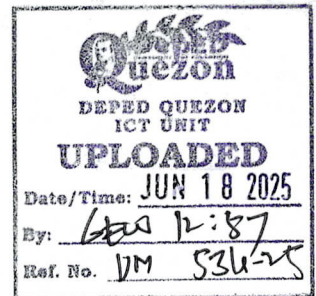




Republic of the Philippines  
**Department of Education**  
Region IV-A  
SCHOOLS DIVISION OF QUEZON PROVINCE



16 June 2025

**DIVISION MEMORANDUM**  
DM No. 536, s. 2025

**DEPED REGION IV-A CALABARZON AND SDO QUEZON ROLL-OUT OF THE  
“LAKAS SA GATAS” MILK CAMPAIGN FOR SY 2025-2026**

**To:** Assistant Schools Division Superintendents  
Division Chiefs  
Section Heads  
Public Schools District Supervisors  
Elementary School Heads  
School Health Personnel  
All Others Concerned

1. In reference to Regional Memorandum No. 415, s. 2025, titled “Regional Lakas sa Gatas Milk Campaign for SY 2025–2026,” this Office announces the hosting of the DepEd Region IV-A CALABARZON and SDO Quezon Roll-Out of the “Lakas sa Gatas” Milk Campaign for SY 2025–2026, to be held at Calauag East Central Elementary School (CECES), Calauag East District, Calauag, Quezon on June 26, 2025.
2. Participants are the Division SBFP Technical Working Committee, School Health Personnel, Public Schools District Supervisors, select dancers and trainers of Sto. Domingo National High School and Calauag East CES, and event Technical Working Group of Calauag East and West Districts. Kindly access <https://tinyurl.com/LakasSaGatasPaxTWG> for the complete list of participants and technical working group.
3. Please see the attached regional memorandum for more information.
4. Travel and related expenses for this activity of the Division SBFP Technical Working Group (TWG) and School Health Personnel shall be charged against SBFP Program Support Funds (SBFP-PSF) while Division/School MOOE/or local funds for other participants and TWG, subject to the usual accounting and auditing rules and regulations.

DEPEDQUEZON-TM-SDS-04-009-003



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5. For further inquiries, please contact Dr. Marie Antoinette A. Tesalona at Cp number 09171222188 or Ma. Teresita M. Abella, Nurse-in-Charge/ Division SBFP Focal Person at 09455776367.
6. Widest dissemination with this Memorandum is highly desired.

  
**ROMMEL C. BAUTISTA, CESO V**  
Schools Division Superintendent

SHS/MTMA/06/16/2025

DEPEDQUEZON-TM-SDS-04-009-003

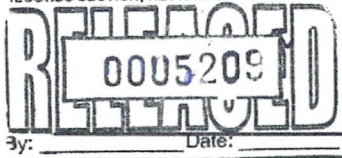
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Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON



ESSD-RM-2025-415

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 *amy*

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