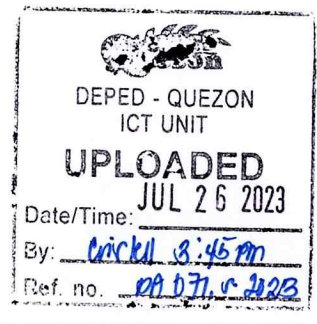




Republic of the Philippines
Department of Education
Region IV-A
SCHOOLS DIVISION OF QUEZON PROVINCE



DIVISION ADVISORY NO. 071, s. 2023
July 10, 2023

In compliance with DepEd Order (DO) No. 8, s. 2013, this advisory is issued not for endorsement as per DO 28, s. 2001, but only for the information of DepEd officials, personnel/staff, and the concerned public.
(Visit www.deped.gov.ph.)

INVITATION TO THE ACTIVITY OF THE MME CONNECTIONS, INC.

The MME Connections Inc. will conduct a set of activities for teachers and parents of Kindergarten, Grade 1, and Grade 2 pupils in select schools, such as nutrition education sessions by registered nutritionists and distribution of free Bear Brand Fortified, in compliance with Executive Order No. 51, s. 1986 titled Adopting a National Code of Marketing of Breastmilk Substitutes, Breastmilk Supplements and Related Products, Penalizing Violations Thereof, and for Other Purposes. The coverage will be from February to December 2023.

Please, be advised that participation in the said activity should entail strict compliance with the **Time-On-Task Policy** and the **No Disruption of Classes Policy** of the Department, as stipulated in DO 09, s. 2005.

For more details, kindly see the attached letter from Ms. Elvie Rosales, Program Partner, MME Connections, Inc., partner activation agency of Nestle Bear Brand Fortified.

Please be guided accordingly.

shsmaat07/10/2023

DEPEDQUEZON-TM-SDS-04-011-003



"Creating Possibilities, Inspiring Innovations"

Address: Sitio Fori, Brgy. Talipan, Pagbilao, Quezon
Trunkline #: (042) 784-0366, (042) 784-0164, (042) 784-0391, (042) 784-0321
Email Address: quezon@deped.gov.ph
Website: www.depedquezon.com.ph



June 22, 2023

Rommel C. Bautista, CESO V
Schools Division Superintendent
Department of Education - Quezon Province

Thru: Niles Jordan Breis
Chair, National Commission for Culture and the Arts

Dear Sir:

We are **MME Connections Inc.**, the partner activations agency of **NESTLE BEAR BRAND® Fortified**. We are pleased to share with you a new initiative called the **BATANG MATIBAY: GABAY SA TIBAY PROGRAM** which aims to support parents and educators to raise Filipino learners with tibay ng *katawan, isipan, at kalooban*. Despite the challenges posed by the current pandemic situation in the country, BEAR BRAND® Fortified remains steadfast in supporting this meaningful advocacy.

Objective: To equip parents and educators with the right knowledge on proper nutrition for children/students to become *matibay* in body, mind and will.

In line with the above, we kindly request your esteemed office to allow us to conduct the program in your covered schools. Please see related information below:

Activities: Please see attached program mechanics. **This activity is covered by DOH-FDA-CFRR Permit No 0116, s. 2022. Please be noted that the entire program does not involve selling in all its forms.**

Phase 1: Engaging face-to-face nutrition education sessions (approx 30 mins only) conducted by registered nutritionists to teachers and parents of Kinder, Grade 1 and Grade 2.

The sessions will talk about:

- (1) Qualities of a Batang Matibay
- (2) Nutrition Tips on how to support children to become Batang Matibay
- (3) Interactive games
- (4) Commitment sharing through community pledge by parents/caregivers

Phase 2: Distribution of FREE Bear Brand Fortified. **Please note that this activity is not under the scope of E.O. 51 (National Code of Marketing of Breastmilk Substitutes, Breastmilk Supplements and Other Related Products, as BEAR BRAND® Fortified Powdered Milk Drink is for school-aged children already.**

Program Offerings and Benefits

- (1) Provision of free milk
- (2) Nutrition knowledge for mothers/caregivers
- (3) Teaching materials for teachers plus e-certificates as proof of participation (upon request)

• Coverage Period: February to December 2023

• **Schools Covered:** Region I, II, III, IV-A, IV-B, V, VI, VII, VIII, IX, X, XI, SOCCSKSARGEN, CARAGA, CAR, and NCR for First/Second Waves.


This invitation will be extended also to all Schools Division Offices or SDOs under the Schools Division Superintendents for them to allow their District Supervisors, Principals, School Heads, and Teachers within the said regions to participate in the program. We are also willing to issue e-certificates of participation to educators, as requested.

Amidst the ongoing pandemic, we commit to abide with all your instructions to ensure a seamless and safe implementation of the activity. We hope for your favorable response, and we thank you for your continued support as our foremost partner in building generations of BATANG MATIBAY.

Should you have further inquiries/concerns, feel free to contact us at elvie@mme.ph or 0977-633-6435.

Respectfully yours,


Elvie Rosales
Program Partner


Republic of the Philippines
Department of Education
OFFICE OF THE UNDERSECRETARY
Tanggapan ng Pangalawang Kathin

OULAPP No. 262, s. 2022

MEMORANDUM

TO : REGIONAL DIRECTORS
(DepEd Regions I, II, III and National Capital Region)
CONCERNED EDUCATION SUPPORT SERVICES DIVISION CHIEFS
CONCERNED REGIONAL PARTNERSHIP FOCAL PERSONS
ALL OTHERS CONCERNED

FROM : TONISITO M.C. UMALI, Esq.
Undersecretary

SUBJECT : BATANG MATIBAY: GABAY SA TIBAY PROGRAM IMPLEMENTATION

DATE : March 3, 2022

Nestle Philippines, Inc. (NPI) has been a long-time partner of the Department on various health and wellness education programs. A Supplemental Agreement has been signed in January 2022 for the implementation of "BEAR BRAND® Fortified Tibay sa Pag-aaral Program."

The BEAR BRAND® Fortified Tibay sa Pag-aaral Program is comprised of the following sub-programs:

1. Laki Sa Tibay Program - provision of Tibay Nutrition and Learning Modules and Bear Brand products;
2. Batang Matibay Awards - a nationwide search and recognition program for ten (10) outstanding public school students who exemplify TIBAY for school and in life; and
3. TIBAYamban Sachet Upcycling Program - upcycling of post-consumer BEAR BRAND® sachets into school chairs and other school items.

As part of Nestle's partnership commitment to DepEd, the Bear Brand Fortified Team shall conduct the following activities:

1. FREE webinar on nutrition via Google Meet for 200,000 target parent participants on concerned regions;

Page 2 of 2

2. Provision of FREE teaching materials and Bear Brand products for 18,000 educators on concerned regions; and
3. FREE Bear Brand products for 1,000,000 parents through on-ground sampling.

The program shall be held from March 2022 until December 2022. Representatives from Nestle-Bear Brand Team will be coordinating with your office prior to the conduct of the above-mentioned activities.

For any concern, your staff may contact:

Office of the Undersecretary for Legislative Affairs,
External Partnerships and Project Management Service (OULAPP)

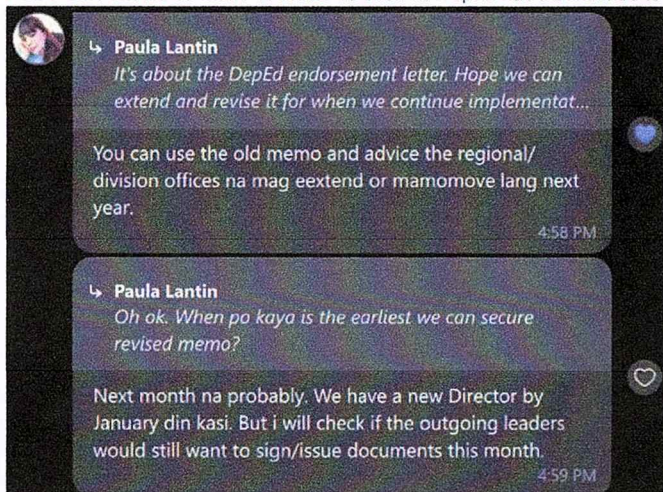
Attention : Ms. Dove Cometa
External Partnerships Service
Private Sector Partnerships Unit (EPS-PSPU)
Email: davedinali.cometa@deped.gov.ph

Ms. Rina Tadar
Brand Manager, Bear Brand Fortified
Email: rinararnela.tadar@ph.nestle.com

Your support to this activity is highly appreciated.

Thank you very much.

This is just to formalize our viber discussion last Dec that we can still use the existing DepEd Memo as we continue our Gabay Sa Tibay program this 2023. New memo should be made available as soon as DepEd has transitioned to its new USEC/Director this January.





Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



30 January 2023

NESTLE PHILIPPINES, INC.
31 Plaza Drive, Rockwell Center,
Makati City

DOH-FDA CFRR Permit No. : 0116 s. 2022

Promotion Title : 2022 BATANG MATIBAY: GABAY SA TIBAY PROGRAM

Coverage : Nationwide (Luzon, Visayas, Mindanao)


GREETINGS!

Your request for the approval of the amendment of the subject promotion, with details to wit:

Particular/s	FROM	TO
Duration	10 February 2022 to 01 February 2023	Extended up to 01 August 2023
Media/Collateral Materials	As previously approved	Revised materials – Annex “A” 1-4

is **GRANTED** subject to the *terms and conditions set in the permit previously issued.*

By Authority of the Director General:


PILAR MARILYN M. PAGAYUNAN
Director IV, Center for Food Regulation and Research

Tracking No. : 20230119114906
Amt. Paid : P310.00
OR No. : 1242023075930404
Date : 24 January 2023
/cmc069/HSA



Annex "A"-1

APPENDIX 1

Pull-up Banners

W

BATANG MATIBAY
GABAY SA TIBAY PROGRAM

**MOMMIES,
ALAM NIYO BA?**

4 sa 5 bata ay kulang sa **IRON**

3 sa 10 bata ay kulang sa **ZINC**

7 sa 10 bata ay kulang sa **VITAMIN C**

Source: National Nutrition Survey,
DOST-FNRI 2013

DOST-FDA, CFM Permit No. 0114 s. 2013

BATANG MATIBAY
GABAY SA TIBAY PROGRAM

**PINAG-ARALAN, NAPATUNAYAN*
ANG TIBAY NUTRISYON NG
BEAR BRAND FORTIFIED**

**TIBAY-KATAWAN
NUTRIENTS**
• 100% VIT D • PROTEIN • CALCIUM

**TIBAY-RESISTENSYA
NUTRIENTS**
• 100% VIT C • IRON • ZINC

*Study on Iron Availability from Different Fortificants in Milk,
DOST-FNRI 2016

DOST-FDA, CFM Permit No. 0114 s. 2013



ALAMIN ANG MGA TIBAY SIGNS



Tibay ng Katawan



Tibay ng Isipan



Tibay ng Kalooban

Source: Filipino mothers' perception on Tibay Mom, Tibay Child and health and nutrition concepts associated with Tibay Child: a qualitative analysis. Amara, MS et al Terminal report. 2021

DOH-PSA-CFBI Permit No. 0114 s. 2022



TULONG PARA PATIBAYIN ANG ALMUSAL ARAW-ARAW

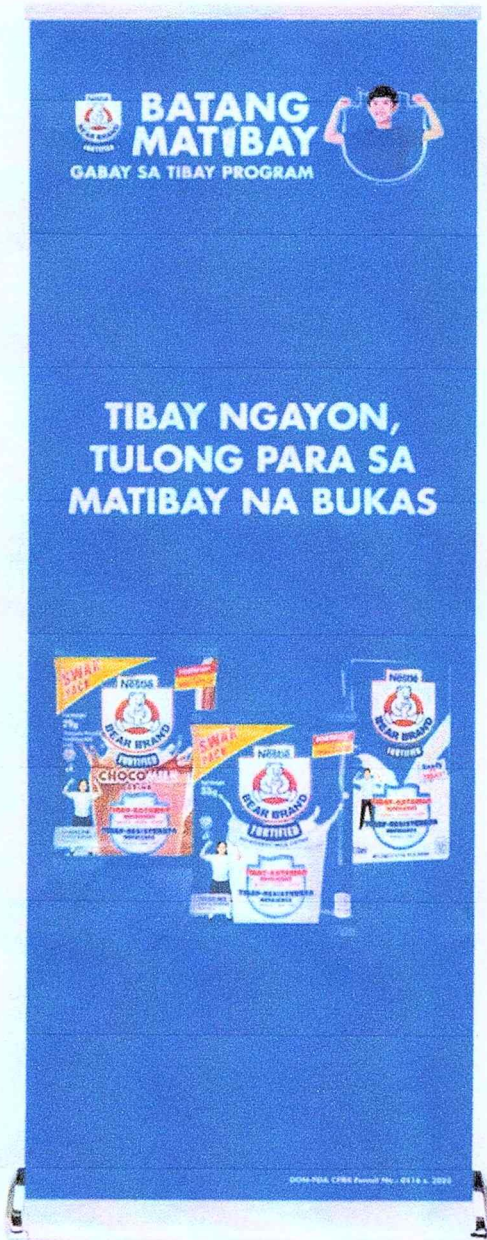


NUTRIENTS	% RENI MET	
<i>Tibay-Katawan Nutrients</i>		
VITAMIN D	49%	100%
PROTEIN	46%	57%
CALCIUM	14%	58%
<i>Tibay-Resistensya Nutrients</i>		
VITAMIN C	0%	100%
IRON	33%	73%
ZINC	27%	71%
	Karaniwang Almusal	With Bear Brand Fortified

DOH-PSA-CFBI Permit No. 0114 s. 2022

Amara "A" 2

W



Tent Card



Amey "A" 23

W

Bulletin Board



Annex "A"-4

W

Brand Ambassador and Registered Dietitian and Nutrition Uniforms

