



JUL 21 2009

DepED MEMORANDUM
No. **329**, s. 2009

PROMOTION OF GOOD NUTRITION AS A COMPONENT OF THE ACCELERATED
HUNGER MITIGATION PROGRAM (AHMP) IN THE SCHOOLS

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools

1. The Accelerated Hunger Mitigation Program (AHMP) is one of the top priority programs of President Gloria Macapagal-Arroyo to mitigate hunger and alleviate poverty among food poor families. It consists of various programs that are being implemented under the supply and demand components of its framework by different GOs and NGOs to increase the capability of families to buy food and to put money in poor people's pockets.

2. One of the components of the AHMP is Promotion of Good Nutrition (PGN) to increase awareness and to effect positive behavioral change among elementary school children and teaching and non-teaching personnel through the provision of the following Instruction Education Communication (IEC) materials which will be distributed directly to the division offices:

- Billboard on the Gabay sa Wastong Nutrisyon (Nutritional Guidelines for Filipinos);
- Posters on Daily Food Guide for School Children and the Nutritional Guidelines for Filipinos;
- Exhibit materials on Pagkaing Tama sa Abot-Kayang Halaga;
- Learning modules for Integrating Nutrition Education in the Elementary Curriculum for use of public elementary school teachers;
- Syllabus on Let's Talk About Veggies – A guide for promoting the increased consumption of vegetables in the Primary Grades; and
- Syllabus on I Love Veggies – A guide for promoting the increased consumption of vegetables in the pre-elementary level.

3. In line with this, the DepED, in collaboration with the National Nutrition Council (NNC) will implement the "Promote Good Nutrition Program" in all

public elementary schools in Priorities One, Two and Three provinces of the AHMP (refer to enclosed guidelines). The activities to be undertaken by the division offices are as follows:

- Identify the target schools to be provided with IEC materials, giving priority to schools that are covered by the Food for School Program and those with high malnutrition prevalence;
- Facilitate the distribution and installation of the materials per approved distribution list and enclosed guidelines provided by the National Nutrition Council and cost-share the distribution of the materials from the province to the district/municipal levels; and
- Conduct an orientation on the use of the learning modules and the accompanying visual materials.

4. All regional directors are enjoined to extend full support in the implementation of the program. Likewise, the health and nutrition personnel shall monitor the distribution and utilization of the IEC materials in the schools.

5. Immediate and widest dissemination of this Memorandum is desired.


JESLI A. LAPUS
Secretary

Encl.:

As stated

Reference:

None

Allotment: 1- -(D.O. 50-97)

To be indicated in the Perpetual Index
under the following subjects:

PROGRAMS
NUTRITION EDUCATION
SCHOOLS

Enclosure to DepED Memorandum No. 329, s. 2009

Republic of the Philippines
Department of Health
NATIONAL NUTRITION COUNCIL

Accelerated Hunger-Mitigation Program- Promote Good Nutrition Component

GUIDELINES ON THE DISTRIBUTION OF NUTRITION
INFORMATION, EDUCATION AND COMMUNICATION MATERIALS

Introduction

A key activity of the Promote Good Nutrition Component of the Accelerated Hunger-Mitigation Program (AHMP) is the printing and distribution of various nutrition information, education and communication materials in the AHMP Priority Areas. The materials promote the Nutritional Guidelines for Filipinos and increased consumption of vegetables and eggs. In 2007, these materials were distributed in 50 percent of Priority One provinces and the National Capital Region. In 2008, NNC targeted 50 percent of Priority Two and Priority Three provinces. For this year, NNC will be covering the remaining 50 percent of Priority One and 50 percent of Priority Two.

These guidelines are intended for the provincial/city schools division to ensure the correct distribution, acknowledgement and installation of the materials so that their use will be maximized. These guidelines will ensure accountability and transparency in the distribution and receipt of these materials.

A. Target areas

The NNC has identified the following priority areas for provision of the IEC materials under the AHMP. There shall be no deviation on the distribution of the materials to areas outside the Priority One, Priority Two and Priority Three clusters covering 54 provinces and 81 cities.

Table 1. AHMP Priority Two and Three Provinces

REGION	PRIORITY TWO and PRIORITY THREE	
	PROVINCES	CITIES
I	La Union	San Fernando
CAR	Kalinga Ifugao Apayao Abra	Tabuk
IV-A	Quezon	Lucena Tayabas
IV-B	Palawan Oriental Mindoro Occidental Mindoro	Puerto Princesa Calapan

REGION	PRIORITY TWO and PRIORITY THREE	
	PROVINCES	CITIES
	Romblon	
V	Camarines Sur Albay Sorsogon Catanduanes	Iriga Naga Legaspi Ligao Tabaco Sorsogon
VI	Antique Aklan Iloilo Negros Occidental Capiz	Iloilo Passi Roxas Bago Cadiz Bacolod Escalante Himamaylan Kabankalan La Carlota Sagay San Carlos Silay Sipalay Talisay Victorias
VII	Negros Oriental Bohol	Bais Bayawan Canlaon Dumaguete Guihulngan Tanjay Tagbilaran
VIII	Biliran Samar Leyte Eastern Samar Northern Samar Southern Leyte	Calbayog Catbalogan Baybay Ormoc Tacloban Borongan Maasin
IX	Zamboanga del Sur	Zamboanga Pagadian City of Isabela
X	Misamis Occidental Camiguin Bukidnon	Oroquieta Ozamis Tangub Malaybalay Valencia
XI	Davao Oriental Davao del Norte Davao del Sur	Island Garden City of Samal Panabo Tagum

REGION	PRIORITY TWO and PRIORITY THREE	
	PROVINCES	CITIES
		Davao Digos Mati
XII	Sultan Kudarat Cotabato South Cotabato	Tacurong Kidapawan Cotabato General Santos Koronadal
CARAGA	Surigao del Sur Agusan del Norte	Bislig Tandag Butuan Cabadbaran
ARMM	Sulu, Lanao del Sur Tawi-Tawi Basilan Maguindanao*	Marawi Lamitan

* A Priority One area but implementation was deferred to 2009.

The learning module on Integrating nutrition in the Elementary Curriculum that was not provided in 2007 in the Priority One areas will also be distributed. The Priority One provinces include Mountain Province, Masbate, Camarines Norte, Zamboanga del Norte, Zamboanga Sibugay, Lanao del Norte, Sarangani, Agusan del Sur, Surigao del Norte and Marinduque and the cities of Masbate, Dipolog, Dapitan, Iligan, Surigao and Bayugan, and the National Capital Region.

B. Description and use of the IEC materials

1. Billboard on “Gabay sa Wastong Nutrisyon Para sa Pilipino” – Each set is composed of 10 tarpaulin billboards, one billboard for each of the 10 nutrition messages (translated in Filipino) based on the Ten Nutritional Guidelines For Filipinos developed by an interagency Technical Working Group led by the Food and Nutrition Research Institute. The NGF contains primary messages to promote health through proper nutrition by fostering an adequate and balanced diet as well as through desirable food and nutrition practices and healthy habits. Each tarpaulin billboard measures 1.5 feet wide by 6 feet long.
2. Poster on Daily Nutritional Guide for children 7-12 years old – Developed by the Food and Nutrition Research Institute, the poster shows the food pyramid for school-age children. The food pyramid is a representation of the recommended food groups with equivalent amount to be eaten in a day. The pyramid also recommends regular exercise, as well as personal and environmental hygiene.

A copy of the poster will be provided to each grade level and will be used as visual aid during discussions on nutrition. Since copies per school are limited, it is suggested that the poster be wrapped in plastic cover to protect it from wear and tear. The material should be shared with the other classes.

3. Exhibit poster “Pagkaing Tama sa Abot-Kayang Halaga” – The colorful exhibit poster consists of 13 posters on 12 kinds of foods namely: *karot, dahon ng ampalaya, malungay, saluyot, kangkong, dahon ng gabi, munggo, bayabas, papaya, karne, gatas* and *itlog* while the other poster carries the cover title of the series. The materials were developed by the Nutrition Center of the Philippines. Each poster measures 18 inches wide by 24 inches long. A set of the poster will be provided to each grade level and will be used as visual aid during discussions on nutrition. Since copies per school are limited, it is suggested that the poster be wrapped in plastic cover to protect it from wear and tear. The material should be shared with the other classes.
4. Poster on “Gabay sa Wastong Nutrisyon Para sa Pilipino” – This is the poster version of the billboard on the Nutritional Guidelines for Filipinos. A copy of the poster will be provided to each grade level and will be used as visual aid during discussions on nutrition. Since copies per school are limited, it is suggested that the poster be wrapped in plastic cover to protect it from wear and tear. The material should be shared with the other classes.
5. Learning Module for Integrating Nutrition Education in the Elementary Curriculum – The module was developed by the Department of Education in cooperation with the National Nutrition Council. The learning module is intended to guide primary school teachers in integrating nutrition in some subjects such as English, Filipino, Science and EPP (*Edukasyong Pantahanan at Pangkalusugan*). The module has a white cover, about 1 cm. thick, A4 size and 158 pages. Each public elementary school will receive a copy of the learning module.
5. “Let’s Talk About Veggies! – A Syllabus for Promoting Increased Consumption of Vegetables in the Primary Grades” - The vegetable syllabus was developed by the National Nutrition Council with support from the Department of Agriculture as part of the promotional campaign for increased consumption of vegetables. The syllabus consists of four modules with various fun-learning activities and is intended for primary school teachers. The syllabus has a green cover, is about half-inch thick and A4 size.

Attachment 1 shows pictures of the different school-based IEC materials.

B. Allocation

1. The NNC prepared the allocation for the IEC materials to be distributed. Initially, the materials to be shipped and for immediate distribution include the learning module on Integrating Nutrition in the Elementary Curriculum which were not distributed in 2007, and all other materials for 50 percent of public elementary schools in Priority Two and Priority Three Provinces targeted in 2008. Allocation for 2009 (which will cover the remaining 50 percent of Priority One and 50 percent of Priority Two) will be shipped by the 3rd quarter

of this year. Meanwhile, the remaining 50 percent of public elementary schools of Priority Three will be covered in 2010. Because only 50% of public elementary schools will be covered, the Provincial/City School Division Superintendent will have to identify the schools to be provided with the materials. The selection of schools should be guided by the following:

- a. All municipalities should be covered.
- b. Within the municipality and city, priority should be given to the schools implementing the Food for School Program.
- c. Schools with high prevalence of malnutrition should be prioritized.

Schools to be provided with the learning module on Integrating Nutrition in the Elementary Curriculum should be those that were provided the nutrition materials in 2007.

2. Each identified priority school SHOULD receive the following materials:
 - a. 6 posters of “Gabay sa Wastong Nutrisyon” at 1 poster per grade level
 - b. 6 posters of Daily Nutrition Guide for Children at 1 poster per grade level
 - c. 6 sets (13 posters per set) of exhibit-poster of “Pagkaing Tama sa Abot Kayang Halaga” at 1 set per grade level
 - d. 1 copy learning module on Integrating Nutrition in the Elementary Curriculum
 - e. 1 copy Let’s Talk About Veggies – A syllabus for promoting the Increased Consumption in the Primary Grades
 - f. 1 set of tarpaulin billboard on “Gabay sa Wastong Nutrisyon” consisting of 10 pieces containing the different nutrition messages.

The set of materials per school SHOULD NOT BE DISTRIBUTED SEPARATELY OR BE SPREAD OUT to cover all the schools. The set of materials should be COMPLETE for each recipient school.

3. For the Priority One provinces and cities (except Maguindanao but including Marinduque), only the learning module will be distributed. Recipient schools will be those that initially received the materials in 2007.

C. Delivery, Distribution and Acknowledgement

1. NNC, through its forwarder, will deliver the IEC materials directly to the province and city care of the consignee authorized by the province and city schools division.
2. The province and city schools division shall be responsible for distributing the materials to the barangays/public elementary schools.

3. **Attachment 2** describes the process for delivery and distribution and documentary requirements for acknowledgement by the recipients.
4. It is important that the province/city submit to NNC the proofs of receipt, actual distribution and copy of invoice receipt of property within 2 months from receipt of the materials.

D. Installation/posting and use of materials

Once the materials are received, the recipient schools will be responsible for its proper use:

1. *Billboard.* The billboard should be posted on the side of a wall or a special frame can be prepared for mounting. It should be placed inside the school preferably near the school entrance or in a strategic place inside the school grounds. The teachers are encouraged to use the materials when teaching nutrition or when using the learning or teaching module. The teachers should also encourage the school children to read and practice the messages as appropriate. The billboards should be posted as long as possible to ensure maximum use. The “Gabay sa Wastong Nutrisyon” billboards consisting of 10 messages should be posted in sequential order with message no. 1 as the first to be seen and message 10 as the last to be seen.
2. Posters and exhibit. The posters should preferably be wrapped in plastic cover to protect these from wear and tear. These should be used alternately by teachers as visual aid to discuss nutrition. A teacher could be assigned to serve as keeper of the posters.
3. Learning module and vegetable syllabus. The module should be used alternately by teachers in the different grades to maximize their use and so that all pupils will eventually be able to benefit from their use. It is suggested that the discussion of nutrition should not be limited during the Nutrition Month of July but should be done year round.

E. Roles and responsibilities

1. NNC Central Office

- a. The NNC through the Nutrition Information and Education Division shall prepare communication to the province/city schools division informing them of the delivery.
- b. The NNC (Administrative Division) shall facilitate the delivery of the materials to the Province/City Schools Division through its official forwarder. NNC shall retain a copy of the delivery and confirmation receipts from the forwarder.
- c. The NNC will provide a copy of the distribution list of the materials to its Regional Offices.

- d. The NNC (Administrative Division) shall validate with the official forwarder any reports on discrepancies as to quantity and kind of materials delivered to the province/city.
- e. The NNC (Administrative Division) shall consolidate the report on actual distribution, invoice receipt of property from the Province/City Schools Division. The NNC-NIED shall also consolidate the list of recipient public elementary schools. The NNC-Administrative Division shall provide a copy of these reports to NNC's Resident Auditor.
- f. The NNC-NIED shall monitor the distribution and use of the IEC materials within the year.

2. NNC Regional Offices

- a. Coordinate with the target Province/City Schools Division on the delivery and use of the materials.
- b. Follow-up submission and transmit to the NNC Central Office the following as received from the province/city:
 - 1) Acknowledgement Receipt per province/city (as proof that materials were received by school districts) (**Attachment 3**)
 - 2) Properly accomplished Invoice Receipt of Property from each recipient public elementary school. (**Attachment 4**)
 - 3) Report on Actual Distribution per province and city (to show actual distribution against targeted distribution, i.e. 50% of public elementary schools) (**Attachment 5**)
- c. Monitor the distribution and use of the IEC materials based on these guidelines and submit a report on discrepancies and other findings to the Central Office.
- d. Distribute the IEC materials intended for DepED Regional Office with accompanying Invoice Receipt of Property duly accomplished and submitted to the Central Office.

3. Provincial/City Schools Division

- a. Provide temporary storage space for the materials upon delivery. Ensure security of the materials to guard against theft.
- b. Prepare allocation of the materials as to number of barangays to be covered per school district.
- c. Facilitate the distribution of the materials to the identified public elementary schools.

- d. Consolidate the required documentation for proof of receipts and distribution as per Attachment 3 and submit these to the NNC Regional Office.
- e. Conduct an orientation for the school districts on the allocation and proper use of the materials following these guidelines.
- f. Monitor distribution and use of the materials. Report to the NNC Regional Office any discrepancy noted based on these guidelines.

For additional information, please contact the
Regional Nutrition Program Coordinator

or the

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