



Republic of the Philippines
Department of Education



OCT 01 2007

DepED MEMORANDUM
No. 394, s. 2007

NATIONWIDE LAUNCH OF THE "7 O'CLOCK DAILY TOOTHBRUSHING HABIT"

To: Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary Schools

1. The 2006 National Oral Health Survey (NOHS) conducted among children in the public elementary schools revealed that 97.1% of 6 years old and 78.4% of the 12 years old have dental caries. Much more alarming was the finding that almost 50% of the children were suffering from dentogenic infections characterized by the presence of pulp involvement (innermost tooth structure), ulceration, fistula and abscess (PUFA) that certainly inflict pain, causing extreme discomfort and even decreased capacity for the child to learn.

2. In response to this perennial health problem, this Department, through the Health and Nutrition Center (HNC), Adopt-A-School (ASP) Secretariat and Colgate-Palmolive Philippines, Inc. (CPPI) shall vigorously pursue activities that enhance the development of oral health habits through daily toothbrushing drills, dental health services and education.

3. As a pump-priming initiative, the **"7 O'Clock Daily Toothbrushing Habit"** will be launched in selected schools this October 8 to highlight the celebration of School Children's Oral Health Awareness Week and to create greater awareness on the importance of daily toothbrushing with fluoridated toothpaste.


4. The schedule for the launch is as follows:

Cluster	Date	Venue	Number of Pupils Involved
Luzon	Monday, October 8, 2007	Pasig Elementary School	769 = Grade 1 20 = Grade 5 131 = Grade 6
Visayas		Cebu City Central Elementary School	4,670 = Grade 1
Mindanao		Ma-a Central Elementary School	2,730 = Grade 1

5. In preparation for the launch, a dry-run orientation in the selected schools will be held as follows:

Cluster	Date	Venue	Number of Pupils Involved
Luzon	Friday, September 28, 2007	Pasig Elementary School	769 = Grade 1 20 = Grade 5 131 = Grade 6
Visayas	Monday, October 1, 2007	Cebu City Central Elementary School	4,670 = Grade 1
Mindanao	Thursday, October 4, 2007	Ma-a Central Elementary School	2,730 = Grade 1

6. For the dry-run/orientation, the participating students are requested to bring their own toothbrush and two (2) plastic cups. Toothpaste shall be provided to the students.
7. Regional Directors and school administrators are enjoined to extend support to the promotion of oral healthcare in public elementary and secondary schools nationwide.
8. Enclosed is the programme of activities for ready reference. For further details, please contact Dr. Jun Araojo of the School Health and Nutrition Center, DepED Central Office at tel. no. 632-1361 local 2092 or Ms. Czarina O. Manlapaz, Adopt-A-School Program at local 2130.
9. Immediate dissemination of this Memorandum is desired.


RAMON C. BACANI
Undersecretary

Encl.: As stated
Reference: N o n e
Allotment: 1—(D.O. 50-97)
To be indicated in the Perpetual Index
under the following subjects:

CAMPAIGN
HEALTH EDUCATION
PUPILS
STUDENTS

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9-26-07
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PROGRAMME OF ACTIVITIES FOR LUZON

Get into the: 7o'clock a.m. Tooth Brushing Habit
Nationwide Oral Health Program Launch
Monday, 8 October 2007
at the Pasig Elementary School, Karuncho Avenue San Nicholas, Pasig City

Time	Activity	Venue
5:30 am	Arrival and registration of guests	
5:45 am	Breakfast for VIPs and Media Assembly of Students and the Formation of the SMILEY	PBM Hall
6:00 am	Flag Ceremony	Gabaldon Hall
6:15 am	Welcome Opening Remarks of Department of Education Secretary, Hon. Jesli Lapus	
6:25 am	Message from Colgate-Palmolive Philippines, Inc President, Ms. Lucy Claire Vincent	
6:35 am	MOA Signing and Photo Opts	
6:55 am	Assembly of Students & Whistleblowing of Sec Lapus and other DepEd Officials to signify start of the 7am Toothbrushing Habit	
7:00 am	HIGHLIGHT - Start of the 7am Tooth Brushing Habit	
7:20 am	Awarding Ceremony and Photo Opts (Sec Lapus, Dir Santos, Ms. Vincent, Mr. Hassan and Dr. David) Awarding of 12 participating schools in Luzon for the Super Megabrushing which has set a new record of new Guinness World Record for "Most people brushing their teeth (multiple venue)."	
7:30 am	Press Conference: <ul style="list-style-type: none">• About DepEd's Oral Health Program by Dr. Jun Araojo, Health and Nutrition Center• About the Bright Smiles, Bright Futures Program by Mr. Ahmed Hassan, Marketing Director, CPPI / Dr. Bong David, Professional Relations Manager, CPPI• About the Global Child Dental Health Task Force (GCDHT), Dr. Raman Bedi, Director, GCDHT	PBM Hall
8:20 am	Question and Answer	

(Enclosure No. 2 to DepED Memorandum No. 394, s. 2007)

PROGRAMME OF ACTIVITIES FOR VISAYAS AND MINDANAO

Get into the: 7o'clock a.m. Tooth Brushing Habit
Nationwide Oral Health Program Launch
Monday, 8 October 2007
Host / Moderator: School Principal
In Cebu and Davao

Time	Activity	Venue
5:30 am	Arrival and registration of guests	
5:45 am	Breakfast for VIPs and Media Assembly of Students and the Formation of the SMILEY	
6:00 am	Flag Ceremony	
6:15 am	Welcome Opening Remarks of Department of Education Cebu: Carolino Mordero, Regional Director Davao: Susana Estogoy, Regional Director	
6:25 am	Message from ASP Representative	
6:55 am	Assembly of the student	
7:00 am	HIGHLIGHT - Start of the 7amTooth Brushing Habit	