth (e.g., "Rice is unhealthy"). <p>3. Social Engagement Boosters:</p> <ul style="list-style-type: none"> - Like/React and Share the videos posted in DepED Region XI FB Page
Judging Rubric (100 pts + Social Bonus)	<p>A. Content Quality (80 pts)</p> <p>1. Story-Fact Balance - 25 pts: Seamless transition between personal + educational content.</p>	<p>A. Content Quality (80 pts)</p> <p>1. Message Clarity - 30 pts: Aligns with theme, actionable takeaway.</p>



Republic of the Philippines
Department of Education
DAVAO REGION

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



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		
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	Allan G. Farnazo 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

10Am
Prayer
↓
Chord / par
↓
Opening School



Address: F. Torres St., Davao City (8000)
Telephone Nos.: (082) 291-0051
Email Address: region11@deped.gov.ph
Website: www.depedroxi.ph





Republic of the Philippines
Department of Education
DAVAO REGION

Annex C

LIST OF TECHNICAL TEAM

Emcee
Maas

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	Gaspar Vencent Dhan Cimini	Mae Ann Liana
Video Presentation	Tyron O. Dujali	Reissa Silda	Evan Rausa EVAN L. RAUSA Reynald Mangali
Meals: Heavy Snacks	Arlene Choi	Lea Mae Daroy	Rachel Compuc
Floor/Activity Flow	Keren Luma	Mary Grace Santander	Mitze Lopez MITZE A. LOPEZ
Seating Arrangement	John Carlo Ceniza	Catherine Pelpinosas	Erna Lumandong
Sounds and Lights	Maria Susete Flores	Ronato Alba	Ronmar V. Jayoma
Tarpaulin and Photo Area and Booth Display	Maria Ezcelmay Cabaylo	Elden Temporada	
Ways and Means	Ana Liza Mendoza	Erick Dalumpines	
Stage Decor	Rosemarie Patriarca	Elden Temporada	
QAME	M&E Personnel	QAD Personnel	

1. Names on pass

2. Budget on decor - tarp - backdrop

3. List of Supplier - table / booth

4. Tent for booth display (5)

5. Registration

6. Classes on the day

7. Cordons for area

8. Tabulation for fee

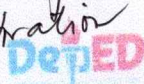
9. Usherettes - ~~Person~~
- Chua
- John Carlo

10. Slide show / photos

11. Tarpal basin ng-ula

12. LED wall - party 127. vst

Address: F. Torres St., Davao City (8000)
Telephone Nos.: (082) 291-0051
Email Address: region11@deped.gov.ph
Website: www.depedroxi.ph





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
Certificates and Plaques	Cris John M. Sumaya	Mariel L. Antipala	Ronmar V. Jayoma
Documentation	Elton L. Kadile	Gasper Vencent Dhan Cemin	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



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

Sounds and Lights	Maria Susete Flores	Ronoto Alba	Rachel Compuc
Tarpaulin and Photo Area and Booth Display	Maria Ezcelmay 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

JUN 25 2025

RECORDS SECTION SDO PANABO CITY
 BY 

Enclosed.: As stated.
 SGOD/ABA/mje