



Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON  
GATE 2, KARANGALAN VILLAGE  
1900 CAINTA, RIZAL



6 August 2021

**Regional Memorandum**

**NESTLE WELLNESS CAMPUS ADVOCACY**

To **Schools Division Superintendents**  
**Chiefs of School Governance and Operations Division**  
**Chiefs of Curriculum and Instruction Division**  
**Concerned Division Coordinators and Focal Persons**

1. This concerns our Partnership with Nestle Philippines Inc. in cooperation with Alphabet Soup, Incorporated on Nestle Wellness Campus Advocacy Program focused on advocacy on nutrition, health and wellness participated by public schools for the SY 2020-2021.
2. For this SY 2021-2022, the proponent will be launching the same program focused on Grades 1 – 6 of School Children to Private schools of the Region. In coordination with Focal Persons of School Division Offices, the proponent will be disseminating MELCS-aligned modules on health wellness to students. This includes invitation to participate in wellness dance and song competitions in voluntary basis.
3. Division program coordinators and focal persons for MAPEH, Partnership and Linkages, Health and Nutrition are advised to support these undertakings.
4. Should there be further concerns, please contact Mr. Bernardo C. Pascual, Project Development Officer IV at CP# 09273074746 or email at [essd.calabarzon@deped.gov.ph](mailto:essd.calabarzon@deped.gov.ph) and [bernardo.pascual@deped.gov.ph](mailto:bernardo.pascual@deped.gov.ph)
5. Immediate dissemination of this Memorandum is desired

  
**FRANCIS CESAR B. BRINGAS**  
Regional Director

essd/bcp



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**Trunkline:** 02-8682-5773/8684-4914/8647-7487 Loc 430  
**Website:** [depedcalabarzon.ph](http://depedcalabarzon.ph)  
**Document Inquiry :** <https://r4a-teadoc.com/inquire>  
**Facebook:** DepEd R-4A Calabarzon

No. 1 St. Peter Street, Oranbo Drive,  
Pasig City, Metro Manila, Philippines, 1110  
Tel : (+632) 8570-5419 Fax : (+632) 8570-5801

July 7, 2021

**DR. FRANCIS CESAR B. BRINGAS**

Regional Director

Department of Education – REGION IV-A

Dear Dr. Bringas,

Greetings!

We would like to extend again our sincerest gratitude to the Department of Education – Region IV- A for the success of Nestlé Wellness Campus. It is through your unwavering support since 2013 that we were able to engage thousands of public schools and promote health and nutrition to school children this S.Y. 2020-2021.

Starting this year, we are launching **Nestlé Wellness Academy** which aims to educate Grades 1 to 6 private school students on nutrition, health and wellness with the vision of enabling more Filipino children to lead healthier and happier lives.

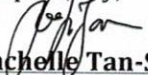
In line with this, we, **Alphabetsoup Inc., partner agency of Nestle Philippines Inc.**, would like to seek your help in supporting **Nestlé Wellness Academy** by endorsing us to the private schools in your Region. The partner schools will be disseminating MELCS-aligned student modules on health, wellness song and dance, and will be encouraged to participate in a private school competition. We have designated a point person for your Region that will be ready to assist the schools and teachers in implementing the program.

Enclosed herewith are the program mechanics for your perusal. Your endorsement letter will be valuable in continuing Nestlé Wellness Academy and we are looking forward to your support.

For any questions about the Nestlé Wellness Academy, please contact the undersigned or **Ms Juliet Climaco, Regional Manager**, at (0920) 612 -0186. We look forward to your favorable response.

Thank you!

Respectfully,

  
**Rachelle Tan-Stern**

President and CEO

Contact Number: 09188872243



## **NESTLÉ WELLNESS ACADEMY SY 2021-2022 PROGRAM MECHANIC**

### **PROGRAM OBJECTIVES:**

- To educate Grades 1 to 6 private school students on nutrition, health and wellness through the Nestlé Wellness Academy with the use of the Nestlé wellness modules;
- To develop healthier eating, drinking and lifestyle habits through the promotion of Seven (7) Healthy Habits, namely:
  1. Choose Nutritious and Varied Options
  2. Manage Portions
  3. Choose to Drink Water and Milk
  4. Enjoy Meals Together
  5. Play Actively
  6. Care for the Planet
  7. Keep Good Hygiene

### **SCOPE:**

Grades 1 to 6 students in selected private schools of participating DepEd regions  
Private school teachers (MAPEH) of selected participating DepEd regions

### **DURATION:**

S.Y. 2021-2022

### **MECHANICS:**

The Program is a partnership between the Department of Education and Nestlé Philippines, Inc. (NPI) and will be implemented by AlphabetSoup, Inc. (ASI), in close coordination with the DepEd Regional and Private Schools Offices.

The 2021-2022 Nestlé Wellness Academy implementation has its emphasis on developing the healthy habits of students through nutrition education, physical activity, good personal hygiene and solid waste management.

The implementation of the program will be in three parts as follows:

#### **Part 1: WELLNESS MODULE INTEGRATION**

1. NPI, through ASI, will provide nutrition, PE, immunity, hygiene and solid waste management modules. These modules are aligned with MELCs of the Department of Education.
  2. These modules have been designed primarily for adult-assisted learning at home (Grades 1 to 3) or self-directed learning by the student (Grades 4 to 6).
  3. Worksheets and activities are also given which the students and/or parents can read and work together at home.
  4. NPI, through ASI, will provide soft copies of the following materials to the school administrator and MAPEH school coordinators via Google Drive.
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- a. Lesson guides
- b. PowerPoint presentation
- c. Student worksheets

The link will be provided by NPI through ASI.

5. The use of these materials is flexible. Teachers are encouraged to adapt these materials in their MAPEH classes in whatever learning delivery mode is most appropriate for them.
6. ASI will create pocket Viber groups in each school to answer queries pertaining to the program implementation, contest mechanics and distribution of prizes.

## **Part 2: WELLNESS DANCE**

1. NPI, through ASI, will provide a soft copy of the Nestlé Wellness music and dancercise video to the school administrator and MAPEH school coordinators. The Nestlé Wellness music and dancercise video may also be accessed on YouTube via the official channel of Nestlé Philippines.
2. Teachers are encouraged to use the dancercise during online synchronous sessions. Learners may also do the dancercise on their own with their family.

## **Part 3. WELLNESS ACADEMY CONTEST**

1. The contest aims to recognize private schools with outstanding wellness practices, aligned with the 7 Healthy Habits.
2. Participating schools may opt to have as many entries as they want in either or both minor awards. Entries to both minor awards automatically qualify the school to the major award.
  - a. Minor Awards:
    - i. Nestlé Wellness Movers of the Year
    - ii. Nestlé Wellness Educator of the Year
  - b. Major Award: Nestlé Wellness Academy Best in Class

More details of the categories can be found in the succeeding sections.

3. Contest duration is from **August 2021 to March 2022**.
4. The registration form template will be downloadable via link and will be accomplished and submitted by the participating schools. Only one (1) representative per school may submit an entry via e-mail to their assigned NWA Ambassador.
5. Participating schools must have implemented the wellness module and/or wellness dance for the school year 2021-2022. ASI's Ambassador will be conducting video calls and photo documentation during program implementation for monitoring and validation.



6. Deadline for email submission of the Dancercise Video and Case Study entries is on **January 31, 2022**. All contents of the Dancercise Video and Case Study portfolio must have been performed during the School Year 2021-2022.
7. The screening of entries will be conducted by ASI from **January 17 to February 14, 2022**. During this screening process, ASI will check if the schools have complied with the entry guidelines. Ineligible entries will be automatically eliminated from the competition. Elimination of entries is final and cannot be subject for appeal or discussion.
8. The winners of the minor and major awards will be announced during the Nestlé Wellness Academy Awards Show. This event will be a hosted live event mounted on Facebook.
9. The list of awarded winners of the contest is final and cannot be subject for appeal or discussion.

10. Contest Timetable:

Activity	Duration
Submission of Registration Form for the Contest	<b>September 6 to October 15, 2021</b>
Monitoring and Online Validation of Program Implementation	<b>September 6, 2021 to March 31, 2022</b>
Submission of Dancercise Demo Video Entry	<b>January 5 to January 31, 2022</b>
Submission of Case Study Entry	<b>January 5 to January 31, 2022</b>
Screening of Entries	<b>January 17 to February 14, 2022</b>
Shortlisting of Entries	<b>February 15 to 21, 2022</b>
Selection of Winners	<b>February 22 to 28, 2022</b>
Announcement of Winners	<b>March 15, 2022</b>

#### A. Wellness Movers of the Year

1. The Wellness Movers of the Year is a minor award that recognizes the school whose students showcased how their practice of the 7 Healthy Habits “*moves them to Wellness*” via a fun, energetic and creative dance, set to the official Wellness Song.
2. The participating school must accomplish the registration form and saved in .PDF format. The accomplished registration form must be emailed to the school’s assigned ambassador **on or before October 15, 2021**.
3. Each school may submit as many entries as they want. Each video entry must feature at least 2 students from any grade level.
4. The participating school must submit the link of the YouTube video of their Dancercise Video entry through email to the school’s assigned ambassador **on or before January 31, 2022** with the email subject: “**Nestlé Wellness Movers: <Region> <School Name>**”.



5. Entries for the Dancercise Video should apply the following guidelines:

- a. The Dancercise Video should only use the official Nestlé Wellness Academy Dancercise Music for School Year 2021-2022.
- b. Full video submissions must not exceed the full duration of the Wellness Song.
- c. The participants will be given the freedom to create their own choreography except during the chorus part of the song. During the chorus, the corresponding choreography must be used as seen in the official Wellness Dancercise Video.
- d. The making of the Dancercise Video entry should only be done within the homes or the private properties of the selected participants of the school. Gathering in public or communal spaces for the purposes of this video is strictly prohibited.
- e. The Dancercise Video can be a compilation of dance clips edited together to make one cohesive video entry. The participants per filming location/clip should be from the same household and should be no more than five (5) people.
- f. Featured students with a minimum of 2 students from any grade level must sign and submit the waiver prior to airing.
- g. The title of the video, once uploaded on YouTube must follow the proper naming convention: "**Nestlé Wellness Movers: <Region> <School Name>**"
- h. The privacy setting of the video in YouTube should be set to public.
- i. In case of technical difficulties or incorrect privacy settings, the assigned NWA Ambassador will reach out to the participating school to resend the video and/or fix its privacy settings. The participating school will only be given 24 hours after the Ambassador's notification to fix the error. Failure to submit a full/working copy of the Dancercise video to the participant's ambassador will result to forfeiture of entry.
- j. Dancercise Videos with choreography that are presented/ considered as lewd, sexually explicit, and/or deemed inappropriate for children by the contest facilitators (NPI and/or ASI) will automatically be disqualified.

6. Criteria for judging:

<b>Energy and Performance Impression</b> <i>Projection and expression, and strong body movements.</i>	<b>40%</b>
<b>Choreography and Technique</b> <i>Creativity, artistry and style of movement, execution technique, timing and coordination</i>	<b>35%</b>
<b>Usage of Costume / Props</b> <i>Participants used props and/or costumes in their submission</i>	<b>25%</b>

7. One (1) School Winner will be named the Nestlé Wellness Movers of the Year.



## B. Wellness Educator of the Year

1. The Wellness Educator of the Year is a minor award to recognize the teachers who did not only utilize the modules as a teaching tool, but applied creativity and skills to drive awareness and appreciation of the importance of health and nutrition to encourage the students to practice the 7 Healthy Habits.
2. Participating schools must accomplish the registration form and saved in .PDF format. The accomplished registration form must be emailed to the school's assigned ambassador **on or before October 15, 2021**.
3. Each school may submit as many entries as they want.
4. Participating schools must submit the case study portfolio that illustrates the big idea and teaching methodologies applied, including the documentation and proof of impact to students in .PDF file **on or before January 31, 2022** through email to the school's assigned ambassador with the subject: "**Nestlé Wellness Educator: <Region> <School Name>**".
5. The case study portfolio should apply the following guidelines:
  - a. Portfolio should be in .PDF format.
  - b. Portfolio should include a one-page abstract. Portfolio should be 10 to 30 pages/slides only.
  - c. Portfolio will include but not limited to the following information:
    - i. How did you integrate the modules in your school?
    - ii. How did you portray the 7 Healthy Habits in your module integration?
    - iii. What are the activities you implemented in your school in relation to the modules?
    - iv. What is the impact to the students' knowledge, attitudes and behaviors?
  - d. All write-ups must be in English.
  - e. The file name of the portfolio should follow the proper naming convention: "**Nestlé Wellness Educator: <Region> <School Name>**".
6. Criteria for Judging

<b>Portfolio Format and Organization</b> <i>The PowerPoint deck has adequate and high-quality visuals, has a comprehensive and straightforward writeup, and uses a clean, neat and visually appealing layout.</i>	<b>15%</b>
<b>Application of the Healthy Habits</b> <i>The method of implementation is resourceful and being madiskarte. The teacher was able to include the healthy habits in their lectures, worksheets, and selected teaching modality.</i>	<b>45%</b>
<b>Consistency</b> <i>There is evidence that the teacher consistently integrates the NWA modules and healthy habits in their activities.</i>	<b>10%</b>
<b>Sustainability and Adaptability</b> <i>The implementation practices are sustainable and can be replicated by others as best practices.</i>	<b>30%</b>

7. A total of three (3) school teachers will be named Nestlé Wellness Educator of the Year.

### C. Nestlé Wellness Academy Best In Class

1. The contest aims to get the best ideas, best practices and find better approaches to effectively encourage our students and parents on practicing healthy habits.
2. Schools who submitted entries in both Wellness Movers of the Year and Wellness Educator of the Year are automatically qualified.
3. To win the Nestlé Wellness Academy Best in Class, the participant must have garnered the highest aggregate score (total of category scores multiplied by their respective weights). The weights will only be used in obtaining the aggregate score of each participant.

Criteria/ Category	Weight
Nestlé Wellness Movers of the Year	40%
Nestlé Wellness Educator of the Year	60%

4. One (1) School Winner will be named the Nestlé Wellness Academy Best In Class.

### IV. Prizes:

Award	Prize
<b>Wellness Movers of the Year</b> <i>One (1) Winner</i>	Up to PHP 50,000 worth with the choice of the following: (1) 1 year Zoom account subscription (with choice of account type) (2) Prepaid Mobile WIFI units and/or Top up for the units  PLUS: Plaque of Recognition and Nestlé gift packs
<b>Wellness Educator of the Year</b> <i>Three (3) Winners</i>	Up to PHP 25,000 worth with the choice of the following: (1) Laptop of choice (2) An online course from a prestigious university (including Ivy League) (3) 1 year subscription to Masterclass  PLUS: Plaque of Recognition and Nestlé gift packs
<b>Nestlé Wellness Academy Best in Class</b> <i>One (1) Winner</i>	Up to PHP 150,000 worth with the choice of the following:  (1) A CPD earning session (2) Prize value in cash as the school's donation for their chosen foundation or in support of a scholarship program  PLUS: • An exclusive partnership with Nestlé to tailor-fit an Advocacy Program with the school. (Choices include <i>Urban Gardening, Waste Management, or Nutritious and Tasty Cooking</i> )  • Plaque of Recognition