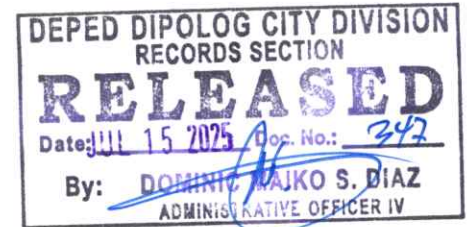




Republic of the Philippines
Department of Education
REGION IX – ZAMBOANGA PENINSULA
SCHOOLS DIVISION OF DIPOLOG CITY



July 15, 2025

DIVISION MEMORANDUM
No. 342, s. 2025

CONDUCT OF REGIONAL LAKAS SA GATAS: DAIRY DARE- THE ULTIMATE MILK CAMPAIGN CHALLENGE

To: **School-Based Feeding Program Beneficiary School Heads**
SBFP School Coordinators
This Division

1. In line with the Regional Memorandum No. 336, s. 2025 issued last July 3, 2025 on the Lakas sa Gatas Milk Campaign under School based Feeding Program. This Office through the Education Support Services-Health and Nutrition Section announces the **Conduct of the Lakas sa Gatas: Dairy dare- The Ultimate Milk Campaign Challenge**, a dynamic initiative in support of the Lakas Sa Gatas Milk Campaign under the School-Based Feeding Program (SBFP).
2. The contest will adopt a learner-centered, school-based approach. Participating elementary schools **may creatively design milk-themed activities guided by Enclosure No. 3 of DM No. 36, s. 2024** and compile them into **3 to 5-minute video entry**.
3. The Regional Office will select winners from the entries submitted. Submission of entry is until July 23, 2024 at 05:00 in the afternoon through the official School Health and Nutrition Section email: depedsans@gmail.com.
4. Attached below are the Criteria for Judging, Prizes and Utilization of Funds.
5. For more clarification, you may contact Jo Ann M. Borbon with mobile number 0915 965 7685.
6. For your information, guidance and compliance of all concerned.

MA. LIZA R. TABILON, EdD, CESO V
Schools Division Superintendent

Ref: RM No. 336 s. 2025
Encl: RM No. 336 s. 2025
SGOD/SHNU/JAMB/
July 15, 2025



Address: Government Center, Sta. Isabel, Dipolog City
Email: dipolog.city@depd.gov.ph
Website: www.depddipolog.com
Facebook: DepEd – Schools Division of Dipolog City



Republic of the Philippines
Department of Education
REGIONAL OFFICE IX, ZAMBOANGA PENINSULA

Office of the Regional Director

July 1, 2025

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REGIONAL MEMORANDUM

No. 336, s. 2025

**CONDUCT OF REGIONAL LAKAS SA GATAS "DAIRY DARE: THE
ULTIMATE MILK CAMPAIGN CHALLENGE"**

To: **Schools Division Superintendents**
SBFP Division Coordinators
This Region

1. In line with the Department of Education Memorandum No. 36, s. 2024 issued last July 26, 2024 on the "Lakas sa Gatas Milk Campaign" under School-Based Feeding Program. This Office through the Education Support Services- Health and Nutrition Section announces the **conduct of the Lakas sa Gatas: Dairy Dare- The Ultimate Milk Campaign Challenge**, a dynamic initiative in support of the Lakas sa Gatas Milk Campaign under the **School-Based Feeding Program (SBFP)**.
2. The contest will adopt a learner-centered, school-based approach. Participating elementary schools **may creatively design milk-themed activities guided by Enclosure No. 3 of DM No. 36, s. 2024** and compile them into a **3 to 5-minute video entry**.
3. The last day of submission of entries is on **July 23, 2025 at 05:00 in the afternoon** through this link: <https://www.facebook.com/DepEd-RO-IX>. All entries will be posted on the Official Facebook Page of DepEd RO IX on July 24, 2025. Announcement of winners will be on July 29, 2025.
4. Attached below are the Criteria for Judging, Prizes and Utilization of Funds.
5. For more clarification, you may contact Sheila Rose B. Apiag, Chief ESSD through mobile number 0919-3529-158 or to Shulamite Grace A. Blanco with mobile number 0951-1628-383.
6. For your information, guidance and compliance of all concerned.

Digitally signed by Ruth L. Fuentes
DN: cn=Ruth L. Fuentes, o=DepEd Region IX, ou=DepEd Region IX, email=r.fuentes@deped.gov.ph
Date: 2025.07.01 15:47:08+0800

RUTH L. FUENTES, CESO III
Regional Director

ESSD/SRBA/sgab/RM
79/July 1, 2025



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Republic of the Philippines
Department of Education
 REGIONAL OFFICE IX, ZAMBOANGA PENINSULA

Annex A

**GUIDELINES FOR THE REGIONAL LAKAS SA GATAS
 “DAIRY DARE: THE ULTIMATE MILK CAMPAIGN CHALLENGE**

The Dairy Dare: The Ultimate Milk Campaign Challenge a dynamic initiative in support of the Lakas sa Gatas Milk Campaign under the DepEd School-Based Feeding Program. This contest celebrates the creativity, advocacy and teamwork of our learners as they promote the importance of milk in child nutrition through engaging video presentations. Each entry reflects the dedication of our school communities to foster healthier lifestyles and raise awareness about the benefits of milk. Below are the criteria for judging.

I. Judging Criteria for 3 to 5-minute video presentations.

Criteria	Description	Weight
1. Advocacy and Message Clarity	Effectively promotes milk consumption and aligns with the goals of the School-Based Feeding Program.	30%
2. Creativity and Visual Appeal	Original concept, engaging visuals and creative storytelling	20%
3. Educational Content	Accurate, age-appropriate information about milk's health benefits.	15%
4. Learner and Community Involvement	Active Participation of learners and engagement with the school community.	15%
5. Technical Quality and Presentation	Clear audio/video, well-paced, and within the 3 to 5-minute limit.	10%
6. Facebook Heart Reactions	Number of heart reactions on the Official Facebook post of the entry. Final count on July 29, 2025 at 12:00nn	10%
TOTAL		100%

II. Utilization of Funds

In support of the goals of the School-Based Feeding Program (SBFP) and the educational values promoted through the Dairy Dare: The Ultimate Milk Campaign Challenge, all rewards and incentives received by participating schools shall be utilized responsibly and purposefully to benefit the learners, preferably those enrolled in the SBFP. These rewards are intended to enhance the nutritional support, learning experience, and overall well-being of the learners. Schools are encouraged to allocate the prizes toward activities or resources that directly contribute to the feeding program-such as but not limited to supplemental milk supplies, nutrition education materials or tools that promote healthy eating habits.



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This ensures that the rewards serve not only as recognition of effort and creativity but also as a meaningful contribution to the health and development of our learners.

The prizes for the Dairy Dare Challenge are as follows:

- 1st Place winner will receive Php 30,000.00
- 2nd Place winner will receive Php 20,000.00
- 3rd Place winner will receive Php 10,000.00.
- The five remaining entries: Php 6,000.00 each

These incentives are provided to support the continued implementation of nutrition-focused initiatives within the school and to reinforce the importance of milk in the daily diet of our learners. Funds will be downloaded to the school division offices. Subject to usual government accounting and auditing rules and regulations.