




DepED MEMORANDUM  
No. 208, s. 2006

JUN 06 2006

32<sup>ND</sup> NUTRITION MONTH CELEBRATION

To: Bureau Directors  
Directors of Services/Centers and Heads of Units  
Regional Directors  
Schools Division/City Superintendents  
Heads, Public and Private Elementary and Secondary Schools

1. The 32<sup>nd</sup> Nutrition Month Celebration will be observed in July with the theme "Kumain ng RIGHT, Para Maging Batang BRIGHT."
2. The objectives of the celebration are to:
  - a. raise the consciousness of the public especially school-age children and their parents on desirable nutrition and healthy lifestyle practices for these children; and
  - b. strengthen and/or establish longer-term multisectoral and public private sector support and partnerships for improved nutrition of Filipino school-age children.
3. In support to this developmental endeavor of the nutrition community led by the National Nutrition Council, the Department of Education (DepED), enjoins all schools and DepED instrumentalities to participate in the celebration by undertaking any/some of the enclosed NNC-suggested/planned activities. Please be guided however by DepED Order No. 9, s. 2005 regarding "engaged time-on-task" especially on the disruption of classes in observance of the Nutrition Month.
4. Narrative and pictorial reports on the highlights of the observance of Nutrition Month shall be integrated into the 3<sup>rd</sup> Quarter Report on the School Health and Nutrition Program submitted to the Office of the Secretary, Attn.: Health and Nutrition Center, DepED-CO, Meralco Avenue, Pasig City.
5. Immediate and widest dissemination of this Memorandum is desired.

  
FE A. HIDALGO  
Undersecretary  
Officer-in-Charge

Encl.: As stated

Reference: DepED Memorandum: No. 181, s. 2005

Allotment: 1—(D.O. 50-97)

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

CELEBRATIONS & FESTIVALS

HEALTH EDUCATION

**Enclosure to DepED Memorandum No. 208, s. 2006**

Republic of the Philippines  
 Department of Health  
 NATIONAL NUTRITION COUNCIL

**PLANS FOR THE 32<sup>nd</sup> NUTRITION MONTH CELEBRATION**  
**July 2006**

**I. The Theme: “*Kumain nang RIGHT, para maging batang BRIGHT!*”**

Nutrition Month 2006 takes to center stage nutrition of school age children. The theme reinforces the vital role of proper nutrition in creating the child we want—a bright child. With *good* nutrition, school children are very much likely to have better academic performance with the promise of a more economically productive future.

In this context, the promotional campaign will have to fit into the school setting to optimally reach the primary targets, the school children.

**II. Objectives**

- A. To raise the consciousness of the public, especially school age children and their parents on desirable nutrition and healthy lifestyle practices for these children; and
- B. To strengthen and/or establish longer term multisectoral and public-private sector support and partnerships for improved nutrition of Filipino school-age children.

**III. Target Groups**

**A. Primary Targets**

1. School children, aged 6-12 years old, both in the public and private schools
2. Parents with school age children
3. Corporate foundations
4. Civic organizations

**B. Secondary Targets;**

1. Elementary school teachers
2. Elementary school principals
3. Nutrition and health community workers
4. Media personalities
5. Business corporations particularly those in the food industry

**IV. Planned Activities**

NM 2006 again seeks to be the venue to launch a year-long campaign to promote nutrition of school-age children by strategically employing a combination of multimedia and interpersonal approaches. It is to be noted that the fulfillment of these plans is contingent on the availability and magnitude of support to be generated particularly from the private sector.

**32<sup>nd</sup> Nutrition Month Celebration**  
***Kumain nang RIGHT, para maging batang BRIGHT!***

Proposed Activities	Timeline	Venue
<b>CELEBRATION PROPER</b>		
A. National Launching Activity		
1. Conduct of <i>Nutri-lympics</i> 2006	1 or 3 July 2006	Strategic gym to be considered
<p>Now on its 3<sup>rd</sup> year of implementation, there will be three (3) waves of <i>Nutri-lympics</i>. The 1<sup>st</sup> wave will be conducted to symbolically launch the NM Celebration.</p> <p>This will be highlighted by various special events or contests, fun learning activities on nutrition of school-age children and sports activities.</p>		
<p><i>Nutri-lympics</i> – the 2<sup>nd</sup> and 3<sup>rd</sup> waves are planned to be held in Cebu and Davao as kick-off activities for the targeted school tours in the Visayas and Mindanao islands, respectively (Refer to description of school tours in follow-through activities item no. 2.)</p> <p>(Activity to be organized by Mindot PR, Marketing and Communications Group).</p>	November-December 2006	Strategic mall or gym to be considered
2. Focus on the NM messages and reading of the pastoral letter during the celebration of the Holy Eucharist on the first Sunday of July and/or all the other Sundays thereafter. Other denominations will also be requested to include the NM messages during respective services.	2 July	Catholic churches and place of worship of other religious denominations

32<sup>nd</sup> Nutrition Month Celebration  
*Kumain nang RIGHT, para maging batang HRIGHT!*

Proposed Activities	Timeline	Venue
<p>3. Flag Ceremony</p> <p>Mass delivery of NM message, prayer and pledge to the promotion of good nutrition of school-age children of government employees after the flag-raising ceremony.</p>	3 July	Government offices at the National Capital Region
<b>B Local Launching Activities</b>		
<p>1. Mass delivery of NM message, prayer and pledge to the promotion of good nutrition of school-age children of local government employees after the flag-raising ceremony</p> <p>2. The launch may also include a simple program and other activities such as a parade, but activities may vary depending on capability of the area.</p>	3 July	Nationwide
<b>C. Multi-media campaign</b>		
<p>1. Development and airing of 15-30 second radio and television plugs featuring NM theme by popular endorsers</p>	June-July	Nationwide
<p>2. Inclusion of messages from the NM talking points in radio and television programs</p>	1-31 July	Nationwide
<p>3. Publication of 4-8 pages NM supplements and/or news and feature articles in newspapers and magazines</p>	1 <sup>st</sup> week of July	Nationwide
<p>4. Development, printing and distribution of 300,000 copies of posters on nutrition of school-age children</p> <p><i>(Estimated at 1 poster per grade level per school for 50,000 elementary schools nationwide.)</i></p>	May-July	Nationwide

32<sup>nd</sup> Nutrition Month Celebration*Kumain nang RIGHT, para maging batang BRIGHT!*

Proposed Activities	Timeline	Venue
5. Production and distribution of 50,000 streamers featuring the NM theme  <i>(To be complemented by streamers to be hung by all LGUs, NGAs, hospitals, barangay halls or barangay health centers nationwide.)</i>	Hanging of streamers to be done simultaneously on 30 June	All public and private elementary schools

**D. Culminating activity for the month-long celebration**

- |  |              |                                 |
|--|--------------|---------------------------------|
| 1. Conduct of Nutri-Quiz Bee<br><br><i>(Selected Grade 6 pupils from competing schools of the National Capital Region, both private and public, to participate in contest. NNC to prepare questions and provide judges.)</i> | 30 July 2006 | Strategic mall to be considered |
|--|--------------|---------------------------------|

**FOLLOW-THROUGH ACTIVITIES**

1. Conduct of Nutrition School-on-the-Air featuring nutrition of school children  <i>(Grades V and VI pupils will be asked to listen to the lesson, answer the questions to be given by anchorperson after each program session, and submit answers to respective teachers as a requirement in a related subject. To discuss and firm up mechanics of implementation with the Department of Education.)</i>	August-November	Bago Yan Ahi Program over DZMM with nationwide reach
2. Conduct of Nutri-Isskul Tours  <i>(Targets a total of about 64 schools to be toured by sponsor in 8 months or 2 schools per week. Simultaneous activities will be done in order to capture both the school children and their parents during the school tours.)</i>	August 2006-March 2007	Selected schools nationwide

32<sup>nd</sup> Nutrition Month Celebration  
*Kumain nang RIGHT, para maging batang BRIGHT!*

Proposed Activities	Timeline	Venue
<p>Among the activities to mark each school tour are the following:</p>		
<p>a. Setting up of food booths and conduct of food sampling</p>		
<p>b. Puppet/mascot show</p>		
<p>c. 15-minute kiddie lecture on nutrition</p>		
<p>d. Conduct of Let's get physical – a 30 minute physical activity for children to be led by a fitness instructor</p>		
<p>e. Conduct of PTCA (Parents-Teachers-Community Association) meeting to be highlighted by a 30-min. lecture on nutrition, say, preparation of nutritious "baon" for kids</p>		
<p>f. Healthy eating, happy bonding contest – A cooking contest among parent-child tandems on the quickest way to cook and prepare nutritious lunch for school children. This is also an opportunity to showcase that food preparation is a happy moment for bonding.</p>		
<p>3. Conduct of Adopt-A-School Project</p>	<p>September 2006-onwards</p>	<p>Top 100 nutritionally-depressed schools nationwide</p>
<p><i>(Entails the sponsorship of a 120-day feeding program, e.g. breakfast feeding or milk feeding, and others covering about 100 Grade 1 pupils per school at an estimated cost of P15 per pupil per day. Also involves the provision of a weighing scale to all the target schools.)</i></p>		

32<sup>nd</sup> Nutrition Month Celebration*Kumain nang RIGHT, para maging batang BRIGHT!*

Proposed Activities	Timeline	Venue
<p>4. Conduct of Regional Nutrition Awarding Ceremonies</p> <p><i>(Entails sponsorship of plaques, certificates and gift packs for all winners per region.)</i></p>	July- October 2006	Nationwide
<p>5. Conduct of Barangay Nutrition Scholars' (BNS) Summit</p> <p><i>(Planned to be held as a back-to-back activity of Nutri-lympics Cebu and Davao. Each summit targets around 500 BNS-participants. Sponsor to shoulder the cost of mounting the activity inclusive of kits, meals and snacks, gift packs, venue rental and honorarium for speakers.)</i></p>	November-December 2006	Strategic venue to be considered