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Republic of the Philippines
Department of Education
Region 1

SCHOOLS DIVISION OF CITY OF SAN FERNANDO (LA UNION)

DIVISION MEMORANDUM

DM No. 011, s. 2025

JAN 07 2025

TO: Assistant Schools Division Superintendent
Chief Education Supervisors
Education Program Supervisors
Public School Heads
All Others Concerned

FROM: OFFICE OF THE SCHOOLS DIVISION SUPERINTENDENT

SUBJECT: LAUNCHING OF "BAWAT BATA MALAKAS SA INUMING GATAS" (BBM-IG), A SIMULTANEOUS SCHOOL-WIDE MILK BREAK PROGRAM

Date: January 6, 2025

PARTICULARS

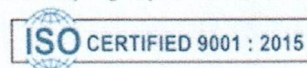
1. Republic Act No. 11037, also known as the "Masustansyang Pagkain para sa Batang Pilipino Act", stresses the need to provide nutritious meals towards the eradication of the malnutrition of Filipino children. It particularly points milk as an essential component to be included in the meal programs in schools, promoting proper nutrition and physical developments.
2. The Philippine Food Fortification Act of 2000 (Republic Act No. 8976) highlights the role of fortified milk in children's diets by requiring the fortification of essential food products, such as powdered milk, with vital nutrients such as Vitamin A and iron. It recognizes milk as an essential vehicle in the delivery of nutrients for proper growth and development.
3. DepEd Order No. 51, s. 2016 established the School-Based Feeding Program with the inclusion of milk-feeding component. The order emphasizes that milk is a primary dietary source of essential nutrients, such as calcium and protein, which are vital for the strengthening of bones, improvement of physical health, and enhancement of cognitive function.
4. The Schools Division of City of San Fernando (LU) shall conduct the launching of "Bawat Bata Malakas sa Inuming Gatas" (BBM-IG), a simultaneous school-wide milk break initiative on January 13, 2024 at 8:00 AM.



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"Sa Matatag na Panuntunan, Serbisyong Tapat Maaasahan"

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5. The program aims to enhance the health and nutrition of learners, particularly Kindergarten and Grade 1 learners, as well as those who are wasted and severely wasted learners. It ensures that they receive milk during a designated break.
6. Active participation of parents and School Parent-Teacher Association (SPTA) officers is highly encouraged. Schools may seek support from stakeholders who are interested to support the milk distribution or to utilize the 35% income of the school canteen as resource funds. If it warrants, all learners in the school shall be accommodated and provided with milk to drink.
7. The milk distribution to the selected learners shall be conducted at the designated area of each school and ensure to drink their milk simultaneously during this health break.
8. The program flow for the simultaneous kick-off shall be as follows:

National Anthem

Opening Prayer

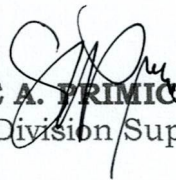
Welcome Remarks- School Head

Short Discussion on Benefits of Milk- School Head/ Head Teacher

Simultaneous Drinking of Milk of Learners

Photo Opportunity

9. Immediate compliance and widest dissemination of this Memorandum is desired.


SHEILA MARIE A. PRIMICIAS, CESO VI
OIC- Schools Division Superintendent



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