



Republic of the Philippines
Department of Education
DIGOS CITY DIVISION

Office of the Schools Division Superintendent

DIVISION MEMORANDUM

SGOD-2025- 790

To : Chief ES-SGOD
Health and Nutrition Personnel

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

Date : July 09,2025

1. This has reference to the Division Memorandum SGOD No.354 re: Regional Launching of "Lakas Sa Gatas" Milk Campaign and School-Based Feeding Program Cum Nutrition Month Celebration on July 18, 2025 at SDO Panabo City as the host division.
2. In connection to the above activity the following personnel are hereby directed to join the Regional Launching of the "Lakas Sa Gatas".

Name	Designation
SOLLIE B. OLIVER,JD.MATE	Chief ES-SGOD
MYRACEL J. DALOPE.DMD	Dentist II/GPP focal Remarks: replacement of Daissy Jane P. Sanoy
JOEL B. GOMITO,RN	SBFP Focal Alternate

3. Other provisions of the above-cited memorandum remain in effect.
4. Participants to the said activity will have a one day COC since this a non-working holiday in Digos City.



Republic of the Philippines
Department of Education
DIGOS CITY DIVISION

Office of the Schools Division Superintendent

5. Travel expenses shall be charged to SBFP funds or local funds, subject to the usual accounting and auditing rules and regulations.
- * 6. For information and strict compliance.

For and in the Absence of the Schools Division Superintendent:

MARIA GENEVIEVE T. FRANCISQUETE, CESO VI
Assistant Schools Division Superintendent



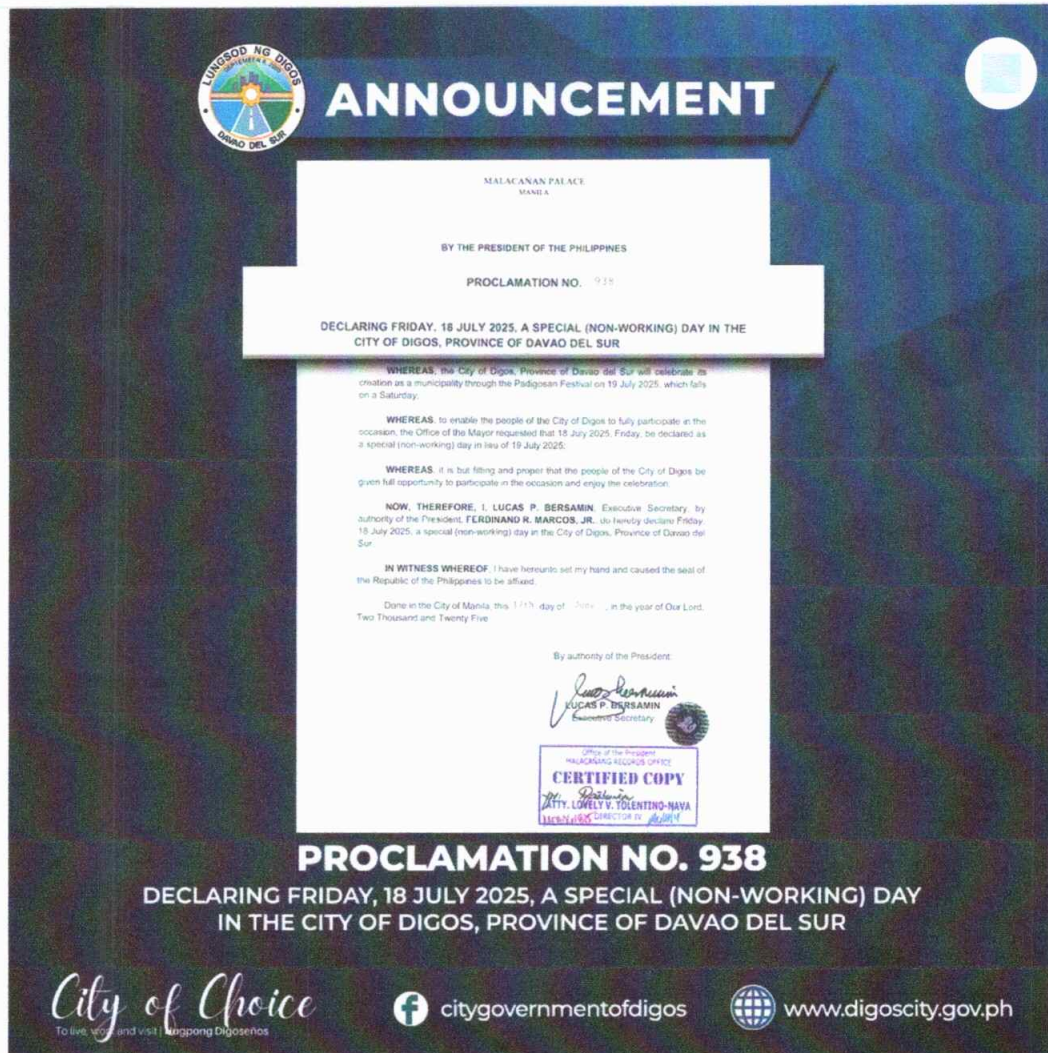
HNU/Sgod-djps



📍 Roxas Street corner Lopez Jaena Street, Zone II, Digos City (8002)
☎ (082) 553-8375; (082) 553-8396
📘 DepEd Digos City
🌐 depeddigoscity.org



10



City Government of Digos

June 23 at 10:49 AM · 🌐

**READ | PROCLAMATION NO. 938. s. 2025****DECLARING FRIDAY, 18 JULY 2025, A SPECIAL (NON-WORKING) DAY IN THE CITY OF DIGOS, PROVINCE OF DAVAO DEL SUR**

WHEREAS, the City of Digos, Province of Davao del Sur will celebrate its creation as a municipality through the Padigosan Festival on 19 July 2025, which falls on a Saturday;

WHEREAS, to enable the people of the City of Digos to fully participate in the occasion, the Office of the Mayor requested that 18 July 2025, Friday, be decl... **See more**

👍❤️ Felina Malones Cabale, Pgm Cabale and 185 others

14 📷 119 📷

Most relevant 📷



Write a comment...





Republic of the Philippines
Department of Education
DAVAO REGION

Annex D

LIST OF IDENTIFIED PARTICIPANTS

No.	Name of Participants	Office	Position Title
1.	Allan G. Farnazo	ORD	Regional Director
2.	Rebonfamil R. Baguio	ORD	Assistant Regional Director
3.	Warlito E. Hua	ESSD	Chief Education Supervisor
4.	Medical Officer IV	ESSD	Medical Officer IV
5.	Reissa T. Silda	ESSD	Nutritionist-Dietitian II
6.	Stephen Mark T. Castres	ESSD	Nurse II
7.	Technical Assistant I	ESSD	SBFP TA
8.	Technical Assistant II	ESSD	School Health TA
9.	Technical Assistant I	ESSD	School Health TA
10.	Maria Luz M. Tan	Davao City	SGOD Chief
11.	Roxanne P. Jugarap	Davao City	SBFP FP/Nurse II
12.	Charise Abigail F. Deocareza	Davao City	SBFP District FPA/Nurse II
13.	Ruben J. Reponte	Davao de Oro	SGOD Chief
14.	Pepito III T. Villareiz	Davao de Oro	SBFP FP/Nurse II
15.	Gerrypher M. Viernes	Davao de Oro	SBFP FPA/Nurse II
16.	Janette G. Veloso	Davao del Norte	OIC SGOD Chief
17.	Garry D. De Vera	Davao del Norte	SBFP FP/Nurse II
18.	Maregine Atabelo	Davao del Norte	SBFP FPA/Nurse II
19.	Rita L. Rellanos	Davao del Sur	SGOD Chief
20.	Mark Dexter G. Ylagan	Davao del Sur	SBFP FPA/Nurse II
21.	Carla Mendoza	Davao del Sur	SBFP FPA/Nurse II
22.	Jesus Q. Lascuña	Davao Occidental	SGOD Chief
23.	Ma. Anne Grace D. Razonable	Davao Occidental	SBFP FP/Nurse II
24.	Easter Patricia Fe E. Muñoz	Davao Occidental	SBFP FPA/Nurse II
25.	Ernesto H. Cabanes	Davao Oriental	SGOD Chief
26.	Charise Stephenie P. Torpio	Davao Oriental	SBFP FP/Nurse II
27.	Irish Mate M. Arboleda	Davao Oriental	SBFP FPA/Nurse II
28.	Sollie B. Oliver	Digos City	SGOD Chief
29.	Daisy Jane P. Sanoy	Digos City	SBFP FP/Nurse II
30.	Joel B. Gomito	Digos City	SBFP FPA/Nurse II
31.	Jay C. Nang	IGACOS	SGOD Chief
32.	Jocelyn L. Alvarez	IGACOS	SBFP FP/Nurse II
33.	Van Eugene V. Canlas	IGACOS	SBFP FPA/Nurse II
34.	Jorlie S. Uy	Mati City	SGOD Chief
35.	Fritzie A. Aparra	Mati City	SBFP FP/ Nurse II
36.	Rosheil R. Querequincia	Mati City	SBFP FPA/Nurse II
37.	Ailene B. Añonuevo	Panabo City	SGOD Chief
38.	Moolien Jane A. Estimada	Panabo City	SBFP FP/Nurse II
39.	Maria Ezelmay Cabaylo	Panabo City	SBFP FPA/Nurse II
40.	Josefina B. Palaca	Tagum City	SGOD Chief
41.	Carla Mae A. Abrenica	Tagum City	SBFP FP/Nurse II



Republic of the Philippines
Department of Education
DAVAO REGION

42.	Judith S. Labja	Tagum City	SBFP FPA/Nurse II
43-79	Host Division Participants	Panabo City	37 Participants
80-90	Suppliers	Region-wide	11-15 Participants



Republic of the Philippines
Department of Education
DIGOS CITY DIVISION

Office of the Schools Division Superintendent

DIVISION MEMORANDUM

SGOD-2025- 354

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
📘 DepEd Digos City
🌐 depeddigoscity.org



Republic of the Philippines
Department of Education
DIGOS CITY DIVISION

Office of the Schools Division Superintendent

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

RELEASED
DATE: JUN 30 2025
BY: [Signature]

Sgod/HNU/djps



📍 Roxas Street corner Lopez Jaena Street, Zone II, Digos City (8002)
☎ (082) 553-8375; (082) 553-8396
📘 DepEd Digos City
🌐 depeddigoscity.org

Recd



Republic of the Philippines
Department of Education
DAVAO REGION

Schools Division Office - Davao Region
RECORDS SECTION
RECEIVED
13 JUN 2025
70321
2:3

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/rts

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	<ol style="list-style-type: none"> Video Requirements: <ul style="list-style-type: none"> 1-minute vertical video (Instagram/ TikTok Reels/ YouTube Shorts). 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") 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"> Video Requirements: <ul style="list-style-type: none"> 1-minute vertical video (Instagram/ TikTok Reels/ YouTube Shorts). 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"). 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"> Story-Fact Balance - 25 pts: Seamless transition between personal + educational content. 	<p>A. Content Quality (80 pts)</p> <ol style="list-style-type: none"> Message Clarity - 30 pts: Aligns with theme, actionable takeaway.



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



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
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 Cimini	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