



Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION



June 10, 2025

REGIONAL MEMORANDUM

No. **497**, s. 2025

To: Schools Division Superintendents
All Other Concerned Staff

REGIONAL ROLL-OUT OF THE LAKAS SA GATAS MILK CAMPAIGN FY 2025

1. The School-Based Feeding Program Milk Campaign continues with the “Lakas sa Gatas” campaign with the theme: “Talino at Gilas, Tiyak Lalabas, Panalo ang Batang may Sapat na Gatas.” This campaign calls for a collective effort to improve nutrition and produce a milk-drinking generation through the SBFP-Milk Feeding component.
2. To achieve the objectives of the campaign, DepEd NCR shall hold a regional roll-out of the “Lakas sa Gatas” Milk Campaign with a kick-off activity at Bagong Silangan Elementary School in Quezon City on August 15, 2025.
3. In line with this, all SDOs are enjoined in conducting the following activities related to DM 36, s. 2024:
 - a. “Lakas sa Gatas” Milk Feeding Social Media Activities;
 - b. “Lakas sa Gatas” Milk Feeding School Activities; and
 - c. “Sip and Paint” poster-making contest with guidelines found in Enclosure 1.
4. All expenses related to the conduct of above-mentioned activities shall be charged to the SDO’s respective SBFP Program Support Funds for FY 2025.
5. Immediate dissemination of this memorandum is desired.

JOCELYN DR ANDAYA

Regional Director, NCR

Concurrent Officer-In-Charge, Office of the
Assistant Secretary for Operations



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(Enclosure No.1 to Regional Memorandum No. _____, s.2025)

GUIDELINES ON THE “SIP AND PAINT” POSTER-MAKING CONTEST

I. THEME

The contestants shall be guided with the theme: “Talino at Gilas, Tiyak Lalabas, Panalo ang Batang may Sapat na Gatas.”

II. OBJECTIVES

This activity aims to:

1. encourage learners’ creativity and artistic expression;
2. promote awareness on the importance of milk drinking for optimum nutrition; and
3. engage learners in an activity that promotes proper nutrition thru milk consumption.

III. PARTICIPATION

This contest is open to Grades 4-6 students enrolled this School Year 2025-2026 in public schools. There shall be only one (1) entry that shall represent the Schools Division Office. They should be officially endorsed by the Schools Division Superintendents/Assistant Schools Division Superintendents.

IV. ENTRY SPECIFICATIONS

1. Poster Size and Format of Submission:
 - The poster must be created in a 20”x30” illustration board in portrait orientation using oil pastels.
 - Given theme of the contest, shall be written outside the borders of the illustration board (1-inch border on all sides), and not incorporated in the artwork.
 - A high resolution image of the final entry must be submitted in JPEG format
2. Originality of Artwork:
 - The poster must be an original creation. It should not include any pre-made elements. Contestants and coaches must ensure that all artwork and design elements used are their own and not subject to copyright infringement.
3. Submission of Original Work
 - Participants are required to submit original work. Usage of copyrighted elements is strictly prohibited and will lead to disqualification.



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4. Documentation and Verification:

- A time-lapse video recording of the poster's creation process is mandatory. The video should clearly show the participant and their poster.

5. Poster Description

- The poster must be accompanied by a brief description, consisting of two to three sentences, that explains the concept or message of the artwork.

6. Compliance with Specifications

- Only entries that meet all the specified criteria will be considered official and eligible for the contest.

V. CRITERIA

Adherence to the Theme – 25%

Creativity and Originality- 30%

Composition- 25%

Visual Appeal/Impact- 20%

Total ----- 100%

VI. SUBMISSION OF ENTRIES

1. Deadline:

- All entries must be submitted no later than July 31, 2025 at 5:00 p.m. Late submission of entries will no longer be considered.

2. Submission Process:

- The official entry must be submitted by the SBFP Division Focal Person using a DepEd email address. Only entries submitted via e-mail at hnu.ncr@deped.gov.ph shall be considered.

3. Required Files

- Poster Image: An unedited, high-resolution image of the poster in JPEG format.
- Artwork Description and Contestant Information: A document encoded on an A4 bond paper, in Bookman Old Style font style and font size of 12 with single spacing, containing a brief description of the artwork along with the following contestant details:
 - Name of Contestant
 - Contact Number
 - Grade Level
 - Coach
 - Coach's Contact Number



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- School
- Division
- Title of the Poster
- Time-Lapse Video: A video recording that clearly shows the entire process of creating the poster.

VII. EVALUATION PROCESS

The qualified entries shall be evaluated by the board of judges according to the set criteria. Announcement and awarding of winners will be on the regional kick-off activity of the “Lakas sa Gatas” campaign on August 15, 2025.

VIII. COPYRIGHT

The organizer reserves the right to publish, display, and use the winning and/or selected contest artworks on its official website and other related platforms for promotional and educational purposes.

IX. DECISION OF THE BOARD OF JUDGES

The decision of the BOJ shall be final and irrevocable. However, if the winner has been proven to commit any misconduct (i.e. plagiarism, of any form of cheating), the title and the prize shall be forfeited.



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