

FOR IMMEDIATE RELEASE
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DepEd, Colgate, Aboitiz launch oral health care program

The Department of Education (DepEd) together with Colgate-Palmolive Philippines and shipping company Aboitiz 2GO today sealed an agreement that will teach public schoolchildren the basics of oral health.

DepEd Secretary Jesli Lapus said, "This joint initiative is proof of the bayanihan spirit that is benefiting our public schools. Through the Adopt-A-School Program, the department engages the private sector and other education stakeholders to do more for public education."

He added, "We thank Colgate and Aboitiz for being the department's long-time partner through Adopt-A-School, and for prioritizing education in their corporate social responsibility efforts."

Transport company Aboitiz 2GO offered to deliver the oral care kits to public school beneficiaries under the Bright Smiles, Bright Futures (BSBF) Oral Care Distribution Program. It will also help transfer dental caravans to and from island provinces of Visayas and Mindanao under the Zero Cavity Mission Project.

Each oral care kit contains a toothbrush, toothpaste and oral care educational materials. Division offices will also receive BSBF educational materials such as flipbooks, teacher's guides and instructional CDs.

Lapus noted, "As we are grateful for their assistance, we continue to call on other private sector companies and individuals to join us provide quality educational services our schoolchildren rightfully deserve."

More than 400 private sector individuals and companies helped the department in the delivery of quality educational services to public schoolchildren since Adopt-A-School was relaunched by Lapus in 2006.

The massive support from the private sector made the Adopt-A-School Program the department's second biggest resource generating mechanism next to the approved DepEd budget.

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