

Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON



ESSD-URM-2023-140

11 September 2023

**Unnumbered Memorandum**

**SUPERTEEN-VITAMILK KALUSUGAN PARA SA  
KINABUKASAN SCHOOL CARAVAN 2023**

To **Schools Division Superintendents**  
**Batangas, Cavite, Cabuyao, Lucena, Rizal and Antipolo City**

1. In reference to the letter of Ms. Sarah C. Coe, President, Redscope Communication Incorporated, dated September 5, 2023<sup>1</sup>, this Office, through the Education Support Services Division informs the concerned division offices on the relaunch of Superteen Campaign in selected schools in CALABARZON.
2. One of the objectives is championing proper nutrition among elementary and secondary school learners, this year's super teen campaign.
3. The activity is subject to the condition under the Department of Health Milk Code Monitoring kit, s. 2012, and Executive Order no. 51 s. 1986, particularly its Sections to read as follows:

**Department of Health Milk Code Monitoring kit, s. 2012:**

**"Sec. 2. Purpose** – These Revised Rules and Regulations are hereby promulgated to ensure the provision of safe and adequate nutrition for infants and young children by the promotion, protection, and support of breastfeeding and by ensuring the proper use of breastmilk substitutes, breastmilk supplements, and related products when these are medically indicated and only when necessary, on the basis of adequate information and through appropriate marketing and distribution.

**Sec. 11. Prohibition** – No advertising, promotions, sponsorships, or marketing materials and activities for breastmilk substitutes intended for infants and young children up to twenty-four (24) months, shall be allowed, because they tend to convey or give subliminal messages or impressions that undermine breastmilk and breastfeeding or otherwise exaggerate breastmilk substitute and/or replacements, as well as related products covered within the scope of this Code.

**Section 16.** All health and nutrition claims for products within the scope of the Code are absolutely prohibited.

<sup>1</sup> Superteen-Vitamilk Kalusugan para sa Kinabukasan School Caravan



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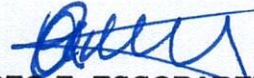
Certificate No. PHP QMS  
22 93 0085





**Executive Order no. 51 s. 1986:**

**Section 6 - (a)** *No advertising, promotion or other marketing materials, whether written, audio, or visual, for products, within the scope of this Code shall be printed, published, distributed, exhibited and broadcast unless such materials are duly authorized and approved by an inter-agency committee created herein pursuant to the applicable standards provided for in this Code."*

4. For more details, please contact Annaliza T. Araojo, Regional Nutrition Coordinator at cellphone number 09165417823.



**ATTY. ALBERTO T. ESCOBARTE, CESO II**

 Regional Director 

03/ROE4



In this regard, may we seek endorsement from your good Office for the said program to ensure smooth and efficient implementation and coordination in the field offices. Furthermore, we would appreciate it if you could designate point persons who will directly coordinate with us in the implementation of the campaign particularly in the school selection & coordination efforts.

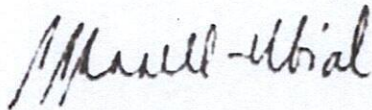
Thank you and our warmest regards,



**MS. SARAH C. COE**

President, Redscope Communications Incorporated

September 5, 2023



**PAULYN JEAN B. ROSELL-UBIAL, MD, MPH, CESO II**

Chairperson, Redscope Communications Technical Working Group

September 5, 2023

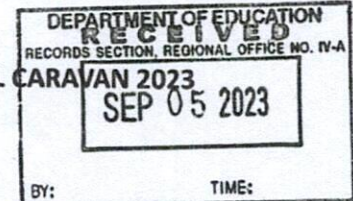


September 5, 2023



**Atty. Alberto T. Escobarte, CESO III**  
Regional Director  
Department of Education - Region 4A  
Karangalan ES, Karangalan Village Cainta, Rizal

Re: **SUPERTEEN - VITAMILK KALUSUGAN PARA SA KINABUKASAN SCHOOL CARAVAN 2023**



Dear Atty. Escobarte,

Driven by our firm commitment to supporting our National Government's efforts in Health promotion, **Redscope Communications, Inc.**, along with our distinguished Technical Working Group, continues to expand our health programs for the Filipino school children – particularly in the National Capital Region.

In light of the resounding success in the implementation of the SuperKID and SuperTEEN school caravans in the previous school years, we are pleased to inform you that we will be relaunching the SuperTEEN Campaign in the National Capital Region, Central Luzon, and Calabarzon. AB Nutribev Corporation, makers of Vitamilk Soya Bean Milk, will be assisting us to deliver this year's campaign at no cost to our national government and the end-target audience.

Aimed at championing proper nutrition among elementary and secondary school learners, this year's SuperTEEN campaign will focus on nutrition as a cornerstone of health and success. The campaign will be implemented through the following campaign structure:

<b>Target Schools</b>	42 selected secondary schools in the Region 4A <i>*The list of target schools is provided in the attachments.</i>
<b>Target Audience</b>	Elementary and secondary school learners Parents & Teachers
<b>Event Frequency and Duration</b>	1 hour per school 1 day per school
<b>Event Highlights</b>	For Learners: A Nutrition Quiz Bee hosted by a medical doctor aimed to educate the learners regarding the importance of milk and milk alternatives in their diet  For Parents & Teachers: A talk on nutrition as a cornerstone of health and success in students by a registered nutritionist-dietician  Distribution of complimentary samples of Vitamilk Soya Bean Milk in both activities <i>*The event program is provided in the attachments.</i>
<b>Implementation Date</b>	Launch Date: September 27, 2023



## KALUSAGAN PARA SA KINABUKASAN SCHOOL CARAVAN EVENT PROGRAM

### 1. SCHOOL CARAVAN EVENT NO. 1: FOR STUDENTS

DURATION: 1 hour

VENUE: Auditorium/covered court/assembly hall/AVR or the like

HOST: Medical Doctor



- I. Assembly & mobilization in a designated venue within the school
- II. Welcome remarks by the School Representative
- III. Program Proper to be led by a Doctor/Health Care Provider
  - A. Campaign Introduction
  - B. Nutrition Quiz Bee
- IV. Closing & distribution of the complimentary samples of Vitamilk Soya Drink to participating students

### 2. SCHOOL CARAVAN EVENT NO. 2: NUTRITION 101 FOR PARENTS AND TEACHERS (MINIMUM OF 100 PARTICIPANTS PER SCHOOL)

DURATION: 1 hour

VENUE: Auditorium/covered court/assembly hall/AVR or the like

SPEAKER: Registered Nutritionist-Dietician



- I. Assembly & registration in a designated venue within the school
- II. Welcome remarks by the School Representative
- III. Nutrition cornerstone of health
- IV. Closing & distribution of Vitamilk Soya Gift packs to all participants

#### Notes:

1. The School tour event will be implemented 1 day per school only. Max of 1 hour per event.
2. Redscope Personnel will be coordinating with the school to secure the best date/time to conduct the event.
3. The school will be requested for the following;
  - a. Provision of an appropriate venue for the event: for the learners' event & for the Health 101 for Teachers and Parents
  - b. Mobilization of target participants;
    - i. Students: Grade 7-10, (max of 1000)
    - ii. Parents & teachers for the Nutrition 101 talk (minimum of 100 per school)



## LIST OF TARGET SCHOOLS

NO.	NAME OF SCHOOLS	DIVISION
1	EVQ Canteen Mabini Educational Institution	Batangas
2	St. Anthony Science High School	Batangas
3	St. Paul School Of San Jose Batangas	Batangas
4	Bauan Technical Mutipurpose School	Batangas
5	Alangilan Central Elementary School	Batangas
6	Philippine Science High School	Batangas
7	Daniel Mercado High School	Batangas
8	Silvercrest High School	Batangas
9	Tanauan Institute	Batangas
10	Batangas College Of Arts And Science	Batangas
11	Imus National Highschool	Cavite
12	Tagaytay Mendez Academy School	Cavite
13	Cavite National Science High School	Cavite
14	St. Gregory Academy	Cavite
15	Mendez Christian Academy, Inc	Cavite
16	Cavite State University	Cavite
17	Bacoor National High School	Cavite
18	Paliparan National High School	Cavite
19	Balibago Elementary School	Cabuyao
20	Cabuyao National High School	Cabuyao
21	Pulo Integrated National High School	Cabuyao
22	Southville 1 Senior High School	Cabuyao
23	Cabuyao National High School Canteen	Cabuyao
24	Calamba Integrated School	Cabuyao
25	Sampaguita National High School	Cabuyao
26	Lucena City National Highschool	Lucena
27	Lucena Dalahican National Highschool	Lucena
28	Quezon National Highschool	Lucena
29	Gulang Gulang National Highschool	Lucena



NO.	NAME OF SCHOOLS	DIVISION
30	Paaralang Sekondarya Ng Lucban	Lucena
31	Lucena West 1 Elementary School	Lucena
32	Antipolo National High School	Antipolo
33	Casimiro A. Ynares Sr Memorial National Highschool	Taytay
34	Don Jose Ynares Memorial National High School	Binangonan
35	Mambugan National High School	Antipolo
36	Old Boso Boso National Highschool	Antipolo
37	Pagasa National High School	Binangonan
38	San Jose National Highschool	Antipolo
39	San Roque National High School	Antipolo
40	Sumulong Memorial High School	Antipolo
41	Vicente Madrigal Integrated School	Binangonan
42	Tagumpay National High School	Rodriguez