



Republic of the Philippines  
**Department of Education**  
SOCCSKSARGEN REGION

May 20, 2024

REGION MEMORANDUM  
ESSD-2024-062

**REQUEST RELATED TO THE NATIONAL ROLL-OUT OF THE “LAKAS SA GATAS” MILK CAMPAIGN AND THE SCHOOL-BASED FEEDING (SBFP) IMPLEMENTATION PER REGION**

To: Schools Division Superintendents

1. The Department of Education (DepEd) through the Office of the Undersecretary and Assistant Secretary for Operations, and the Bureau of Learner Support Services-School Health Division will spearhead the **National Roll-Out of the School-Based Feeding Program Milk Campaign** titled “*Lakas sa Gatas*” with the theme “*Talino at Gilas, Tiyak Lalabas, Panalo and Batang May Sapat na Gatas*” on **August 13, 2024**. This will be held at De Castro Elementary School in Pasig City to be broadcast live on DepEd Philippines, the official Facebook page of DepEd.

2. BLSS-SHD also launched an online Public Relations Campaign on SBFP titled “Oplan Kaalaman” featuring twelve (12) episodes about different information on the program via the DepEd Philippines Facebook page. The filming and showing of the twelve episodes will be finished this April 2024 and to continue the campaign by featuring regional implementation of SBFP from May 2024 to August 2025.

3. In this light, Schools Division Offices (SDOs) are requested to submit a five-minute video featuring the impact of the program to beneficiaries, innovations, best practices and challenges faced in the implementation of SBFP with the indicative schedule of posting on **May 2025 for Region XII**.

4. The recorded video shall be submitted according to the following technical recommendations:

- a. Recorded videos shall be submitted as a raw video with **no editing** and **no background music**.
- b. Cellphone use in the video recording is allowed if the rear camera is used. However, video recording through **zoom or a similar platform is discouraged**.
- c. The video shall be submitted in MP4 format with at least 1080p resolution (preferred quality) with the following minimum specifications:  
Dimensions: 1920p x 1080p  
Orientation: Landscape/Horizontal Display  
Frame rate: 60 fps
- d. **Proper framing** shall also be observed.
  - Subjects are positioned at the center of the frame.
  - Medium shot (from the top of their head to roughly their waist) is recommended. No body parts must be cut from the video.
  - Subjects are not too close, not too far, leaving just enough headroom (at least an inch) and space at the bottom where the BLSS-SHD video editor may place texts or labels.



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- e. Please make sure there is proper lighting. Choose a good background, face the window instead and use it as a source of light. Illuminate the faces using a ring light or any source of light, as needed.
  - f. Make sure that the **audio is clearly recorded without background noises**. Set audio recording to stereo.
  - g. Allocate five (5) seconds of pause before reading the message, and another five (5) seconds of pause after reading the last sentence.
5. Submit the SBFP Implementation videos with the following format: [Name of Region} – Implementation of SBFP, or to this link: <http://tinyurl.com/ROImplementation>.
6. Videos must be submitted **on or before March 1, 2025** while the posting of the approved videos shall be on 3<sup>rd</sup> week of the month as indicated in the schedule.
7. For further details, Mr. Ted C. Pinto or Ms. Jessa B. Magana, Technical Assistants II of BLSS-SHD may be contacted on (02) 863-299-35 or email at [blss.shd@deped.gov.ph](mailto:blss.shd@deped.gov.ph).
8. For information and compliance.

  
**CARLITO D. ROCAFORT**  
Director IV

Enclosure: None

Reference: OM-OUOPS-2024-09-02841

Allotment: None

To be indicated in the Perpetual Index under the following Subjects:

LEARNER

SCHOOL HEALTH

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MLAI/ESSD-SHS/RM REQUEST RELATED TO THE NATIONAL ROL-OUT OF THE "LAKAS SA GATAS" MILK CAMPAIGN AND THE SCHOOL-BASED FEEDING(SBFP) IMPLEMENTATION PER REGION/069 / May 20, 2024



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