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Republic of the Philippines
Department of Education

Region 1

SCHOOLS DIVISION OF CITY OF SAN FERNANDO (LA UNION)

DIVISION MEMORANDUM

JAN 16 2025

No.: 41 s. 2025

TO Assistant Schools Division Superintendent
Chief Education Supervisors
All Education Program Supervisors
All Public and Private Elementary and Secondary School Heads
DMMMSU Basic Education Department
Concerned SDO Personnel

FROM **SHEILA MARIE A. PRIMICIAS, CESO VI**
Schools Division Superintendent

SUBJECT **PAARALANG BUGHAW JINGLE MAKING (A BLUE ZONES PROJECT PILOT ACTIVITY)**

DATE January 16, 2025

Particulars

1. Relative to Executive Order No 47-2024 of the City of San Fernando on **Paaralang Bughaw: Healthy Schools for Healthy San Fernando (Blue Zones Project)**, the City Government of San Fernando through the City Health Office will officially launch the program to all the **33 schools** in the SDO.
2. Paaralang Bughaw is a program with the objective of establishing a health promoting school where hygiene, sanitation, nutrition, mental health, and physical activity are incorporated in daily school routine and integrated to existing curriculum to promote and maintain healthy students and school personnel to maximize school goers' potential and productivity.
3. It is composed of Six Thematic Areas of the Healthy Schools for Healthy San Fernando initiatives namely; Physical Activity, Hygiene and Sanitation, Nutrition, Mental Health, Accessible Acute Medical Care, and Curricular Integration.
4. Components of the thematic areas of the Healthy Schools for Healthy San Fernando initiatives are School Policy, Identified activities, Partnership in Sustainability, and Monitoring and Evaluation.
5. With the noteworthy objectives of the program, the SDO in partnership with the CHO, **highly encouraged all interested individuals or groups to submit an original jingle for the Paaralang Bughaw.** The goal is to create a memorable, catchy, and engaging audio piece that aligns with the program's purpose, target audience, and overall messaging.



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"Sa Matatag na Panuntunan, Serbisyong Tapat Maaasahan"

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6. Mechanics of the Jingle are the following:
- a. Open to all interested individuals or groups (learners, teachers, parents, other personnel, and stakeholders).
 - b. **Brand Recognition:** The jingle should be designed to help strengthen the program recall and recognition.
 - c. **Engagement:** The jingle must be engaging and easy to remember, with a melody that sticks to listeners' minds.
 - d. **Tone and Message:** It should align with the program's voice, whether that be playful, serious, inspirational, and others. The message should communicate the core benefit of the program.
 - e. **Length and Format:** The length should be three minutes and written in any language- Iloco, Filipino, English or combinations.
7. Submit the piece in mp3 format through this link:
<https://tinyurl.com/PaaralangBughaw-JINGLE> on or before **January 28, 2025**.
8. For your information, guidance, and compliance.

SHEILA MARIE A. PRIMICIAS, CESO VI
 Schools Division Superintendent


