



Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION



REGIONAL MEMORANDUM
ORD. No. 1135 S. 2024

TO : **Schools Division Superintendents**
School Health Personnel
All Other Concerned Staff

FROM : **JOCELYN DR ANDAYA**
Director IV

SUBJECT : **CONDUCT OF THE "LAKAS SA GATAS MILK CAMPAIGN"**

DATE : October 28, 2024

1. Attached is the DepEd Memorandum No. 036, s. 2024 titled: "Lakas sa Gatas Milk Campaign", relative to the abovementioned subject, contents of which are self-explanatory, for appropriate action.
2. Relative to this, a National Milk Dance Challenge Competition using the "Lakas sa Gatas Jingle" shall commence on SY 2024-2025 following the attached guidelines.
3. Each SDO shall submit their dance challenge entry from a chosen school on or before November 07, 2024. Official entries shall be uploaded in this link <https://tinyurl.com/NCRLakasSaGatasEntries>.
4. Immediate dissemination of this Memorandum is desired.



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(Enclosure to Regional Memorandum No. _____, s. 2024)

**GUIDELINES FOR THE LAKAS SA GATAS NATIONAL DANCE CHALLENGE
COMPETITION**

1. **Dance challenge.** Interested schools shall submit to their respective Schools Division Offices a dance challenge video using the original Lakas sa Gatas Jingle. The dance challenge entries shall express the theme, “Talino at Gilas, Tiyak Lalabas, Panalo ang Batang may Sapat na Gatas.”

All entries shall be in groups with at least 10 and maximum of 15 learners. Choreography shall be original and may be composed by learners. Interpretation of the jingle’s lyrics and the campaign’s theme through catchy dance moves shall also be considered when making the choreography. However, stunts and dangerous routines are prohibited in the dance challenge. Participating groups are encouraged to have minimal to no expenses incurred for this competition.

2. **Video Production.** The dance challenge shall be submitted as a video according to the following recommendations:
 - a. A good background and lighting shall be considered. The subject may be illuminated using a ring light or any light source. A natural source of light can be utilized by facing a window.
 - b. Video editing shall be limited to transitions and no distracting video effects shall be used. The original color grading of the video shall also be retained.
 - c. Texts in the video shall use the MATATAG font, “Goldplay”. The addition of texts is only recommended when introducing the school and during credits where choreographers, contributors and participants shall be properly attributed.
 - d. The video shall follow the recommended minimum specifications”
 1. File Format: MP4
 2. Dimensions: 1920px x 1080px (16:9)
 3. Resolution: 720p or 1080p
 4. Orientation: Landscape
 5. Frame Rate: 30fps
3. **Submission of Entries.** Participating groups shall submit their official entries to the SDOs then the SDOs shall upload their official dance challenge entry for the competition to <https://tinyurl.com/NCRLakasSaGatasEntries> strictly on or before November 07, 2024.
4. **Criteria for Judging.** BLSS-SHD, Ros and SDOs shall use the following criteria:
 - a. Choreography (30%)- Choreography used is original and catchy. It also showcases musicality by following the music’s rhythm and tempo. The jingle’s lyrics, sounds and layers are also expressed by the choreography.



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Department of Education
NATIONAL CAPITAL REGION

- b. Performance (30%)- Dance is on time with the beat and follows the music's melody. Dancers execute the moves uniformly and are synchronized as a group. Personality and character add showmanship to the performance.
 - c. Creativity (20%)- Variety of formations, unique ways and presentation, and creative twists make the dance visually exciting.
 - d. Relevance to the theme (20%)-The dance expresses the campaign's theme and the jingle's lyrics.
5. **Deliberation and Announcement of Winners.** The SHNU of Regional Office shall deliberate the SDO entries and endorse one official entry to the BLSS-SHD on November 08, 2024. The BLSS-SHD shall deliberate the regional entries with a select panel of judges from the Central Office. The announcement of the top three (3) winners shall be made on or before November 22, 2024.



Republic of the Philippines
Department of Education

JUL 26 2024

DepEd MEMORANDUM
No. **036**, s. 2024

LAKAS SA GATAS MILK CAMPAIGN

To: Undersecretaries
Assistant Secretaries
Minister, Basic, Higher, and Technical Education, BARMM
Bureau and Service Directors
Regional Directors
Schools Division Superintendents
Public Elementary and Secondary School Heads
All Others Concerned

1. The Department of Education (DepEd), under the MATATAG Agenda, maintains its commitment to be a learner-centered institution by taking good care of learners' well-being, inclusivity, and a positive learning environment.
2. In pursuance to the education agenda and Republic Act No. 11037, known as the Masustansyang Pagkain para sa Batang Pilipino Act, DepEd, through the Bureau of Learner Support Services-School Health Division (BLSS-SHD), leads the implementation of the **School-Based Feeding Program (SBFP)** for undernourished Kindergarten to Grade 6 learners in public elementary schools.
3. The SBFP addresses hunger, encourages learners to enroll, and improves the nutritional status of undernourished learners by providing nourishment for their growth and development, helping boost their immune system, and enhancing and improving their nutrition values through the Regular Component (Hot Meals [HM] and/or Nutritious Food Products [NFP]) and the Milk Feeding (MF) component.
4. This School Year (SY) 2024–2025, SBFP shall transition to provide year-round HM and/or NFP and milk. In this light, DepEd, through the BLSS-SHD, shall rollout a Milk Campaign titled **Lakas sa Gatas** with the theme **Talino at Gilas, Tiyak Lalabas, Panalo ang Batang may Sapat na Gatas**, from August 2024 to December 2025.
5. The **Lakas sa Gatas** Campaign calls for a collective effort to improve nutrition and produce a milk-drinking generation through the SBFP-MF component. The campaign aims to
 - a. raise awareness on the importance of consuming milk and milk products for the improvement of learners' nutritional status,
 - b. improve learners' values and behavior toward milk consumption,
 - c. intensify learners' milk-drinking habits,

- d. ensure the availability of pasteurized or sterilized milk in school canteens,
 - e. increase the physical activity of learners through dance exercises using the official campaign jingle and dance for at least three times a week, and
 - f. engage partners and the public to promote milk feeding and consumption nationwide.
6. DepEd Central Office (CO), regional offices (ROs), schools division offices (SDOs), and schools shall be part of the campaign by pledging their commitment and by participating in the social media campaign as stipulated in Enclosure No. 1.
7. A National Milk Dance Challenge Competition following the guidelines in Enclosure No. 2 shall commence on SY 2024–2025. The dance challenge shall use the original **Lakas sa Gatas Jingle**, composed by Ms. Ellaine Joy G. Icavalo, Nurse II, and performed by Ms. Richelyn M. Calumpang of Francisco Oringo Elementary School, both from SDO General Santos City.
8. Teachers of relevant subject areas are encouraged to integrate the benefits of milk and milk consumption in appropriate learning areas to improve the learners' knowledge, values, and behavior towards milk consumption, intensify their milk-drinking habits, improve their bone health, growth, and development, and contribute to their physical activity. In support of this, schools are encouraged to conduct any of the school campaign activities enumerated in Enclosure No. 3.
9. All activities related to this campaign shall be conducted while observing strict compliance with DepEd Order (DO) No. 9, s. 2005 titled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith, DO 002, s. 2024 titled Immediate Removal of Administrative Tasks of Public School Teachers, and DO 19, s. 2008 titled Implementation of No Collection Policy in All Public Elementary and Secondary Schools.
10. 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 in any of the activities for this campaign.
11. All public elementary and secondary school canteens are encouraged to offer pasteurized and/or sterilized milk and milk products sourced from the National Dairy Authority (NDA)- and the Philippine Carabao Center (PCC)-assisted local dairy producers and cooperatives. The SDOs shall provide guidance in linking the schools with the local dairy suppliers.
12. All expenses for the activities of this campaign shall be charged to local funds or the SBFP-Program Support Fund of CO, ROs, SDOs, and schools subject to usual government accounting and auditing rules and regulations.
13. For more information, please contact the **Bureau of Learner Support Services-School Health Division**, Department of Education Central Office, DepEd Complex, Meralco Avenue, Pasig City, through email at sbfp.milk@deped.gov.ph or at telephone number (02) 8632-9935.

14. Immediate dissemination of this Memorandum is desired.

By Authority of the Secretary:


ATTY. REVSEE A. ESCOBEDO
Undersecretary



Encls.:
As stated

References:
DepEd Order (Nos. 002, s. 2024; 19, s. 2008; 9, s. 2005;
031, s. 2021; 10 and 38, s. 2022)

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

CAMPAIGN
CONTEST
HEALTH EDUCATION
LEARNERS
PROGRAMS
SCHOOLS

MSCM, APA, MPC, DM Lakas sa Gatas Milk Campaign
0234 – July 1, 2024