



Republic of the Philippines
Department of Education
REGION VIII - EASTERN VISAYAS

August 07, 2024

REGIONAL MEMORANDUM

No. **914** s. 2024

REQUEST TO THE NATIONAL ROLL-OUT OF THE “LAKAS SA GATAS” MILK CAMPAIGN, AND THE SCHOOL-BASED FEEDING PROGRAM IMPLEMENTATION PER REGION

To: Schools Division Superintendents
All Others Concerned

1. With reference to Memorandum OM-OUOPS-2024-09-02841, this Office, through the Education Support Services Division – School Health and Nutrition Unit (ESSD-SHNU), encourages participation of all schools in the **Request to the National Roll-Out of the “Lakas Sa Gatas” Milk Campaign, and the School-Based Feeding Program Implementation Per Region** with the theme **“Talino at Gilas, Tiyak Lalabas, Panalo ang Batang may Sapat na Gatas” on August 13, 2024.**

3. In this light the **Schools Division Offices** (SDOs) are requested to submit the Implementation of SBFP with the following criteria:

a. A five-minute video shall feature the impact of the program to the beneficiaries, the innovations, best practices and challenges faced in the implementation of the SBFP.

b. The indicative schedule of posting on the DEPED Philippines for Region VIII is on January 2025.

c. The recorded video shall be submitted according to the following technical recommendations:

- Recorded videos shall be submitted as a raw video with **no editing** and **no background music**.
- Cellphone use in video recording is allowed if the rear camera is used. However, video recording through Zoom or a similar platform is **discouraged**.
- The video shall be submitted in MP4 format with at least 1080 resolution. The following minimum specification are recommended:
 - Dimensions: 1920p x 1080p
 - Orientation: Landscape / Horizon Display
 - Frame Rate: 60 fps
- **Proper framing** shall also be observed.
 - Subjects are positioned at the center of the frame.
 - Medium shot (from the top of their head to roughly their waist) is recommended. No body parts must be cut from the video.
 - Subjects are not too close, not too far, leaving just enough headroom (at least an inch) and space at

the bottom where the BLSS-SHD video editor may place texts or labels.

- Please make sure there is proper lighting. Choose a good background, face the window instead and use it as a source of light. Illuminate the faces using a ring light or any source of light, as needed.
- Make sure that the **audio is clearly recorded without background noises**. Set audio recording to stereo.
- Allocate five (5) seconds of pause before reading the message and another five (5) seconds of pause after reading the last sentence.

d. Submit the SBFP Implementation videos with the following format: **[Name of Division] - Implementation of SBFP**, to this link: <https://bit.ly/SDOIMPLEMENTATIONVIDEO>

e. Videos must be submitted every 1st day of the month while the posting of the approved videos shall be every 3rd week of the month as indicated in the schedule.

4. For further queries and concerns, contact the ESSD-SHNU through Ms. Adara Lourdes S. Luaton at **schoolhealth.region8@deped.gov.ph**.
5. Immediate dissemination and compliance of this Memorandum are desired.

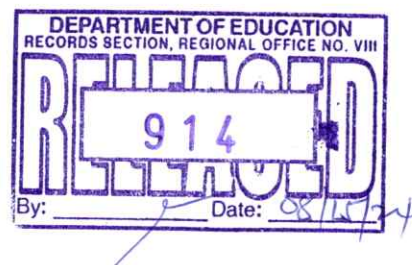

EVELYN R. FETALVERO CESO IV
Regional Director 

Enclosures: None

References: as stated

To be indicated in the Perpetual Index under the following subjects:
SCHOOL-BASED FEEDING PROGRAM VIDEO

ESSD-SHNU-ALSL





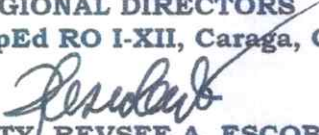
Republika ng Pilipinas
Department of Education

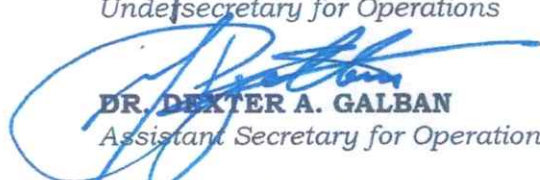
OFFICE OF THE UNDERSECRETARY FOR OPERATIONS

MEMORANDUM

OM-OUOPS-2024-01-0284

TO : **REGIONAL DIRECTORS**
DepEd RO I-XII, Caraga, CAR, and NCR

FROM : 
ATTY. REVSEE A. ESCOBEDO
Undersecretary for Operations


DR. DEXTER A. GALBAN
Assistant Secretary for Operations

SUBJECT : **REQUESTS RELATED TO THE NATIONAL ROLL-OUT OF THE
“LAKAS SA GATAS” MILK CAMPAIGN, AND THE SCHOOL-
BASED FEEDING (SBFP) IMPLEMENTATION PER REGION**

DATE : April 11, 2024

The Department of Education (DepEd), through the Office of the Undersecretary and Assistant Secretary for Operations, and the Bureau of Learner Support Services-School Health Division (BLSS-SHD), will spearhead the **National Roll-out of the School-Based Feeding Program (SBFP) Milk Campaign** titled “*Lakas Sa Gatas*” with the theme “*Talino at Gilas, Tiyak Lalabas, Panalo ang Batang May Sapat na Gatas*” on **August 13, 2024**. This will be held at the De Castro Elementary School in Pasig City, to be broadcasted live on DepEd Philippines, the official Facebook page of DepEd.

BLSS-SHD also launched an online Public Relations Campaign on SBFP titled “Oplan Kaalaman” featuring twelve (12) episodes about different information on the program via the DepEd Philippines Facebook page. The filming and showing of the twelve episodes will be finished this April 2024, and we plan to continue the campaign by featuring regional implementation of SBFP from May 2024 to August 2025.

In this light, **Regional Offices (ROs) are requested to submit the following video requests** described in the following annexes:

1. **Annex A** – Pledge of Support to the “*Lakas sa Gatas*” Milk Campaign
2. **Annex B** – Regional Implementation of SBFP

For questions and concerns, **Mr. Ted C. Pinto** or **Ms. Jessa B. Magana**, Technical Assistants II of BLSS-SHD, may be contacted on (02) 8-632-9935 or emailed at blss.shd@deped.gov.ph.

Annex B

Regional Implementation of SBFP

1. A five-minute video shall feature the impact of the program to beneficiaries, the innovations, best practices, and challenges faced in the implementation of SBFP.
2. The table below shows the indicative schedule of posting on DepEd Philippines.

Region	Indicative Schedule of Posting
I	May 2024
II	June 2024
III	July 2024
IV-A	August 2024
IV-B	September 2024
V	October 2024
VI	November 2024
VII	December 2024
VIII	January 2025
IX	February 2025
X	March 2025
XI	April 2025
XII	May 2025
Caraga	June 2025
CAR	July 2025
NCR	August 2025

3. The recorded video shall be submitted according to the following technical recommendations:

- Recorded videos shall be submitted as a raw video with **no editing** and **no background music**.
- Cellphone use in video recording is allowed if the rear camera is used. However, video recording through Zoom or a similar platform is **discouraged**.
- The video shall be submitted in MP4 format with at least 1080p resolution. The following minimum specifications are recommended:
 - a. Dimensions: 1920p x 1080p
 - b. Orientation: Landscape/Horizontal Display
 - c. Frame Rate: 60 fps
- **Proper framing** shall also be observed.
 - a. Subjects are positioned at the center of the frame.
 - b. Medium shot (from the top of their head to roughly their waist) is recommended. No body parts must be cut from the video.

c. Subjects are not too close, not too far, leaving just enough headroom (at least an inch) and space at the bottom where the BLSS-SHD video editor may place texts or labels.

- Please make sure there is proper lighting. Choose a good background, face the window instead and use it as a source of light. Illuminate the faces using a ring light or any source of light, as needed.
- Make sure that the **audio is clearly recorded without background noises**. Set audio recording to stereo.
- Allocate five (5) seconds of pause before reading the message, and another five (5) seconds of pause after reading the last sentence.

4. Submit the SBFP Implementation videos with the following format: **[Name of Region] - Implementation of SBFP**, to this link: <http://tinyurl.com/ROImplementation>.

5. Videos must be submitted every 1st day of the month while the posting of the approved videos shall be every 3rd week of the month as indicated in the schedule.