



Republic of the Philippines
Department of Education
REGION X - NORTHERN MINDANAO
DIVISION OF MALAYBALAY CITY

2023-85397

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DIVISION ADVISORY

No. 056 s. 2023

This Division Advisory is issued for the information of DepEd Officials, Personnel and Staff and the public and should not be interpreted as an endorsement by the DepEd Division of Malaybalay City.

In view of the Bear Brand Batang Matibay Gabay sa Tibay Program which aims to support parents and educators to raise Filipino learners with TIBAY ng KATAWAN, ISIPAN at KALOOBAN, the Office hereby inform the conduct of the program partner in all elementary schools specifically with the Kinder, Grade 1 and Grade 2 learners with the following activities;

1. Session on Qualities of a Batang Matibay
2. Nutrition Tips on how to support children to become Batang Matibay
3. Interactive Games
4. Community sharing through community pledge by parents/caregivers
5. Provision of free milk
6. Nutrition knowledge for mothers/caregivers
7. Teaching materials for teachers plus e-certificates as proof of participation (upon request)

Coverage period will start on December 1, 2023 onwards.

For more details please see attached documents

Queries can be relayed to Marsfifth M. Mamawag, SEPS at 09777788301.



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BEAR BRAND BATANG MATIBAY GABAY SA TIBAY PROGRAM

November 15,2023

Chery Mae L. Limbaco- Reyes , PhD, CESO V
School Division Superintendent
Department of Education-Malaybalay City

Dear Madam:

We are **MME Connections Inc**, the partner activation 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/student 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 **INVOLVED** selling in all its forms. Nutritionist 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 (Nation Code of marketing of BREAST MILK substitutes, BREAST MILK 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


*school covered : Region I, II, III, IV-B, V, VI, VII, VIII, IX, X, XI, **SOCCKSARGEN, CARAGA, CAR ,and NCR** for first/second waves.

This invitation will be extended also to all school division offices or **SDO's** 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-certificate 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