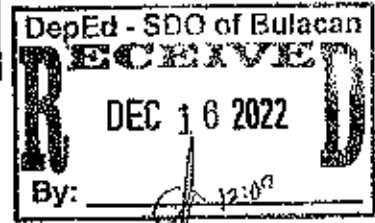




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ROWENA T. QUIAMBAO, GESE  
Asst. Schools Division Superintendent  
Officer-in-Charge  
Office of the Schools Division Superintendent  
SCHOOLS DIVISION OF BULACAN



Ms. Rowena T. Quiambao, GESE  
Assistant Schools Division Superintendent  
Officer in Charge  
Office of the Schools Division Superintendent

Dear Madam:

We are MME Connections Inc, the partner activations agency of NESTLE BEAR BRAND® Fortified. We are pleased to share with you a new Initiative called the **BATANG MATIBAY: GABAY SA TIBAY PROGRAM** which aims to support parents and educators to raise Filipino learners with tibay ng *katawan, isipan, at kalooban*. Despite the challenges posed by the current pandemic situation in the country, BEAR BRAND® Fortified remains steadfast in supporting this meaningful advocacy.

**Objective:** To equip parents and educators with the right knowledge on proper nutrition for children/students to become *matibay* in body, mind and will.

In line with the above, we kindly request your esteemed office to allow us to conduct the program in your covered schools. Please see related information below:

**Activities:** Please see attached program mechanics. This activity is covered by DOH-FDA-CFRR Permit No 0116, s. 2022. Please be noted that the entire program does not involve selling in all its forms.

**Phase 1:** Engaging face to face nutrition education sessions (approx 35 mins only) conducted by registered nutritionists to teachers and mothers/caregivers. The sessions will talk about:

- (1) Qualities of a Batang Matibay
- (2) Nutrition tips on how to support children to become Batang Matibay
- (3) Interactive games
- (4) Commitment sharing through community pledge by parents/caregivers

**Phase 2:** Distribution of FREE Bear Brand Fortified to school children. Note that this activity is not under the scope of E.O. 51 (National Code of Marketing of Breastmilk Substitutes, Breastmilk Supplements and Other Related Products, as BEAR BRAND® Fortified Powdered Milk Drink is for school-aged children.”.

**Program Offerings and Benefits**

- (1) Provision of free milk to school children
- (2) Nutrition knowledge for mothers/caregivers
- (3) Teaching materials for teachers plus e-certificates as proof of participation (upon request)

- Coverage Period: January to December 2023
- Schools Covered: Region I, II, III, IV-A, V and NCR for First/Second Waves

This invitation will be extended also to all Schools Division Offices or SDOs under the Schools Division Superintendents for them to allow their District Supervisors, Principals, School Heads and Teachers within the said regions to participate in the program. We are also willing to issue e-certificates of participation to educators, as requested.

Amidst the ongoing pandemic, we commit to abide with all your instructions to ensure a seamless and safe implementation of the activity. We hope for your favorable response, and we thank you for your continued support as our foremost partner in building generations of BATANG MATIBAY.

Our face-to-face nutrition education sessions and on-ground sampling schedule will be on \_\_\_\_\_, from 7:30AM to 3:00 PM.

Should you have further inquiries/concerns, feel free to contact us at 0905-213-2631.

Respectfully yours,

Eivle Rosales