



Republic of the Philippines
Department of Education
DIGOS CITY DIVISION

Office of the Schools Division Superintendent

DIVISION MEMORANDUM

SGOD-2025- 254

To : Health and Nutrition Personnel
Public Schools District Supervisors
Elementary School Heads
School-Based Feeding Coordinators
All other Concerned

Subject : REGIONAL LAUNCHING OF “LAKAS SA GATAS” MILK CAMPAIGN
AND SCHOOL –BASED FEEDING PROGRAM CUM NUTRITION
MONTH CELEBRATION

Date : June 30,2025

1. In reference to the Regional Memorandum OM-OUPS-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 the Office of 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 School Division Office of Panabo City as the host validation.
3. 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 launching.
4. Several activities to be conducted as part of the campaign, School-Based Feeding program recipients schools are encouraged to join the “Lakas sa Gatas” video Reel Challenge.
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.



📍 Roxas Street corner Lopez Jaena Street, Zone II, Digos City (8002)
☎ (082) 553-8375; (082) 553-8396
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6. For any queries you may contact Daissy Jane P. Sanoy, RN.SBFP-Focal on her face book account Daissy Jane Penas.
7. Enclosed is the Guidelines on the Video Reel Challenge for your ready reference, the submission of the video reel challenge will be on July 04, 2025.
5. For information and strict compliance.

For and in the absence of the Schools Division Superintendent:

PETER JASON C. SENARILLOS
SEPS-SMN
Officer -In Charge

DepEd Schools Division of Digos City

RECORDS SECTION

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DATE: JUN 30 2025 TIME: 9:57 PM

BY: 

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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

- 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.
- 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.**
- 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.
- 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.
- 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.
- 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.
- For further details, Reissa T. Silda, Regional SBFP Focal Person, may be contacted at (082) 224-0748.
- Immediate dissemination and compliance with this Memorandum is desired.

RECORDS SECTION
RELEASED

ALLAN G. FARNAZO
Director IV

Encl.: As stated
ROE7/rts

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">1. Video Requirements:<ul style="list-style-type: none">- 1-minute vertical video (Instagram/ TikTok Reels/ YouTube Shorts).2. Content<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")3. Social Engagement Boosters:<ul style="list-style-type: none">- Like/React and Share the videos posted in DepED Region XI FB Page	<ol style="list-style-type: none">1. Video Requirements:<ul style="list-style-type: none">- 1-minute vertical video (Instagram/ TikTok Reels/ YouTube Shorts).2. Content Options (Participants choose one):<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 To!": A spoken word/skit on why food security is a right.- "Myth Buster": Debunk a nutrition myth (e.g., "Rice is unhealthy").3. Social Engagement Boosters:<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> <ol style="list-style-type: none">1. Story-Fact Balance - 25 pts: Seamless transition between personal + educational content.	<p>A. Content Quality (80 pts)</p> <ol style="list-style-type: none">1. Message Clarity - 30 pts: Aligns with theme, actionable takeaway.



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	<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:	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>- "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>	



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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 <i>Chief ES, ESSD</i>
1:20 PM	1:30 PM	Welcome Remarks	Jinky B. Firman, PhD <i>SDS, Panabo City Division</i>
1:30 PM	1:45 PM	Message	Allan G. Farnazo <i>Director IV</i>
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 <i>Chief ES, SGOD Panabo City Division</i>
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 <i>Director III</i>



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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
Program and Invitation	Moolien Jane A. Estimada	Gardenlyn Arriesgado	Cherry Lyn Balbacal
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	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 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