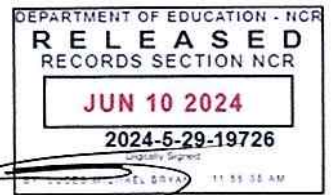




Republic of the Philippines
Department of Education
 NATIONAL CAPITAL REGION



REGIONAL MEMORANDUM

No. 582, s. 2024

TO : Schools Division Superintendents
 All Others Concerned

FROM : **JOCELYN DR. ANDAYA**
 Director IV

SUBJECT : **2024 NUTRITION MONTH CELEBRATION**

DATE : June 04, 2024

1. Enclosed is a copy of the letter from Milagros Elisa V. Federizo, RND, MPH, Regional Nutrition Program Coordinator of the National Nutrition Council-NCR, dated May 28, 2024 regarding this year's Nutrition Month Celebration with the theme "Sa PPAN: Sama-Sama sa Nutrisyong Sapat Para sa Lahat!"
2. In line with this, all division offices are hereby requested to submit their Nutrition Month Calendar of Activities using the given format of the Nutrition Month Plan on or before June 07, 2024 thru e-mail at ncr@nnc.gov.ph.
3. Immediate dissemination and compliance to the Memorandum is desired.



Address: 6 Misamis St., Bago Bantay, Quezon City
 Email address: ncr@deped.gov.ph
 Website: depedncr.com.ph

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Effectivity	01.26.23	Page	1 of 2

2024 NUTRITION MONTH

“Sa PPAN: Sama-Sama sa Nutrisyong Sapat Para sa Lahat!”

I. KEY MESSAGES

The 50th Nutrition Month Campaign will promote the following key messages:

1. *“Dahil bawat buhay ay malahaga, wastong nutrisyon kailangan para maging malusog at produktibo. Gabay ang PPAN para maisakatuparan ang nutrisyong sapat para sa lahat.”* (Because every life is important, everyone needs to be well-nourished to live a healthy and productive life. The PPAN guides actions to ensure nutrition security for all.)
2. *Sa PPAN, bababa bansot at mataba. Dahil pag-nagsama-sama, nutrisyong sapat tiyak para sa lahat.* (Through PPAN, we can reduce stunting and obesity. Together, let us ensure nutrition security for all!)
3. Beat the triple burden of malnutrition with the triple strategy of PPAN. The triple burden of undernutrition, overnutrition and micronutrient deficiencies can be overcome with the triple strategy of the PPAN of healthier diets, improved nutrition practices and access to nutrition and related services.

II. TARGET AUDIENCE AND BEHAVIORAL OBJECTIVES

Addressing malnutrition requires that all sectors converge and support the PPAN. Below are the priority targets of the advocacy for PPAN and the desired actions needed. Activities for Nutrition Month are encouraged but actions beyond Nutrition Month are required for maximum impact.

Target Audience	Behavioral Objectives/Messages
Legislators	<ul style="list-style-type: none">● Support passage of priority legislation on nutrition including 1) Strengthening of the NNS Secretariat; 2) Amendment of Presidential Decree 491 on strengthening barangay nutrition program and deployment of barangay nutrition scholars; 3) protecting children from harmful marketing of foods and beverages with high levels of nutrients of concern; 4) front-of-pack labelling; 5) taxation of junk food, among others.
Heads of national government agencies -	<ul style="list-style-type: none">● Direct the integration of nutrition in their policies and programs through implementation of nutrition interventions and nutrition-sensitive programming;● Converge in the PPAN priority areas; conduct activities during Nutrition Month
Local chief executives	<ul style="list-style-type: none">● Approve and Implement local nutrition action plans that are aligned with the PPAN 2023-2028 and ensure inclusion of budget in the annual investment plan;● Provide for a nutrition office with full staff complement● Implement Nutrition Month activities

Target Audience	Behavioral Objectives/Messages
Hheads of non-government organizations	<ul style="list-style-type: none"> ● Implement nutrition programs of the PPAN; ● Converge programs/projects in PPAN priority provinces; ● Join the Scaling-UP Nutrition Movement- Civil Society Alliance, Children's First 1000 Days Coalition
Professional organizations	<ul style="list-style-type: none"> ● Conduct activities in support of Nutrition Month; ● Promote sustainable healthy diets as part of a healthy lifestyle
Hheads of universities, colleges, schools	<ul style="list-style-type: none"> ● Conduct Nutrition Month activities in July and beyond (as start of school calendar for CY 2024 is late in July and NM activities will need to extend until August) ● Identify activities to improve nutrition literacy of students ● Improve food environment in schools and link students to services in the community
Owners, administrators/managers of workplaces	<ul style="list-style-type: none"> ● Conduct Nutrition Month activities in the workplace to improve nutrition literacy of employees ● Improve the food environment in workplaces; consult a nutritionist-dietitian for foods served in workplaces ● Provide access to safe drinking water ● Provide breaks from long hours of sedentary work; ● Promote physical activity/exercise among employees
Food industry	<ul style="list-style-type: none"> ● Reformulate food products to reduce sodium, sugar and saturated fat and eliminate trans-fatty acid ● Offer healthier food options ● Source ingredients from local farmers
General public across life stage	<ul style="list-style-type: none"> ● Eat healthier by choosing foods that are low in sugar, fat, and salt. ● For every meal, fill half of your plate with fruits and vegetables everyday. ● Breastfeed babies exclusively in their first 6 months and continue breastfeeding up to two years and beyond; Introduce a variety of complementary food starting at six months of the baby.



Republika ng Pilipinas
KAGAWARAN NG KALUSUGAN
NATIONAL NUTRITION COUNCIL-NATIONAL CAPITAL REGION
Rooms 201 and 202, Building No. 2
Metro Manila Center for Health Development,
Welfareville Compound Brgy. Addition Hills, Mandaluyong City

28 May 2024

DR. JOCELYN DR. ANDAYA

Regional Director
Department of Education – NCR
Misamis St., Bago Bantay, Quezon City

Dear RD Andaya:

Greetings from the National Nutrition Council – National Capital Region (NNC-NCR)!

We are pleased to inform you that the theme for this year's Nutrition Month celebration is:

"Sa PPAN: Sama-Sama sa Nutrisyong Sapat Para sa Lahat!"

Nutrition Month (NM) is observed every July by virtue of section 7 of the Presidential Decree No. 491 or the "Nutrition Act of the Philippines, 25 June 1974". This year marks the 50th year of NM celebration. This year's theme brings a significant shift in focus by emphasizing the Philippine Plan of Action for Nutrition (PPAN) as the framework for stakeholders' nutrition actions. Past themes have centered on specific nutritional issues or the role of nutrition in development, but this year aims to address low awareness about PPAN 2023-2028, particularly at the barangay level.

The 2024 NM celebration calls for collective action and engagement from all stakeholders, including government agencies; local government units; non-government organizations; business and civil society networks; and communities to increase support for the PPAN. Specifically, the campaign aims to: 1) provide platform to discuss the PPAN and encourage increased support of stakeholders in the PPAN to address the triple burden of malnutrition and food insecurity; 2) mobilize stakeholders to conduct promotional activities to raise awareness on nutritional problems and interventions to address these under the PPAN; and 3) encourage the public to start adopting positive nutrition behaviors.

"Nutrisyong sapat para sa lahat!"

Facebook page: www.facebook.com/nnc.ncr | Twitter: @nnc_ncr | Youtube: National Nutrition Council - NCR

Website: www.nnc.gov.ph/regional-offices/luzon/national-capital-region | Email: nnc@nnc.gov.ph

www.nnc.gov.ph info@nnc.gov.ph

www.facebook.com/nncofficial

www.twitter.com/nncofficialph

www.facebook.com/First1000DaysPH

www.youtube.com/NationalNutritionCouncilOfficialPhilippines



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The NM brand activity for this year is the **Nutri-Parade**, a colorful way of launching NM, where participants will come in attire or costume related to nutrition. It can be a headdress or suit of a nutritious food or represent a nutrition program such as iodized salt or iron-fortified rice. An example can be a parade participated by children wearing costumes made of vegetables or fruits. Other activities may include a launching program for the month-long celebration during the flag raising ceremony; putting up streamers; nutrition lectures/fora and contests for employees and clients; featuring nutrition articles and information on bulletin boards and local newspaper; and airing of nutrition month theme messages through your local radio, among others.

In this regard, we would like to engage your organization to participate in this nationwide celebration by disseminating the theme to your respective networks and more importantly, by planning and undertaking activities along the theme. Hence, may we request your good office to please share with us your organization's plan for the 2024 NM celebration on or before **31 May 2024**. Kindly email your Nutrition Month Calendar of Activities to ncr@nnc.gov.ph.

Attached, please find a copy of the 50th NM Key Messages, Target Audience and Behavioral Objectives, and the format of the NM Plan for your information and reference. We will also furnish your office a copy of the NM collateral materials as soon as these are available.

Thank you in anticipation of your usual full support and cooperation toward a successful Nutrition Month celebration. Best regards!

Very truly yours,



MILAGROS ELISA V. FEDERIZO, RND, MPH
Regional Nutrition Program Coordinator, NCR

2024 NUTRITION MONTH PLAN OF ACTIVITIES
"Sa PPAN: Sama-Sama sa Nutrisyong Sapat Para sa Lahat!"

Agency: _____

Activity	Description	Target Audience	Target Number of Participants	Target Date
1.				
2.				
3.				
4.				
5.				

Prepared by:

Signature Over Printed Name
[Designation]

Approved by:

Signature Over Printed Name
Head of Agency