



Republic of the Philippines
Department of Education
REGION VI – WESTERN VISAYAS
SCHOOLS DIVISION OF AKLAN

July 1, 2025

DIVISION MEMORANDUM

No. 308, s. 2025

LAKAS SA GATAS CAMPAIGN 2025

To: Office of the Assistant Schools Division Superintendent
Chief Education Supervisors
Public Schools District Supervisors
Principals/Head Teacher-In-Charge of the District
Heads of Public Elementary, Secondary, and Integrated Schools
All Others Concerned

1. Please find attached Regional Memorandum No. 582 s. 2025 dated June 25, 2025, regarding the **“LAKAS SA GATAS” CAMPAIGN FY 2025**, which is self-explanatory.
2. Immediate dissemination of and compliance with this Memorandum are desired.


FELICIANO C. BUENAFE JR., CESO VI
Schools Division Superintendent

Encl.: As stated
Reference: REGIONAL MEMORANDUM No. 582 s. 2025
To be indicated in the Perpetual Index
under the following subjects:

CAMPAIGN
HEALTH AND NUTRITION
LEARNERS
POLICY
PROGRAMS

RMF/JMM



Poblacion, Numancia, Aklan
Tel/Fax No. (265 3740 | 265 3741 | 265 3743)
Website: <http://www.depedaklan.org>
Email Address: aklan.1958@deped.gov.ph



Republic of the Philippines
Department of Education
REGION VI – WESTERN VISAYAS

JUN 25 2025

REGIONAL MEMORANDUM
No. 582 s. 2025

“LAKAS SA GATAS” CAMPAIGN FY 2025


To: All Schools Division Superintendents
All Others Concerned

1. In adherence to Republic Act No. 11037, also known as the “*Masustansyang Pagkain Para sa Batang Pilipino Act*,” which aims to enhance classroom attendance and improve the nutritional status of school children through the implementation of the School-Based Feeding Program (SBFP) by providing hot meals, nutritious food products (NFP), and pasteurized/sterilized milk, the Department of Education has launched the Milk Campaign titled “*Lakas sa Gatas*” with the theme “*Talino at Gilas, Tiyak Lalabas, Panalo ang Batang may Sapat na Gatas*.”
2. The Lakas sa Gatas Campaign calls for a collective effort to improve nutrition and produce a milk-drinking generation through the SBFP-Milk Feeding component with the following objectives:
 - a. raise awareness on the importance of consuming milk and milk products for the improvement of learners’ nutritional status;
 - b. improve learners’ values and behavior toward milk consumption;
 - c. intensify learners’ milk-drinking habits;
 - d. ensure the availability of pasteurized or sterilized milk in school canteens;
 - e. increase the physical activity of learners through dance for at least three times a week; and
 - f. engage partners and the public to promote milk feeding and consumption nationwide.
3. In support of this initiative, this Office shall conduct the **Regional Roll-Out of “Lakas sa Gatas”** on **July 14, 2025**, at **Dalid Elementary School, Brgy. Dalid, Alimodian, Iloilo** with the Schools Division of Iloilo as host Division along with the Milk Feeding Coordinators of Region 6 to strengthen the nutritional support system within schools and to encourage the integration of dairy consumption in the School-Based Feeding Program (SBFP).
4. Likewise, a **Regional Milk Dance Challenge Competition** shall be conducted from **July to September 2025** following the guidelines in Enclosure No. 1. The dance challenge shall use the original *Lakas sa Gatas* Jingle, composed by Ms. Ellaine Joy G. Icaualo, Nurse II, and performed by Ms. Richelyn M. Calumpang of Francisco Oringo Elementary School.



Republic of the Philippines
Department of Education
REGION VI – WESTERN VISAYAS

5. All activities related to this campaign shall be conducted while observing strict compliance with DO No. 9, s. 2025 titled “Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith”, DO 002, s. 2024 titled “Immediate Removal of Administrative Tasks of Public School Teachers”, and DO 19, s. 2008 titled “Implementation of No Collection Policy in All Public Elementary and Secondary Schools.”
6. The participation of teachers and learners in this campaign shall be **voluntary** and shall not affect their academic performance. Consent from parents shall also be secured for the voluntary participation of learners in any of the activities for this campaign.
7. All expenses for the activities of this campaign and other incidental expenses of the participants are chargeable against SBFP 2024 Continuing Program Support Funds (PSF)/2025 Program Support Funds (PSF)/*Lakas sa Gatas* Campaign Program Support Funds (PSF)/local funds all subject to the usual accounting and auditing rules and regulations.
8. For more information, please contact **Melgazar F. Barboza, RND**, Regional School-Based Feeding Program Focal Person, through email at essdr6@deped.gov.ph or at phone number: 09288413288.
9. Immediate dissemination and compliance of this Memorandum are desired.


CRISTITO A. ECO, CESO III
Assistant Regional Director
Officer-in-Charge
Office of the Regional Director

Enclosure: As stated
Reference: MEMORANDUM OUOPS-2025p-02-01349
To be indicated in the Perpetual Index
under the following subjects:

BUDGET
PROGRAM

CAMPAIGN
SCHOOLS

CONTEST

LEARNERS

HJE/ESSD-RM/*Lakas sa Gatas* Campaign FY 2025
078/ April 10, 2025



Republic of the Philippines
Department of Education
REGION VI – WESTERN VISAYAS

Enclosure No. 1 to Regional Memorandum No. 582, s. 2025

**GUIDELINES FOR THE LAKAS SA GATAS REGIONAL
DANCE CHALLENGE COMPETITION**

1. **Dance Challenge.** Interested shall submit to their respective Schools Division Offices a dance challenge video using the original Lakas sa Gatas Jingle. The dance challenge entries shall express the theme, "**Talino at Gilas, Tiyak Lalabas, Panalo ang Batang may Sapat na Gatas.**" All entries shall be in groups with at least 10 and maximum 15 learners. Choreography shall be original and may be composed by learners. Interpretation of the jingle's lyrics and the campaign's theme through catchy dance moves shall also be considered when making the choreography. However, stunts and dangerous routines are prohibited in the dance challenge. Participating groups are encouraged to have minimal to no expenses incurred for this competition.
2. **Video Production.** The dance challenge shall be submitted as a video according to the following recommendations:
 - a. A good background and lighting shall be considered. The subject may illuminate using a ring light or any light source. A natural source of light can be utilized by facing a window.
 - b. Video editing shall be limited to transitions, and no distracting video effects shall be used. The original color grading of the video shall also be retained.
 - c. Text in the video shall use the Goldplay font. The addition of texts is only recommended when introducing the school and during credits where choreographers, contributors, and participants shall be properly attributed.
 - d. The video shall follow the recommended minimum specifications"
 1. File Format: MP4
 2. Dimensions: 1920px x 1080px (16:9)
 3. Resolution: 720p or 1080p
 4. Orientation: Landscape
 5. Frame Rate: 30fps
3. **Submission of Entries.** Participating groups shall submit their official entries to the SDOs then the SDOs shall upload their official dance challenge entry for the competition to <https://tinyurl.com/2tndrzpm> **on or before September 15, 2025.**
4. **Criteria for Judging.** ROs and SDOs shall use the following criteria:
 - a. Choreography (30%)- Choreography used is original and catchy. It also showcases musicality by following the music's rhythm and tempo. The



Republic of the Philippines
Department of Education
REGION VI – WESTERN VISAYAS

- jingle's lyrics, sounds and layers are also expressed by the choreography.
- b. Performance (30%)- Dance is on time with the beat and follows the music's melody. Dancers execute the moves uniformly and are synchronized as a group. Personality and character add showmanship to the performance.
 - c. Creativity (20%)- Variety of formations, unique ways and presentation, and creative twists make the dance visually exciting.
 - d. Relevance to the theme (20%)-The dance expresses the campaign's theme and the jingle's lyrics.
5. **Deliberation and Announcement of Winners.** The RHNU of Regional Office shall deliberate the entries with a select panel of judges from the Regional Office. The announcement of the top three (3) winners shall be made **on or before September 30, 2025**. The winning piece will be used as the official *Lakas sa Gatas* Jingle for FY 2025. DepEd shall have the right of ownership of the jingle and may be used for the production of an improved version for official use and distribution.
6. **Prizes** for the top 5 at the Division Level shall be at the discretion of the SDO

Regional Level

First Place: **P8,000.00** for the students and Plaque of Recognition for the School.

Second Place: **P5,000.00** for the students and Plaque of Recognition for the School.

Third Place: **P3,000.00** for the students and Plaque of Recognition for the School.



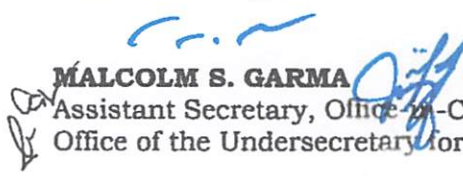
Republika ng Pilipinas
Department of Education

OFFICE OF THE UNDERSECRETARY FOR OPERATIONS

MEMORANDUM
OM-OUOPS-2025-02-01344

TO : ALL REGIONAL DIRECTORS
SCHOOLS DIVISION SUPERINTENDENTS
SCHOOL HEADS
ALL OTHERS CONCERNED

FROM : ATTY. EDSON BYRON K. SY
Assistant Secretary for Finance,
Officer-in-Charge, Office of the Undersecretary for Finance


MALCOLM S. GARMA
Assistant Secretary, Office-in-Charge
Office of the Undersecretary for Operations

SUBJECT : GUIDELINES ON THE UTILIZATION OF DOWNLOADED
ADDITIONAL PROGRAM SUPPORT FUNDS FOR THE "LAKAS SA
GATAS" CAMPAIGN FY 2025

DATE : February 25, 2025

The Operations Strand, through the Bureau of Learner Support Services-School Health Division (BLSS-SHD), is responsible for overseeing and managing the implementation of the School-Based Feeding Program (SBFP).

SBFP aims to improve the classroom attendance and nutritional status of the target beneficiaries. The provision of Hot Meals (HM) or Nutritious Food Products (NFP) and Milk to severely wasted and wasted learners are expected to contribute to the participate and benefit in the education process, complete their elementary education, and to improve their nutritional status. This School Year 2024-2025, SBFP transitioned to provide year-round, HM and/or NFP and milk. In this light, DepEd, through the BLSS-SHD, released a **DepEd Memorandum No. 36, s. 2024** to roll-out a Milk Campaign titled "**Lakas sa Gatas**" with the theme, "**Talino at Gilas, Tiyak Lalabas, Panalo ang Batang may Sapat na Gatas**".

The **Lakas sa Gatas** Campaign calls for a collective effort to improve nutrition and produce a milk-drinking generation through the SBFP-MF component. The campaign aims to:

- raise awareness on the importance of consuming milk and milk products for the improvement of learner's nutritional status;
- improve learners' values and behavior toward milk consumption;



Room 101, Rizal Building, DepEd Complex, Meralco Avenue, Pasig City 1600
Telephone Nos.: (02) 8633-5313; (02) 8631-8492
Email Address: oure@deped.gov.ph | Website: www.deped.gov.ph

Doc. Ref. Code	OM-OUOPS	Rev	01
Effectivity	03.23.23	Page	1 of 2



Certificate No. P-CP 2285

- c. intensify learners' milk-drinking habits;
- d. ensure the availability of pasteurized or sterilized milk in school canteens;
- e. increase physical activity of learners through dance exercises using the official campaign jingle and dance for at least three (3) times a week; and
- f. engage partners and the public to promote milk feeding and consumption nationwide.

In this regard, the BLSS-SHD hereby issues the following guidelines for the utilization of the downloaded additional program support funds of the Regional Offices (RO) for the *Lakas sa Gatas* Campaign for FY 2025.

Guidelines on the Utilization of *Lakas sa Gatas* Campaign Program Support Funds FY 2025:

1. The PSF shall be downloaded to ROs in the amount of **One Hundred Thousand Pesos (Php100,000.00)**.
2. The said amount is expected to be utilized for the activity related to **DM No. 36, s. 2024**.
3. The DepEd Regional office shall hold a Regional Roll-Out of the "***Lakas sa Gatas***" Milk Campaign in a chosen school within the Region on the start of the school classes for the SY 2025-2026 from June to July 2025.
4. The ROs shall prepare an **Accomplishment Report** to be submitted on or before **December 31, 2025**, through email address sbfp@deped.gov.ph.

For more information, please contact **Dr. Maria Corazon C. Dumlao**, Chief, BLSS-SHD, **Ms. Magdalene Portia T. Cariaga**, SEPS, and **Mr. Ted C. Pinto**, TA II, under the Nutrition and Hygiene Team through the email above or at telephone number (02) 8632 9935.

For immediate and appropriate action.



Room 101, Rizal Building, DepEd Complex, Meralco Avenue, Pasig City 1600
 Telephone Nos.: (02) 8633-5313; (02) 8631-8492
 Email Address: oure@deped.gov.ph | Website: www.deped.gov.ph

Doc. Ref. Code	OM-OUOPS	Rev	01
Effectivity	03.23.23	Page	2 of 2

