



DepEd MEMORANDUM
No. **318** s. 2010

JUL 16 2010

**2010 GIGANTIC COLGATE SACHET CHRISTMAS
DECORATION MAKING CONTEST**

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

1. The Department of Education (DepEd) through the Health and Nutrition Center (HNC) and Colgate Palmolive Philippines Incorporated (CCPI) announces the conduct of the "2010 Gigantic Colgate Sachet Christmas Decoration Making Contest", as a major highlight of the School Children's Oral Health Awareness Week and School Health Month Celebration in October.
2. The contest aims to create greater awareness on oral health and to enhance concern for the environment by recycling Colgate sachets into useful and artistic Christmas-inspired crafts.
3. The contest is open to all pupils from public elementary schools.
4. Seventeen (17) Division Winners, Three (3) Regional Winners, and One (1) National Grand winner will be selected. The regional judging shall be on October 19 and the national judging shall be on October 29, 2010. Awarding of prizes for the regional level will be on November 15 and awarding of prizes for the national level shall be on November 24, 2010.
5. Regional and division offices are enjoined to support this project by encouraging all public elementary schools' pupils to participate in this collective endeavor.
6. The contest mechanics/guidelines and list of prizes are enclosed for ready reference.
7. For more information, please contact Mr. Iam E. Guerrero, Scientific Manager, CCPI at tel. no.: (02) 802-7864 or Dr. Thelma C. Aljibe of HNC at tel. no.: (02) 635-9964.
8. Immediate and widest dissemination of this Memorandum is desired.


RAMON C. BACANI
Undersecretary

Encls.: As stated
Reference: DepED Memorandum: No. 430, s. 2009
To be indicated in the Perpetual Index
under the following subjects:

CELEBRATIONS & FESTIVALS
CONTESTS
HEALTH EDUCATION

PUPILS
SCHOOLS

Julie/DM-2010 Gigantic Colgate Sachet Christmas/July 12, 2010



(Enclosure No. 1 to DepEd Memorandum No. 318, s. 2010)

“2010 GIGANTIC COLGATE SACHET CHRISTMAS DECORATION MAKING CONTEST”

I. Objective of the Contest:

1. Create awareness on the importance of regular brushing with fluoride toothpaste;
2. Promote care for the environment by recycling used toothpaste sachets.
3. Enhance creativity and team work among the school children.
4. Supplement existing health equipment and IT tools to the school health and nutrition offices.

II. What is the theme?

Christmas-inspired craft using recycled Colgate Toothpaste Sachets

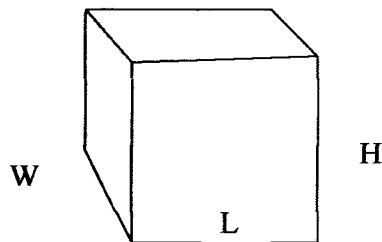
III. Who may join the contest?

All public elementary schools nationwide are encouraged to participate in the creation of the Division entry.

IV. What will be the size of the Division entry/creation?

Entry size should be at least:

Height 8 feet
Length 6 feet
Width (front to back) 6 feet



Each entry must make use of at least 3,000 pieces of Colgate Sachets

V. How will the Division entry/ creation be submitted?

- The Division shall come up with/create 1 entry which may be a one whole structure or one with several parts/figures.
- The Division shall submit to the Regional Office colored pictures (size- 11 inches x 8 inches in 5 angles)
- The Division must maintain and preserve their entry until final judging of the national winners.

VI. How will the entry/creation be judged?

Entries shall be judged on the following criteria:

- | | |
|---------------------------------------|-----|
| 1. Creativity/Originality----- | 30% |
| 2. Usefulness----- | 25% |
| 3. Workmanship----- | 20% |
| 4. Brand Visibilty----- | 10% |
| 5. Extent of use of Colgate Sachets-- | 15% |

Total 100%

VII. TIME TABLE

Activities	Date
Contest Period	July-December 2010
School Level <ul style="list-style-type: none"> • Deadline of submission of Colgate Sachets/ assigned figures/parts/crafts to the Division Offices 	September 30, Thursday
Division Level <ul style="list-style-type: none"> • Creation of 1 Division entry • Deadline of submission of entry/creation 	October 1-12, Monday October 15, Monday
Regional <ul style="list-style-type: none"> • Judging of Division entries • Awarding of Division Prizes • Deadline of submission of the regional entry to the national level 	October 19, Tuesday October 22, Friday October 29, Friday
National <ul style="list-style-type: none"> • Judging of Regional entries • Awarding of 1 National winner 	November 15, Monday November 24, Wednesday

VIII. How will the entries be created?

The Division Office, through the Health and Nutrition Section, and selected supervisors, principal and Arts teacher will conceptualize the overall design of the Division entry and assign Christmas decoration figures/parts of the chosen designs/entries to be assembled at designated schools.

It is expected that the DepED Memorandum on the contest shall have been fully disseminated to the schools to ensure the attainment of the contest objectives.

A coordinator among the focal persons of the participating schools will be selected to lead in the creation of the decision entry utilizing the figures/parts/crafts, assigned/submitted by the participating schools.

IX. What are the prizes

Level	No. of Winners	Showcase
National (Grand Prize)	1	Educational Showcase (LCD, Projector Screen, DVD Player, Laptop Computer) Dental Clinic Showcase (Portable Dental Chair, First Aid Kit, dental pliers, forceps, tooth model) Office Showcase (Desktop Computer, printer, scanner, photocopier)5,000 19 ml Colgate Toothpaste sachets (250 sachets per school) Certificates
Regional	3	Educational Showcase (LCD, Projector Screen, DVD Player, Laptop Computer) Certificates
Division	17	Dental Clinic Showcase (Portable Dental Chair, First Aid Kit, dental pliers, forceps, tooth model) Certificates

X. How to claim the prizes?

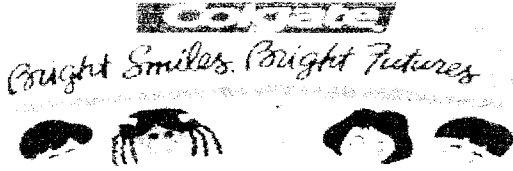
- CPPI will shoulder delivery of prizes to school, division office, and regional office.
- CPPI will be shouldering the prize tax.
- Regional Director, Division Superintendent and School Principal/ Head must present their official DepED ID with picture to claim the prizes

XI. Ownership of Work

- Contest Entries are owned by Colgate-Palmolive
- Colgate shall have the right to use of the Contest entries its oral health programs and activities, and or to mass produce or duplicate the winning entries for any purpose (e.g. as give aways, promotional items), without need of notice or compensation to DepED, participating schools and /or students, teachers or any persons participating in the creation of the contest entries

For more information about the contest, please contact Mr. Iam E. Guerrero, Scientific Affairs Manager, CPPI at (02) 8027864 or Dr. Thelma C. Aljibe of HNC at (02) 635-99-64.

(Enclosure No. 2 to DepEd Memorandum No. 318, s. 2010)

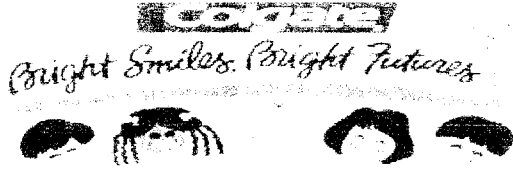


"2010 Gigantic Christmas Decoration Colgate Sachet Contest"

ENTRY FORM
Regional Level

Region:	
Address:	
Telephone No.	
Contact Person:	
Title of Entries:	
1.	
2.	
3.	
Signature:	
Director	Date: _____

(Enclosure No. 3 to DepEd Memorandum No. 318, s. 2010)



"2010 Gigantic Christmas Decoration Colgate Sachet Contest"

ENTRY FORM
Division Level

Division:	
Address:	
Telephone No.	
Contact Person:	
Title of Entries:	
1.	
2.	
3.	
Signature:	
_____	Date: _____
Superintendent	