



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



“LAKAS SA GATAS” MILK FEEDING CAMPAIGN MEDIA ACTIVITIES

1. Pledge of Support

a. CO, ROs, and SDOs shall pledge their support through a short video, reciting:

“Kami, mula sa DepEd Rehiyon [Name of Region], ay buong pusong sumusuporta sa Kagawaran para masigurong ang bawat bata ay may LAKAS SA GATAS!”

b. The video recording shall be uploaded on July 22-26, 2024, through this link <http://tinyurl.com/LSG-Pledge> following this file name format:

“[Name of Region] – Pledge of Support to the Lakas sa Gatas Campaign”.

c. The compiled video of pledges of support shall be played during the ingress or breaks of DepEd and SBFP activities to show strong collaboration and cooperation for the milk campaign.

2. Social Media Campaign

a. The ‘DepEd Philippines’ Official Facebook page shall be used to publish the following Lakas sa Gatas campaign materials.

Campaign Materials	Purpose/ Description
Campaign Tarpaulin/ Streamer	A banner to promote and display the branding of the Lakas sa Gatas campaign.
The Milk Campaign Video	A video presenting the MF component primer and its accomplishments for FY 2022-2023, and the summary of activities for the Lakas sa Gatas campaign.
The Milk Feeding Component	A video introducing the MF component with a focus on the three types of milk used.
The Detailed Benefits of Milk	A video that highlights the benefits of milk using the PCC ‘KBBGAN Learning Video Series: Benepisyo ng Gatas’ video.
From Farm to Table: Milk Products	A video highlighting the different milk-derived products from an NDA-assisted business using NDA’s ‘Moolk Creamery’ video.
The Local Dairy Farmers Part 1	A video of the testimony of one of the NDA-assisted cooperatives for the MF component using NDA’s ‘Kwentong Dairy - Malungon Dairy Farmers Cooperative’ video.
The Local Dairy Farmers Part 2	A video featuring the testimony of the PCC-assisted milk industry in Bohol Province using PCC’s documentary video.

b. The official social media accounts of DepEd ROs shall also be utilized to post and share the stated campaign materials which can be accessed and downloaded through this link <http://tinyurl.com/LSG-MaterialsandResources>.

c. Internal and external partners of the program can also participate in posting the official campaign streamer, and in sharing the videos and infographics published as part of the campaign.

d. A Facebook Display Photo (DP) blast shall also be initiated among DepEd employees, SBFP coordinators and implementers, and SBFP beneficiaries to officially start the campaign on August 12, 2024, simultaneous with the National Roll-Out Ceremony of the campaign.

e. All posts related to the Lakas sa Gatas Campaign shall use the hashtags: **#BLSSed**, **#MilkMoNaYan**, and **#GatasPinalakas**.



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 to 15 learners. Choreography shall be original and may be composed by learners. However, stunts and dangerous routines are prohibited in the dance challenge. Interpretation of the jingle’s lyrics and the campaign’s theme through catchy dance moves shall also be considered when making the choreography. 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 strictly on or before October 11, 2024. The SDOs shall then submit to the RO their chosen best dance challenge entry for the competition strictly on or before October 25, 2024.

Each RO shall submit one (1) official entry to BLSS-SHD strictly on or before November 8, 2024, through this link <http://tinyurl.com/LSG-DanceCompetitionVideo>.

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.

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.** 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.



GUIDELINES FOR THE “LAKAS SA GATAS” MILK FEEDING CAMPAIGN SCHOOL ACTIVITIES

In recognition of the link between an individual’s physiological and mental needs, and an improved knowledge and attitude in an individual’s practice and behavior, schools are encouraged to conduct any of the following school activities:

1. **“Milk-tivational” Monday**

- a. An activity that aims to motivate learners to intensify their drinking habits.
- b. In the whole campaign, Monday shall be regularly designated for the massive milk-drinking activity of the SBFP beneficiaries after every flag-raising ceremony while sharing information about milk and its benefits.

2. **Milk Mindfulness**

- a. An activity that aims to share knowledge about the different types of milk, their benefits, and nutritional value.
- b. Designed as a game, the learners are going to be health detectives by searching for and matching images of different types of milk and milk products, their benefits, and nutrient content.
- c. ROs and SDOs may provide additional guidelines to foster critical thinking and teamwork. In addition to the awarding of certificates, rewards for winners may also be provided.

3. **Milk & You: Parents and Learners Workshop**

- a. A lecture and workshop activity involving learners and their parents or caregivers, regarding the MF component and the importance of milk and milk-derived products, and the importance of appropriate nutrition for school-aged children.
- b. The following activities may also be included in the workshop:
 - 1) **Milk Trivia** – The participants shall be divided into two teams. The learner shall be on the same team as his/her parent. Random questions about nutrition and milk feeding shall be asked to parent-learner tandem. To ensure the participation of all pairs, no one can answer repeatedly unless all pairs of the team have already answered. The team that garners the highest score shall win.
 - 2) **Drawing Relay** – The participants shall be divided into two teams. The learner shall be on the same team as his/her parent. Participants shall then be provided with drawing materials except for the participant furthest from the host. The host shall draw an object and shall show said object to the first two participants where then they shall have to try and identify and copy the said object. Once they are done with their drawings, they shall then show their drawing to the ones next in line and the next participants shall try to identify and copy said object. This shall be a relay until the last participant on the line identifies the object being drawn. Once they identify the object, they shall then shout their team's name and the object identified. Objects to be drawn shall be related to nutrition and MF component.

c. ROs and SDOs may provide additional game mechanics, in addition to the awarding of certificates.

4. **Sip and Paint**

a. A poster-making activity open to SBFP and non-SBFP beneficiaries.

b. The poster submissions shall be original and aligned with the Lakas sa Gatas slogan, **“Talino at Gilas, Tiyak Lalabas, Panalo ang Batang may Sapat na Gatas.”**

c. ROs and SDOs may provide additional guidelines and devise their respective reward systems.

5. **“Milk-lympics”**

a. An activity that encourages physical activity in relation to the benefit of milk in the learners’ growth and muscle building, highlighting contribution to a child’s physical ability.

b. ROs and SDOs shall develop the guidelines of the Milk-lympics in collaboration with existing sports clubs but shall highlight Larong Pinoy such as Sack Race, Patintero, Agawan Base, Chinese Garter, Luksong Bata/Luksong Tinik, Piko, Tumbang Preso, etc.

6. **Milk Dancercise**

a. An activity that encourages physical activity and positive attitude towards milk consumption using the Lakas sa Gatas official jingle and dance as a form of exercise.

b. With the jingle’s informative lyrics, this activity shall also highlight the benefits of milk on the nutrition and growth of children, impart knowledge, and improve their attitude towards milk drinking and increase their consumption of milk while contributing to the learners’ physical activity.

c. The Milk Dancercise shall be included during flag-raising ceremony, physical education activities, and other related tasks. The exercise shall be integrated at least three times a week, in line with the World Health Organization’s (WHO) guidelines on the physical activity of children and adolescents.