



Republic of the Philippines
Department of Education
Region III
SCHOOLS DIVISION OF BULACAN

Office of the Schools Division
Superintendent

October 16, 2020

DIVISION ADVISORY

No. 036 s. 2020

To : Assistant Schools Division Superintendents
CID Chief/OIC SGOD Chief
Education Program Supervisors and Public Schools District Supervisors
Public Elementary School Heads
All Others Concerned

From : The Schools Division Superintendent

Subject: **Unilab Inc's Healthy Learning with Ceelin plus Chewables & Nutroplex School Tour**

Attached is a letter from Ms. Catherine Lacorte and Ms. Tisha Alagao, Project Managers, Youthopia Activation Specialist Inc. on the above subject, for information.

Compliance with relevant and prevailing guidelines is reminded to wit: DepED Order No. 39, s. 2009 entitled, Strict Adherence to DO 28, S. 2001 (Prohibiting the Commercialization of the DECS Organization through Endorsements and Accreditation of Goods and Services).


NICOLAS T. CAPULONG, PhD, CESO V

Director III

OIC, Office of the Regional Director and

Concurrent OIC, Office of the Schools Division Superintendent



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OCTOBER 14, 2020

MR. NICOLAS T. CAPULONG (OIC)
SCHOOLS DIVISION SUPERINTENDENT

MS. ROWENA T. QUIAMBAO
MS. CECILIA E. VALDERAMA
ASSISTANT SCHOOLS DIVISION SUPERINTENDENT

BULACAN DIVISION OFFICE

Dear Mr. / Ms.,

GREETINGS!

Our company, YOUTHOPIA ACTIVATION SPECIALIST INC. is one of the leading youth marketing agencies in the country today. Leading multi-national and local companies such as Procter & Gamble Philippines, UNILAB Inc, Alaska Milk Corporation and Abbott Laboratories rely on us to provide distinct value to their brands by implementing relevant educational programs in thousands of schools nationwide.

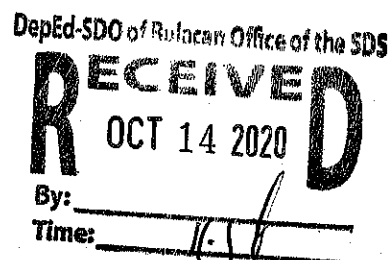
This school year we are bringing in UNILAB Inc's HEALTHY LEARNING with Ceelin Plus Chewables & Nutroplex School Tour. It serves to educate public and private elementary school students and their parents on the importance of a healthy immune system as protection against COVID-19. The program targets to reach around 500,000 grade school students in selected cities nationwide this school year.

Highlights of the program include health & nutrition modules taught to students via the blended/distance learning modalities chosen by the participating schools. Apart from the health and nutrition education for students, modules for parents are also shared to ensure that what is being taught to children is also applied at home. The parents' modules focus on the important role they play in helping their kids adjust to the new normal. Students and parents will also take part in a fun dance-demo exercise that aims to reinforce further the lessons shared to them in their respective modules.

The program culminates in the awarding of One Million Pesos (P1,000,000.00) worth of portable handwashing stations to the best implementing schools nationwide.

It is on this note that we are enlisting your help in supporting this program by endorsing us to the public schools in GMA, Pangasinan, Isabela, Pampanga, Bulacan, Nueva Ecija, Zambales, Batangas, Laguna, Cavite, Cebu, Iloilo, Bacolod, Davao and CDO. As our partner, we will be requesting each school's assistance in:

- Educating Grades I to VI using our student modules entitled COVID-19 Prevention Indoors and Safety-Talino Tips when Outdoors via online learning or printed module hand-outs.
- Educating parents using our modules entitled Help Kids Understand COVID-19 and Raising COVID-19 Free Kids via online learning or printed module hand-outs.
- Performing the dance demo exercise via online.
- Distributing printed module hand-outs along with other FREE learning materials to parents/guardians during pick up of the schools' printed modules and activity sheets.

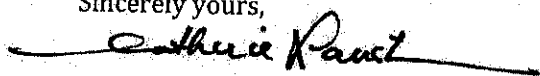


Discussion of program execution and objectives as well as distribution of teaching modules to schools will be supervised by our local coordinators.

Your endorsement letter for this Project will be valuable in formally introducing the program to all the public and private schools we are covering this school year.

We are looking forward to your support on this endeavor, and thank you very much for all the support!

Sincerely yours,



CATHERINE LACORTE / TISHA ALAGAO
Project Manager
Youthopia Activation Specialist Inc.

In partnership with **DEPED**
DEPARTMENT OF EDUCATION

UNILAB



Healthy Learning

with

ASCORBIC ACID
ZINC
CEELIN PLUS

MULTIVITAMINS
MINERALS+LYSINE
NUTROPLEX