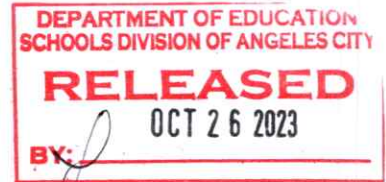




Republic of the Philippines
Department of Education
Region III
Schools Division of Angeles City



26 Oct 2023

DIVISION MEMORANDUM
No. 391 s. 2023

DIVISION PARTNERSHIP WITH MME CONNECTIONS INC. "BATANG MATIBAY: GABAY SA TIBAY PROGRAM"

To : Public Schools District Supervisors
Public Elementary School Heads
All Others Concerned

1. Please be informed of the conduct of the "BATANG MATIBAY: GABAY SA TIBAY PROGRAM" in partnership with MME Connections Inc. from November 7, 2023 to December 13, 2023 which aims to support parents and educators to raise Filipino learners with Tibay ng Katawan, Isipan at Kalooban despite the challenges brought about by the pandemic.
2. The activities are:
 - a. Short Talk on "Batang Matibay: Gabay sa Tibay Program"
 - b. Distribution of milk
3. **The participants are parents of Kinder, Grade 1 and Grade 2 of public elementary schools of this Division.**
4. With this, the Schools Governance and Operations Division-School Health and Nutrition Unit (SGOD-SHNU) encourages **all elementary schools to support the said program.**
5. Attached are letters of request from MME Connections Inc. and the schedules of activities of each school for reference and guidance.
6. Immediate and wide dissemination of and strict compliance with this Memorandum are earnestly desired.

[Signature]
RONALDO A. POZON, PhD, CESO V
Schools Division Superintendent





Republic of the Philippines
Department of Education
Region III
Schools Division of Angeles City

Encl.: As stated

Reference:

To be indicated in the Perpetual Index
under the following subjects:

HEALTH EDUCATION
SCHOOLS

PROGRAMS
PARENTS

SGOD/SHNU-NURSE JGDAVID/OCT. 26, 2023



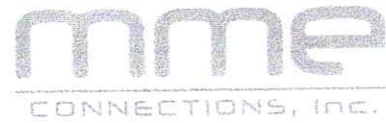
Jesus St., Brgy. Pulungbulu, Angeles City 2009
[\[045\] 901-9498 / angeles.city@deped.gov.ph](mailto:angeles.city@deped.gov.ph)



Republic of the Philippines
Department of Education
Region III
Schools Division of Angeles City

SCHEDULES OF ACTIVITIES

| DATE | NAME OF SCHOOL | |
|-------------------|-------------------------------|--------------------------|
| | MORNING (8AM-12PM) | AFTERNOON (1PM-5PM) |
| November 7, 2023 | Sto. Domingo IS | Pulungbulu ES |
| November 8, 2023 | Belen Homesite ES | Angeles ES |
| November 9, 2023 | Marisol Bliss ES | Salapungan ES |
| November 10, 2023 | A.G. Tinio ES | Don Ambrocio Mendiola IS |
| November 13, 2023 | Pineda Gutierrez ES | Mining ES |
| November 14, 2023 | Jose P. Dizon ES | San Ignacio ES |
| November 15, 2023 | GRLIS | Sapalibutad ES |
| November 16, 2023 | Northville 15 IS | |
| November 17, 2023 | EPZA ES | |
| November 20, 2023 | Cutud ES | Pulung Cacutud ES |
| November 21, 2023 | Gueco Balibago ES | A.G. Pabalan ES |
| November 22, 2023 | Sta. Maria ES | Enrica Sandico ES |
| November 23, 2023 | T. P. Tinio ES | Sitio Pader ES |
| November 24, 2023 | Pampang ES | Don Pepe Henson MS |
| November 28, 2023 | Anunas ES | |
| November 29, 2023 | Air Force City ES | Sapangbato ES |
| November 30, 2023 | Sitio Target IS | Tacondo ES |
| December 01, 2023 | Leoncia Village IS | Sto. Rosario ES |
| December 04, 2023 | Sta. Teresita ES | |
| December 05, 2023 | Malabantias IS | |
| December 06, 2023 | AMSIC IS | |
| December 07, 2023 | Lourdes Northwest ES | |
| December 11, 2023 | Apung Guidang Nepomuceno ES | Cuayan ES |
| December 12, 2023 | M. Nepomuceno ES | Cutcut ES |
| December 13, 2023 | Dr. Clemente N. Dayrit Sr. ES | Virgen Delos Remedios ES |



July 10, 2023

Dr. Ronaldo A. Pozon, CESO V
Schools Division Superintendent
Department of Education - Angeles, Pampanga

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 parents of Kinder, Grade 1 and Grade 2.

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

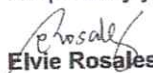
• **Schools Covered:** Region I, II, III, IV-A, IV-B, V, VI, VII, VIII, IX, X, XI, SOCCSKSARGEN, CARAGA, CAR, and NCR for First/Second Waves.

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**.

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

Respectfully yours,


Elvie Rosales
Program Partner



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

OU-LAPP No. Q-35 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 in various health and wellness education programs. A Supplemental Agreement has been signed in January 2022 for the implementation of "BEAR BRANDS Fortified Tibay sa Pag-aaral Program."

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

1. Laki 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. TIBAYanition Sachet Upsycling Program - upcycling of post-consumer BEAR BRANDS 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
 R. Iza Rial Building, DepEd Complex, Muntinlupa Avenue, Parañaque
 Telephone No. (02) 8832-7221 ; Fax No. (02) 8832-7222 ; 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
 (OU-LAPP)

Attention : Ms. Dove Cometa
 External Partnerships Service
 Private Sector Partnerships Unit (EPS-PSPU)
 Email: dovecometa@deped.gov.ph

Ms. Nina Tachar
 Brand Manager, Bear Brand Fortified
 Email: ninatachar.tachar@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
 R. Iza Rial Building, DepEd Complex, Muntinlupa Avenue, Parañaque
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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

