

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



ESSD-URM-2023-181

17 October 2023

Unnumbered Memorandum

**NUTRITION SUPPORT FOR SBFP BENEFICIARIES:
KALUSUGAN PARA SA KINABUKASAN PROJECT**

To: **Schools Division Superintendent of Antipolo City, Bacoor, Batangas City, Batangas Province, Biñan, Cabuyao, Calamba, Cavite City, Cavite Province, Dasmariñas, General Trias, Imus, Lipa, Rizal Province, San Pedro, Santa Rosa, and Tanauan City**

1. As per DepEd Memorandum No. 39 s. 2017¹, the School-Based Feeding Program (SBFP) appeared to work best when complemented with other school health programs such as deworming, micronutrient supplementation, Gulayan sa Paaralan (GPP), and the WASH in Schools (WINS) Program. School heads underscore the importance of these programs to ensure that children are ready to learn and thrive in a healthy school environment that allows them to develop health-promoting habits and behaviors for a healthier future generation.
2. In this connection, the Education Support Services Division of DepEd CALABARZON, in partnership with REDSCOPE Communications Incorporated, supports the Vitamilk Kalusugan Para sa Kinabukasan Project as part of the Nutrition Support for the School-Based Feeding Program of the selected schools with a high incidence of malnutrition.
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*

¹ Operational Guidelines on the Implementation of School-Based Feeding Program For School Years 2017-2022



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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.

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. Attached is the list of target schools to be visited by REDSCOPE Incorporated for the distribution of Vitamilk products.
5. For further information, kindly contact Dr. Annaliza T. Arajo through mobile at +639165417823 or through email at essd.calabarzon@deped.gov.ph.
6. Immediate dissemination of this Memorandum is desired.


ATTY. ALBERTO T. ESCOBARTE, CESO II
Regional Director

cc: 03/ROE7

DIVISION	NAME OF SCHOOL
Antipolo City	Antipolo National High School
Antipolo City	Mambugan National High School
Antipolo City	Casimiro Ynares Memorial High School
Antipolo City	Sumulong Memorial High School
Antipolo City	Old Boso Boso National High School
Antipolo City	San Jose National High School
Antipolo City	Sta. Cruz. Elem. School
Antipolo City	Antipolo City National Science and Technology Hs
Antipolo City	San Roque National High School
Bacoor City	Bacoor National High School
Bacoor City	City Bacoor National High School (Springville)
Bacoor City	Bacoor National High School
Bacoor City	St Michael Institute Bacoor
Bacoor City	Bacoor National High School Annex Georgetown
Batangas City	Batangas National High School
Batangas City	Alangilan Central Elementary School
Batangas City	Philippine Science High School - Calabarzon
Batangas Prov.	Dr. Juan A. Pastor Memorial National High School (Talaibon National High School)
Batangas Prov.	St Anthony Montessori School - Science High School
Batangas Prov.	St Paul School Of San Jose Batangas
Batangas Prov.	Bauan Technical High School
Biñan City	Southville 5a Integrated National High School
Cabuyao City	Cabuyao National High School
Cabuyao City	Pulo Integrated National High School
Cabuyao City	Southville 1 Senior High School
Calamba City	Kapayapaan Integrated
Calamba City	Punta Integrated
Calamba City	Makiling Integrated School
Calamba City	Calamba Integrated School
Cavite City	Garita Elem School
Cavite City	Porta Vaga Elementary School
Cavite City	Estansuela Elementary School
Cavite Prov.	Tagaytay Mendez Academy School
Cavite Prov.	Cavite National Science High School
Cavite Prov.	Mendez Christian Academy, Inc
Cavite Prov.	Cavite State University (Trece)
Cavite Prov.	Naic National High School
Cavite Prov.	Tanza Comprehensive Nhs Daang Amaya Tanza
Cavite Prov.	Paliparan National High School (Dasma West)
Dasmariñas City	Governor Ferrer Memorial Nhs (Biclatan Annex)
General Trias City	Samuel Christian College
General Trias City	Luis Y Ferrer Jr. High School West
General Trias City	Imus National Highschool

Imus City	Emilio Aguinaldo National High School
Imus City	St Gregory Academy
Lipa City	Inosloban Marawoy High School
Lipa City	Bugtongnapulo Integrated National High School
Lipa City	Lcc Silvercrest School
Lipa City	Batangas College Of Arts and Science, Inc.
Rizal Province	Maly Elem. School
Rizal Province	Vicente Madrigal Integrated School
Rizal Province	Pag-Asa National High School
Rizal Province	Baras Pinugay Elementary School
Rizal Province	Baras Pinugay National High School
Rizal Province	Tagumpay National High School
Rizal Province	Don Jose M. Ynares Sr. Memorial School
San Pedro City	Sampaguita National High School
Sta. Rosa City	Balibago Elementary School
Tanauan City	Bernardo Lirio High School
Tanauan City	Tanauan Institute Inc.
Tanauan City	Daniel Mercado Medical Center Institute of Health Science High School (DMMCIHS)
Tanauan City	Mabini Educational Institution