

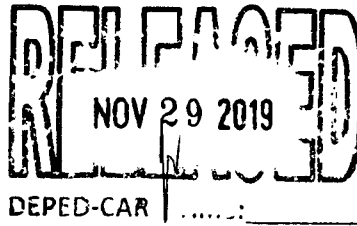


Republic of the Philippines
DEPARTMENT OF EDUCATION
CORDILLERA ADMINISTRATIVE REGION

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REGIONAL MEMORANDUM
No: 433.2019



November 21, 2019

**COLGATE-PALMOLIVE PHILIPPINES, INC. MURAL MAKING PROGRAM AND
TIBAY NG NGITI, TIBAY NG LOOB BSBF INSPIRING STORIES**

TO: Schools Division superintendents
All Divisions
All Others Concerned

1. The Colgate-Palmolive Philippines, Inc. (CPPI) in coordination with the Department of Education (DepEd)-CAR will conduct a **Mural Making Program**, and **Tibay ng Ngiti, Tibay ng Loob, Bright Smiles, Bright Futures (BSBF) inspiring Stories**. The deadline of submission of the letter of intent for the Mural Making Program was moved until **November 30, 2019**.
2. All Schools Division Offices are encouraged to join the said program of which the **guidelines and mechanics issued by CPPI** are enclosed in this memorandum.
3. For inquiries, you may contact Dr. Manuel S. Dangawen, Regional Supervising dentist, at essd.depedcar@gmail.com., or directly send an email to CPPI thru mj_aggabao@colpal.com and contact numbers 0999-8869400 and 0917-5840059.
4. Wide dissemination of this memorandum is desired.


MAY B. ECLAR, Ph.D., CESO V
Regional Director

ESSD/ABG/msd



ISO 9001:2015 Certified
Quality Management System
DE-50500784 QM15

MURAL MAKING PROGRAM

GUIDELINES:

- Students, parents and teachers are invited to paint the school wall
- Theme: "Bright Smiles lead to Brighter Futures"

OBJECTIVES:

To instill the value and importance of Oral Health among students through art
To promote collaboration and school spirit among students and faculty of participating schools
To create awareness on Oral Health importance in the community

ROLES:

- **Regional Office:** Communicate thru a memo to all Division office attention to ESSD and SDS
- **ESSD:** Endorse letter to SGOD and monitor program implementation
- **Division Office:** SDS to send a memo to all schools and collate all entries from participating schools
- **Division Dentist In-Charge:** To facilitate implementation of the program and collate all entries
- **School Principal:** To collaborate students, teachers and parents to paint the school wall

MURAL GUIDELINES:

Concept: Mural should revolve around the concept of "Bright Smiles lead to Brighter Futures"

Location: Mural should be in front of the school for maximum visibility. As much as possible, near the school's main gate is most preferred.

Size: Mural should have a minimum height of 10ft and width of 12ft.

Design: Mural should contain the following:

- i. Colgate smile logo (minimum 1ft x 1ft)
- ii. BSBF logo (minimum 1ft x 1ft)
- iii. Red and white predominant colors

Materials: Mural can be made of paint or other materials appropriate for exterior use (e.g. mosaic, tile).

Best if materials are durable and long-lasting.

OBJECTIVES:

- This program aims to recognize school learners who have persevered and remained optimistic despite all the challenges thrown their way. Selected public school learners will be given financial assistance and will become role models for other learners to practice the virtues of hard work, perseverance and resilience.
- This program also aims to help equip the “support system” (i.e. teachers and schools) of the Filipino public-school learners with necessary tools to allow them to continue teaching and encouraging school learners to take care of themselves, especially oral health, and to help develop children’s inner strength. **Suggested Theme: *Tibay ng Ngiti, Tibay ng Loob***

Criteria for school learner nominations:

1. School learner must be enrolled in Grades 4 to 6 in a public school in the Philippines for SY 2019-20.
2. School learner must maintain a minimum grade point average of 80% and have no grade lower than 80% from last school year (SY 2018-19).
3. School learner must have good conduct (no record of detention or suspension) and need to good moral character certificate by the school principal.
4. Student’s family must be enrolled in the government’s *Pantawid Pamilyang Pilipino Program* or 4Ps.

Entry details:

- Essay can be in either English or Filipino
- Each entry must be one page only (max legal size 8.5” x 14”)
- Entry must be typewritten, maximum of 500 words
- Entry must include a current photo of the nominated student and his/her teacher, taken in the school where the child is enrolled
- All Entries will be submitted to DepEd

ROLES:

- **Regional Office:** Communicate thru a memo to all Division office attention to SDS and SGOD
- **SGOD:** Endorse letter to SDS and monitor program implementation
- **Division Office:** Send a memo to all schools and collate all entries from participating schools
- **Division Dentist In-Charge:** To facilitate implementation of the program and collate all entries

- **School Principal:** To collaborate students, teachers and parents to paint the school wall

TIMELINES:

DETAILS	DATE:
ANNOUNCEMENT OF THE PROGRAM	November 03, 2019
SUBMISSION OF STORIES	November 30, 2019
SCREENING BY REGIONAL OFFICE - TO RECOMMEND 5 STORIES (85 STORIES)	December 05, 2019
SCREENING BY AGENCY PARTNER - 5 STORIES PER REGION = 85 STORIES	December 6-11, 2019
SCREENING BY COLGATE - 5 STORIES PER REGION = 85 STORIES	December 11-16, 2019
ANNOUNCEMENT OF BEST STORIES - 3 STORIES PER REGION = 51 STORIES	December 18, 2019

- ❖ All entries must be at the Regional office by November 30, 2019
- ❖ Regional office will submit all entries to Colgate-Palmolive by December 02, 2019

CONTACT DETAILS:

- For all questions and concerns about the program you can send an email thru mj_aggabao@colpal.com and contact numbers 0999-8869400 and 0917-58400589 _____

Duration: Mural should be kept on display at least one year from the beginning of the program (i.e. July 2019 – July 2020).

- A. Region I (Ilocos Region): 2 schools
- B. Region II (Cagayan Valley): 2 schools
- C. Region III (Central Luzon): 2 schools
- D. Region IV-A (CALABARZON): 2 schools
- E. Region IV-A (MIMAROPA): 2 schools
- F. Region V (Bicol): 2 schools
- G. Region V (CAR) : 2 schools
- H. NCR : 2 schools

TIMELINES:

DATE	DETAILS
NOVEMBER 30, 2019	<i>Deadline for submission Letter of Intent</i>
NOVEMBER 15 - NOVEMBER 30, 2019	<i>Mural Making</i>
DECEMBER 06, 2019	<i>Deadline of Submission of Photos</i>
DECEMBER 09 - 12, 2019	<i>Review of Photos</i>
DECEMBER 16, 2019	<i>Announcement of the Best Mural</i>

- ❖ All entries must be at the Regional office by December 6, 2019
- ❖ Regional office will submit all entries to Colgate-Palmolive by December 10, 2019

CONTACT DETAILS:

- For all questions and concerns about the program you can send an email thru mj_aggabao@colpal.com and contact numbers 0999-8869400 and 0917-58400589 _____

TIBAY NG NGITI, TIBAY NG LOOB BSBF INSPIRING STORIES