



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



29 May 2025

**Regional Memorandum**  
No.415 s.2025

**REGIONAL LAKAS SA GATAS MILK CAMPAIGN  
FOR SY 2025-2026**

To **Schools Division Superintendents**

1. Relative to DepEd Memorandum No. 036, s. 2024<sup>1</sup>, this Office, through the Education Support Services Division, hereby announces the Regional *Lakas sa Gatas Milk* Campaign activities for School Year 2025-2026 with the theme "*Talino at Gilas, Tiyak Lalabas, Panalo ang Batang may Sapat na Gatas.*" The campaign will be launched in June 2025.
2. This initiative calls for a collective effort to improve nutrition and produce a milk-drinking generation through the School-Based Feeding Program (SBFP) Milk Feeding Component.
3. All Schools Division Offices (SDOs) are enjoined to participate by submitting a video pledge of commitment and joining the social media campaign by using the official Facebook display photo, as outlined in **Annex A**.
4. A Joint Regional Rollout Activity of the *Lakas sa Gatas Milk* Campaign by DepEd Region IV-A CALABARZON and SDO Quezon Province will be conducted on June 26, 2025, at Calauag East Central Elementary School. Travel and related expenses for this activity shall be charged against SBFP – Program Support Funds or local funds, subject to the usual accounting and auditing rules and regulations. Details of the activity are provided in **Annex B**.
5. For inquiries, please contact Dr. Eduarda M. Zapanta, Chief Education Supervisor or Ms. Johnalen Aira S. Soberano, Nutritionist-Dietitian II of the Education Support Services Division at email address [essd.calabarzon@deped.gov.ph](mailto:essd.calabarzon@deped.gov.ph).
6. Immediate dissemination of this Memorandum is desired.

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

03/ROES

<sup>1</sup> Lakas sa Gatas Milk Campaign



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Certificate No. PHP QMS  
22 93 0085

**ANNEX A. PLEDGE OF COMMITMENT AND SOCIAL MEDIA CAMPAIGN**

ACTIVITY	DESCRIPTION
1. Pledge of Commitment	<p>All SDOs shall submit a short video pledge including the following statement:</p> <p><i>“Kami, mula sa DepEd Region IV-A CALABARZON – SDO _____, ay buong pusong sumusuporta sa Kagawaran para masigurong ang bawat bata ay may LAKAS SA GATAS!”</i></p> <ul style="list-style-type: none"> <li>• The video must be in landscape orientation, with good lighting and clear audio.</li> <li>• Upload the video on or before June 15, 2025, via this link: <a href="https://tinyurl.com/SBFPpledgeofSupport">https://tinyurl.com/SBFPpledgeofSupport</a>.</li> </ul>
2. Social Media Campaign	<p>A regional Facebook Display Photo (DP) Blast will be launched on June 13, 2025, encouraging participation from DepEd employees, SBFP coordinators and implementers, and program beneficiaries.</p> <p>The official DP template may be accessed through this link: <a href="https://www.twibbonize.com/r4alakassagatasmilkcampaign">https://www.twibbonize.com/r4alakassagatasmilkcampaign</a>.</p>

**ANNEX B. DEPED REGION IV-A CALABARZON AND SDO QUEZON PROVINCE JOINT REGIONAL ROLLOUT OF THE LAKAS SA GATAS MILK CAMPAIGN FOR SY 2025-2026**

Date: June 26, 2025

Venue: Calauag East Central School, Barangay Cinco, Calauag, Quezon

• **List of Participants**

OFFICE	PARTICIPANTS	REMARKS
<b>Regional Office</b>	<ul style="list-style-type: none"> <li>- Regional Director</li> <li>- Assistant Regional Director</li> <li>- ESSD Chief</li> <li>- Project Development Officer IV</li> <li>- Nutritionist-Dietitian II</li> <li>- SBFP Technical Assistant I</li> <li>- Other RO Personnel</li> </ul>	<ul style="list-style-type: none"> <li>• No accommodation will be provided.</li> <li>• Meals to be served: breakfast, AM snack, and lunch on June 26, 2025.</li> </ul>
<b>Schools Division Offices (3pax per SDO)</b>	<ul style="list-style-type: none"> <li>- One (1) Schools Division Superintendent or Representative</li> <li>- One (1) SBFP Focal Person Regular Component</li> <li>- One (1) SBFP Focal Person, Milk Component</li> </ul>	



• **Program of Activities**

<b>PART I – OPENING PROGRAM</b>		
<b>TIME</b>	<b>ACTIVITY</b>	<b>PERSONS INVOLVED</b>
7:00 AM - 8:00 AM	Arrival, Registration, and Settling-in	Event TWG
8:00 AM -9:30 AM	Preliminaries <ul style="list-style-type: none"> <li>• National Anthem</li> <li>• DepEd Prayer</li> <li>• DepEd Quality Policy Statement</li> <li>• Bagong Pilipinas</li> <li>• Calabarzon March</li> <li>• Quezon Hymn</li> </ul>	Event TWG
	Welcome Remarks	<b>ROMMEL C. BAUTISTA, CESO V</b> Schools Division Superintendent SDO Quezon Province
	Acknowledgement of Participants and Guests	Assistant Schools Division Superintendent SDO Quezon Province
	Inspirational Messages	<b>LOIDA N. NIDEA</b> Assistant Regional Director  <b>ATTY. ALBERTO T. ESCOBARTE</b> Regional Director  Guests
	Pledge of Support	AVP
	Symbolic Milk Toast/ Drinking with E-Nutribun  Commitment Wall Signing	<b>LOIDA N. NIDEA</b> Assistant Regional Director  <b>ATTY. ALBERTO T. ESCOBARTE</b> Regional Director  Schools Division Superintendents, Focal Persons, and Selected Learners
9:30 AM - 9:50 AM	Lakas sa Gatas Dance Performance	Calauag East Central E.S. Regional Winner- 1 <sup>st</sup> Place National level- 4 <sup>th</sup> Place
9:50 AM -10:00 AM	Message of Thanks and Closing Remarks	<b>EDUARDA M. ZAPANTA</b> Chief Education Supervisor Education Support Services Division
<b>PART II- GALLERY WALKTHROUGH AND FOOD EXHIBIT</b>		
10:00 AM onwards	Walkthrough to SDO Quezon Province Best Practices Gallery and Food Exhibit	SDO Quezon Province  SBFP Suppliers
	Lunch	Event TWG