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(Republic of the Philippines)
KAGAWARIAN NG EDUKASYON AT KULTURA
(DEPARTMENT OF EDUCATION AND CULTURE)
Manila

October 21, 1975

DEPARTMENT MEMORANDUM
No. 180, s. 1975

FOOD CONSERVATION AND PROPER NUTRITION
THROUGH SECOND-CLASS MILLED RICE

To the: Bureau Directors
Regional Directors
Coordinator, State Colleges
and Universities

1. The Kilusan ng Maging Pagkain sa Bagong Lipunan is launching a massive educational campaign to promote rice conservation and proper nutrition through the acceptance and preference for second-class milled rice by the people.
2. Studies have long shown that second-class milled rice not only gives a higher recovery but also contains more nutrients and vitamins than first-class milled rice. However, as a rule, the public still prefers polished rice due to a mistaken notion that polished rice is more palatable.
3. To carry out this campaign, the organization is issuing some guidelines for its promotional program, copy of which is inclosed, for wide dissemination.
4. Considering the tremendous importance of the campaign and the benefits to be derived in terms of the health and economy of the nation, it is urged that full cooperation be given by all persons concerned to this campaign.
5. It is desired that this Department Memorandum be given the widest publicity possible in all school divisions.

(SGE.) MERCISO ALBARRACIN
Acting Secretary of Education and Culture

Incl.:
As stated.

(Inclosure to Department Memorandum No. 180, s. 1975)

KILUSAN NG WASTONG PAKKAIN SA BACONG LIPUNAN

PROMOTIONS PROGRAM FOR SECOND-CLASS MILLED RICE

Objectives

1. General : To promote rice conservation through second-class milling.
2. Specific : a. To promote appreciation and acceptance of second-class milled rice.
b. To create a preference for second-class milled rice over first-class milled or polished rice.

Situation

1. As a rule, the rice eating public prefers white or polished rice. (White or polished rice is obtained from first-class milling).

2. According to a study conducted by the Department of Home Technology of the University of the Philippines at Los Baños, this preference is due to appearance or color, meaning that whiteness, is associated with palatability. The second reason, according to the same study, is social, meaning that some people buy white or polished rice as a status symbol.

3. The fact, however, is that palatability and aroma depend more on the variety of rice than on milling. So that a good variety, even if milled second-class, will be palatable and "aromatic" just the same.

Problem

The problem here is one of altering the fondness of the people for eating white rice. Consequently, because of this fondness for white rice, there is created a demand which impels millers to mill first-class.

Approach

The campaign then should wage an intensive educational drive to alter this preference, using health through nutrition as the main selling point.

Means

Since this is essentially an educational campaign, the usual channels of communication shall be used.

Radio-TV

1. Arrange a series of interviews. Interviewees shall include:

- a. President of the Kilusang Chapter
- b. Well-known local authorities on nutrition
- c. Prominent social-civic leaders
- d. Prominent local citizens who command the respect of the community.

2. Get also prominent local authorities on nutrition to do one-minute testimonials or "commercials". Have these taped and inserted as "plugs" in local popular radio programs, or during station breaks.

Special Events/Promotions

1. Hold a series of seminars on nutrition for housewives. In this seminar, include a topic on second-class milled rice using the attached materials as a basis. Invite at least 30 housewives for each seminar. Speakers may come from the local health office or from schools.

2. Hold also a series of similar seminars for students.

3. Conduct slogan-writing contests among high school students and/or college students. Each school shall submit one entry. From all the entries, select the best. The winning entry can be used as "plugs" over the local radio station. Give prizes to the 1st, 2nd and 3rd place winners as incentive.

4. Make a poster out of the winning slogan. Get sponsors to print the posters. At least 500 posters will do. Get your EYE's, the students, or the boy and girl scouts to post the posters.

5. Arrange also and hold an on-the-spot extemporaneous speech contest among schools on the subject. One entry per school. Speech shall be limited to three minutes. This on-the-spot contest should be held at the public plaza. Insert intermission numbers. Solicit prizes for the winners. Have program covered by radio pick-up.

Signboards/Billboards

1. Put up signboards and billboards using appropriate slogans.

2. Get commercial establishments to sponsor these signboards and billboards, allowing the sponsors to place their names and products at the bottom of the boards.

Remarks

Undoubtedly, there are other ways of generating awareness of the importance of nutrition through the consumption of second-class milled rice. The above are some of them. These guidelines are general in scope. For the details of implementation, these are left to your discretion.

You may, therefore, improve on this production program, revise it, or improvise your own based on these guidelines.

It is most advisable that you involve as many sectors as possible in conducting this campaign. One way of involving the various sectors is their sponsorship as mentioned in the program.

In undertaking this campaign, it is strongly suggested that the campaign be divided into phases or stages of action and that a timetable be established.