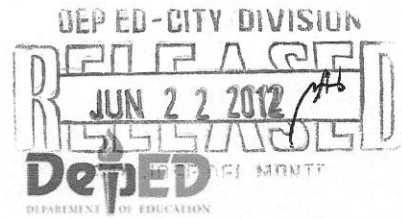




Republic of the Philippines
DEPARTMENT OF EDUCATION
Region III
DIVISION OF CITY SCHOOLS
City of San Jose del Monte



website: www.depedcsjdm.webs.com / email: deped_csjdm@yahoo.com / telefax: (044) 815-2815

June 22, 2012

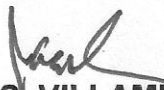
DIVISION MEMORANDUM

NO. 105, S. 2012

To: *District Supervisors*
Elementary / Secondary School Principals / OICs

2012 NUTRITION MONTH CELEBRATION

1. This has reference to the **38th Nutrition Month Celebration** this July with the theme **"Pagkain ng Gulay Ugaliin, Araw-Araw Itong Kainin."** This year's launching event will feature gardening in schools to highlight the importance of eating vegetables as part of the healthy diet especially among school – age children.
2. In this connection, it is requested that all public elementary and secondary schools to conduct simultaneous vegetable gardening on July 2, 2012, 8:00 AM.
3. It is expected that a narrative report with pictures on the said activity be submitted to the division office.
4. Wide dissemination and compliance of this *Memorandum* is enjoined.


DR. AMANCIO S. VILLAMEJOR JR., CESO IV
School Division Superintendent

EES4_sas1



Republic of the Philippines
DEPARTMENT OF EDUCATION
 Region III – Central Luzon

D.M. Government Center, Maimpis, City of San Fernando (P)



Website: www.deped3.net ✂ Email: depedreg3@yahoo.com ✂ Tel: (045) 961-7825 ✂ Fax: (045) 455-2309

MEMORANDUM:

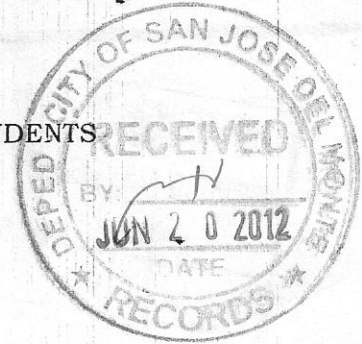
TO: ALL THE SCHOOLS/CITY DIVISION SUPERINTENDENTS

FROM: ISABELITA M. BORRES, CESO IV
 REGIONAL DIRECTOR

SUBJECT: 2012 NUTRITION MONTH CELEBRATION

DATE: JUNE 17, 2012

Pat
Man
lib



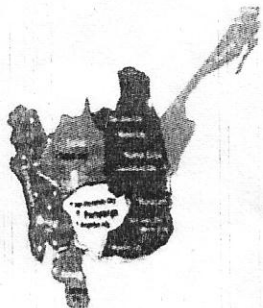
This has reference to unnumbered memorandum dated June 8, 2012 from the Office of USEC Yolanda S. Quijano re: 38th Nutrition Month Celebration this July with the theme **“Pagkain ng gulay ugaliin, araw-araw itong ihain”**. The celebration is spearheaded by the National Nutrition Council (NNC) and this year’s launching event will feature gardening in schools to highlight the importance of eating vegetables as part of a healthy diet especially among school-age children.

In this connection, may we request the Health and Nutrition Personnel to lead in the activities in the Divisions and Schools to conduct simultaneous vegetable gardening on July 2, 2012. It is further requested that a narrative report, including the information on the number of schools which conducted vegetable gardening, be reported to the DepEd RO III, Health and Nutrition Unit.

Attached herewith is the unnumbered memorandum and its enclosure on Concept for 2012 Nutrition Month Launching.

Isabelita M. Borres
DR. ISABELITA M. BORRES, CESO IV
 Director IV

/hn1



22029



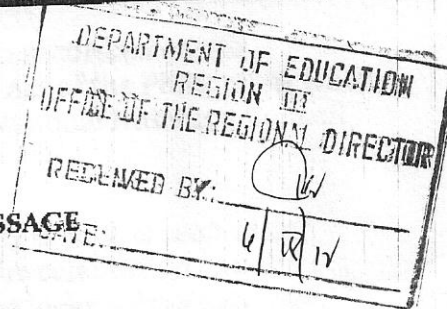
Republic of the Philippines

Department of Education

DepEd Complex, Meralco Avenue, Pasig City, Philippines
 Direct Line : (632) 633-7202 Telefax: (632) 636-4879
 Email: ysquijano@deped.gov.ph website : www.deped.gov.ph

3314

Undersecretary for Programs and Projects



URGENT FAX MESSAGE

MEMORANDUM

TO : Regional Directors
 DepED RO I-XII, Caraga, CAR, & NCR
 Secretary, DepED ARMM

FROM : Usec. *Yolanda S. Quijano*
 YOLANDA S. QUIJANO

SUBJECT : CY 2012 NUTRITION MONTH CELEBRATION

DATE : 8 June 2012

This has reference to the 38th Nutrition Month celebration this July with the theme "Pagkain ng gulay ugaliin, araw-araw itcng ihain!" The celebration is spearheaded by the National Nutrition Council (NNC) and this year's launching event will feature gardening in schools to highlight the importance of eating vegetables as part of a healthy diet especially among school-age children. The NNC will hold the launching event on July 2, 2012, Monday, in a school in NCR. They also plan to have similar events in Dagupan City, Cebu City, and Davao City that will be featured over a morning TV show. The NNC is likewise requesting that all public elementary and secondary schools conduct simultaneous vegetable gardening on July 2, 2012.

In this connection, may we request the regional and division health personnel to coordinate with the Regional Nutrition Program Coordinator of NNC to support the NNC-led activities in the region and to inform the divisions and schools to conduct simultaneous vegetable gardening on July 2, 2012. It is further requested that a narrative report, including information on the number of schools which conducted vegetable gardening, be reported to the Health and Nutrition Center, DepED Complex, Pasig City, and copy furnished to the NNC, Nutrition Building, 2332 Chino Roces Ave. Extension, Taguig City.

Thank you.

Republic of the Philippines
Department of Health
NATIONAL NUTRITION COUNCIL

CONCEPT FOR 2012 NUTRITION MONTH LAUNCH

A. Background

Nutrition Month is an annual event held every July in accordance with Presidential Decree No. 491 known as the Nutrition Act of the Philippines which created the National Nutrition Council (NNC). The National Nutrition Council coordinates the nationwide celebration.

The launching of NM, usually on the first working day of July, is seen as an important event to focus the people's attention on the celebration and the important message that it conveys. The launch event kicks off the nationwide celebration. This year's theme is "*Pagkain ng gulay ugaliin, araw-araw itong ihain*".

B. Objectives of the Celebration

1. Promote vegetables and its increased consumption to the general public and as a consequence, increase the demand for vegetables to support local vegetable farmers
2. Encourage families, schools, and communities to establish and maintain vegetable gardens in homes, schools and communities
3. Generate participation of those involved in the promotion, production, distribution and marketing of vegetables to increase their awareness on the nutritional and health benefits of vegetables

C. Launching event

- Objectives: To showcase schools as venues for promoting vegetable consumption and to encourage children to eat vegetables.
- Target date: 2 July 2012; 8:00 a.m.
- Venue: Public elementary school in Metro Manila
- Nationwide simultaneous planting of vegetables on 2 July with TV coverage in a selected school each in Metro Manila, Dagupan City, Cebu City and Davao City to be aired live or taped on GMA 7's *Unang Hirit*
- Ceremonial planting/harvesting of vegetables by Health Secretary Ona, Agriculture Secretary Alcala, Education Secretary Luistro, and Senator Angara

- Cooking demonstration by a celebrity chef (preferably Chef Boy Logro)
- Launching of the NNC recipe book containing winning low-cost, nutritious recipes (with no more than 5 ingredients) from various contests held in the different regions. There will be ceremonial distribution of the recipe book to 10 selected CCT beneficiaries whose children are enrolled in the school where the launch will be held. (The recipe book will still be compiled and kitchen tested prior to printing. Only few copies will be disseminated).
- Launching of new jingle on vegetables (to be developed)
- Entertainment from Oh, My Gulay! endorser/s such Ms. Sam Pinto, Mr. Mark Bautista, Mr. Carlo Aquino. (NNC requested Senator Angara to assist NNC in inviting the artists).
- Conduct of lecture on vegetable gardening (to coordinate with the Bureau of Plant Industry)
- **NM launch tie-up during Unang Hirit (to be negotiated)**
 - UH hosts can do interview of children why they like to do gardening
 - Tips/benefits in gardening as one of its segments with video of house/community in MM with container gardens
 - Chef Boy Logro cooks a low-cost vegetable recipe (together with one of the OMG endorsers) where ingredients are sourced from the home gardens (or one of the recipes featured in the recipe book)
 - UH interviews kids who eat vegetables; give some tips how to encourage kids to eat veggies.

D. Assistance from DepED

1. Issuance of directive to conduct simultaneous vegetable gardening on July 2 and onwards
2. Identify and coordinate with the school for the launch. The school should have existing garden; stage for the program
3. Provide schools with seeds and planting materials as part of its Gulayan sa Paaralan program
4. Presence of Secretary Luistro during the launch
5. Identification of 10 parent beneficiaries of Pantawid Pamilya to receive the recipe book