



Republic of the Philippines

Department of Education

Region VII, Central Visayas

DIVISION OF CEBUPROVINCE

Sudlon, Lahug, CebuCity



July 13, 2017

DIVISION MEMORANDUM

No.. 446, s. 2017

YOUTHOPIA “WHISPERER’S MOVING UP NA SA PAGDADALAGA” PROCTER & GAMBLE PROGRAM LAUNCHING IN SCHOOL BENEFICIARIES

To: Assistant Superintendents
Education Supervisors/Coordinators
District Supervisors/OICs
Elementary and Secondary School Heads

1. For information and guidance of all concerned, attached is Regional Memorandum No. 0470 dated July 12, 2017, entitled “Youthopia “Whisperer’s Moving Up Na Sa Pagdadalaga” Procter & Gamble Program Launching in School Beneficiaries” regarding the “Always Present” Program that aims to teach students about the importance of constantly being present in school through exercise, proper diet and keeping themselves protected from sickness.
2. For details, refer to the attached communication.
3. Immediate and wide dissemination of this Memorandum is desired.


RHEA MAR A. ANGTUD, Ed. D., CESO VI
Schools Division Superintendent

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REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON
DEPARTMENT OF EDUCATION
REHIYON VII, GITNANG VISAYAS
REGION VII, CENTRAL VISAYAS
Sudlon, Lahug, Cebu City



REGIONAL MEMORANDUM

No. 0470, s. 2017

JUL 12 2017

YOUTHOPIA "WHISPERER'S MOVING UP NA SA PAGDADALAGA" PROCTER & GAMBLE PROGRAM LAUNCHING IN SCHOOL BENEFICIARIES

To: Schools Division Superintendents
Officers-in-Charge of Regular and Interim Divisions
All Concerned ASP Coordinators
All Others Concerned

1. For information and guidance of all concerned, attached is DepEd Unnumbered Memorandum from the Office of Assistant Secretary Tonisito M.C. Umali, ESQ., dated July 4, 2017 entitled, "Youthopia "Whisperer's Moving Up Na Sa Pagdadalaga" Procter & Gamble Program Launching in School Beneficiaries", which is self-explanatory.
2. Immediate dissemination of this Memorandum is desired.

Juliet A. Jeruta
JULIET A. JERUTA
Director III
Officer-in-Charge

ESSD
Lc/Bj/bms/P17

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Quality Assurance Division (QAD), Tel. No.: (032) 231-1871 Human Resource Development Division (HRDD), Tel. No.: (032) 255-3239
Education Support Services Division (ESSD), Tel. No.: (032) 254-7062 Planning, Policy and Research Division (PPRD), Tel. Nos.: (032) 233-9830;
414-7065 Administrative Division, Tel. Nos.: (032) 414-7326; 414-4367; 414-7366; 414-7322; 414-4367
Finance Division, Tel. Nos.: (032) 256-2375; 253-8061; 414-7321

"ESG 2015: Konsepto ng Lahat, Pamanapitan ng Lahat"



REPUBLIKA NG PILIPINAS
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DEPARTMENT OF EDUCATION
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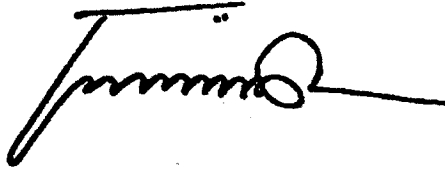


Tanggapan ng Kawakasing Kalihim
Office of the Assistant Secretary
Legislative Affairs/Partnerships and
External Linkages/School Sports

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MEMORANDUM

FOR : ALL CONCERNED REGIONAL DIRECTORS
ALL CONCERNED SCHOOLS DIVISION SUPERINTENDENTS
ALL CONCERNED ASP REGIONAL COORDINATORS
ALL CONCERNED ASP DIVISION COORDINATORS

FROM : TONISITO M.C. UMALI, ESQ.
Assistant Secretary 

SUBJECT : YOUTHOPIA "ALWAYS PRESENT" UNILAB PROGRAM
LAUNCHING IN SCHOOL BENEFICIARIES

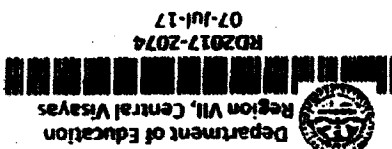
DATE : 4 July 2017

Youthopia Media Philippines, Inc., in partnership with the Department of Education, will be launching its Unilab "Always Present" Program for the benefit of the school beneficiaries. "Always Present" is a 30-minute fun and interactive education program that aims to teach students about the importance of constantly being present in school through exercise, proper diet and keeping themselves protected from sickness.

Attached are details of the program launching for your reference.

Your support to this activity is highly appreciated.

Thank you very much.



23 June 2017



Tonisito M.C. Umali, Esq.
Assistant Secretary of Education
Department of Education

Dear Atty. Umali,

GREETINGS!

Our company, YOUTHOPIA MEDIA PHILIPPINES, INC. is one of the leading youth marketing agency in the country today. Clients such as Procter & Gamble Philippines, San Miguel Foods, Unilab, MeadJohnsons Nutritional, NutriAsia among others, rely on us to provide distinct value to their brands by implementing relevant educational programs in thousands of schools nationwide.

This school year, in partnership with Unilab, makers of the leading children vitamins in the country such as Ceelin Plus, Growee & Nutroplex, we are bringing in 'Always Present', a 30-minute fun & interactive educational program that aims to teach students about the importance of being always present in school, through exercise, proper diet & keeping themselves protected from sickness. This message will further be reinforced by giving out our 'Always Present' Award to outstanding students who exudes the qualities of being healthy (protected from sickness), tall, tough & intelligent. Below is the program structure and topic for discussion:

- I. Lesson 1: How To Grow Tall And Get Tough**
 - Importance of proper exercise
 - How to build strong muscles, bones and how to get taller
 - Fun Exercise: 'I've Got this Growee Feeling' Challenge

- II. Lesson 2: How To Get Protected From Sickness**
 - Importance of proper diet
 - How to prepare healthy snacks
 - Fun exercise: 'Bring Me Vitamins' Challenge

- III. Lesson 3: How To Get Intelligent**
 - Importance of sharp mind and quick thinking
 - How to sharpen mind, memory and quick thinking skills
 - Nutratatino Challenge: Math/Dance Mash

It is on this vein that we are enlisting your help in supporting this program by endorsing us to the public and private elementary schools nationwide. As our partner, we will be requesting each school's assistance in:

- Accommodating our 30-min educational program inside their school during their preferred schedule.
- Enlisting their student's participation in our Ceelia Plus, Nutroplex or Growee empty box redemption activity in exchange for FREE gift to students
- Allowing us to award 'Always Present' certificate to outstanding students in their classroom.

Your endorsement letter will be valuable in formally introducing the program to these schools, while we are still waiting for the approval of our MOA with your good office.

We are looking forward to your support on this endeavor.

Sincerely yours,


Project Manager
Youthopia Media Philippines, Inc.