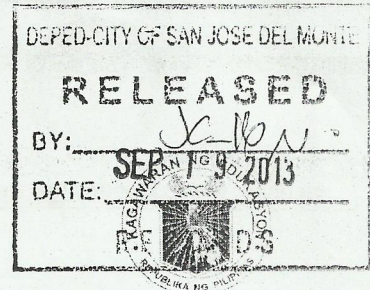




Republic of the Philippines  
DEPARTMENT OF EDUCATION  
Region III  
DIVISION OF CITY SCHOOLS  
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September 18, 2013

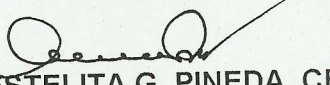
**DIVISION MEMORANDUM**

No. 134 s. 2013

**IMPLEMENTATION OF BRIGHT SMILES, BRIGHT FUTURES (BSBF) PROGRAM  
IN PUBLIC ELEMENTARY SCHOOLS FOR SCHOOL YEAR (SY) 2013-2014**

**To: Public Elementary School Principals/OICs**

1. The Colgate-Palmolive Philippines, Inc. (CPPI) and the Department of Education (DepEd) have signed a Memorandum of Agreement (MOA) in February, 2011 to provide Grade 1 pupils with Colgate toothbrushes, toothpaste and oral health educational materials for three years. This is in line with the **Bright Smiles, Bright Futures (BSBF) Program** that promotes oral health education among public school children.
2. For SY 2013-2014, the CPPI has allocated 12,634 toothbrushes and toothpastes for Grade 1 pupils in 33 public elementary schools in the City of San Jose del Monte. The allocation per school is indicated in Enclosure No. 1.
3. The distribution of toothbrushes and toothpastes supports the **seven o'clock School-Based Tooth brushing Program pursuant to DepEd Memorandum No. 394, s. 2007**. According to the World Health Organization (WHO), tooth brushing alone, if done religiously, will reduce the prevalence of dental caries by 40-50%. **These toothbrushes and toothpastes are for school use only and must not be brought home by the pupils.** The distribution guideline is indicated in Enclosure No. 2.
4. **The school will provide toothbrush holders to store toothbrushes and toothpastes per pupil in every Grade 1 classroom.** Grade 1 teachers should control the pea-sized use of the toothpaste per pupil by opening one toothpaste tube at a time to maximize use and minimize wastage.
5. Principals/OICs are encouraged to give their usual support to ensure the success of this program particularly in the implementation of the guidelines.
6. Immediate and wide dissemination of this Memorandum is desired.

  
**ESTELITA G. PINEDA, CESO V**  
Schools Division Superintendent



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**Enclosure No. 1. Division Memorandum No. 134, s. 2013**

**Allocation per School**

**CLUSTER 1**

SCHOOL	NO. GRADE 1 PUPIL
1. San Isidro ES	149
2. Kakawate ES	150
3. San Roque ES	93
4. Paradise Farms CS	214
5. Towerville ES	625
6. Goldenville ES	423
7. Minuyan ES	548

**CLUSTER 2**

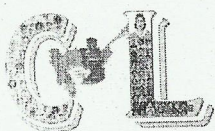
SCHOOL	NO. GRADE 1 PUPIL
1. Sto. Cristo ES	396
2. BBA ES	288
3. BBG ES	590
4. BBI ES	383
5. BBB ES	440
6. BBF ES	350
7. BBE ES	432

**CLUSTER 3**

SCHOOL	NO. GRADE 1 PUPIL
1. BBC ES	534
2. BBD ES	274
3. BBH ES	651
4. Sapang Palay Proper ES	139
5. Dulong Bayan ES	122
6. SJDM Central ES	377
7. Partida ES	234
8. Benito Nieto ES	365
9. Muzon Pabahay ES	930

**CLUSTER 4**

SCHOOL	NO. GRADE 1 PUPIL
1. Gaya-Gaya ES	185
2. Marangal ES	825
3. Graceville ES	589
4. San Manuel ES	63
5. Heroesville ES	68
6. Tungkong Mangga ES	614
7. Ricafort ES	42
8. Francisco Homes ES	611
9. Gumaok ES	396
10. Kaypian ES	330



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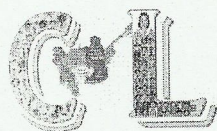


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**Enclosure No. 2. Division Memorandum No. 134, s. 2013**

**Distribution Guidelines**

1. Once received, immediately distribute Colgate toothbrushes and toothpastes to Grade 1 pupils.
2. Provide list of grade 1 pupils who received toothbrushes and toothpastes.
3. Distribution must be witnessed by a third party volunteer. They can be local civic society organizations, non-government offices (NGOs), parents-teachers association (PTA), local government units (LGUs), and other community groups.
4. Toothbrushing drills will be conducted by the school health teacher-coordinator.
5. A photo documentation of the distribution is encouraged.
6. School Heads are required to submit reports/ photo documentation **three days after the distribution** of toothbrushes and toothpastes to the Division Office.
7. To ensure that these toothbrushes and toothpastes are being used in school and not brought home by the pupils, **schools must provide toothbrush and toothpaste holders in one corner of the classroom.**
8. It is best that **toothpaste sachets are not open all at once.** Teacher can open the sachets one by one depending on the need and use. This will limit waste of the toothpaste and maximize use.



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