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sa DECS

Tanggapan ng Kalihim
Office of the Secretary


December 8, 1999

DECS MEMORANDUM
No. 520, s. 1999

NUTRI-DELIGHT SCHOOL PROGRAM FOR TALLER, STRONGER,
SMARTER CHILDREN

To: Bureau/Center Directors
Regional Directors
Schools Superintendents

1. The Department of Education, Culture and Sports, Procter and Gamble and its alliance partners which include the Nutrition Center of the Philippines, the UNICEF, the Department of Health, the National Nutrition Council and Department of Social Welfare and Development are joining hands to combat micro-nutrient malnutrition or Hidden Hunger through a first-in-the world product called Nutri-Delight.
2. Nutri-Delight drink is a product of ten (10) years development study by Procter and Gamble in close collaboration with UNICEF, international nutritionists and the academe and has proven effective for both children and adult.
3. World statistics show that close to two (2) billion people afflicted with micro-nutrient malnutrition are mostly found in developing countries. This deficiency may result to poor physical and mental performance, blindness and death of mothers at childbirth.
4. To inform schoolchildren and the community of this new product, Procter and Gamble Philippines will sample same in urban elementary schools nationwide, following the mechanics found in the inclosure. Sampling of the product may be undertaken in relation to a Science or EPP lesson or during recess to avoid interruption of classes.
5. Wide dissemination of this Memorandum is desired.


BARTOLOME S. CARALE
Undersecretary
Officer-In-Charge

Incl.: As stated
Reference: None
Allotment: 1--(D.O. 50-97)
To be indicated in the Perpetual Index
under the following subjects:

HEALTH EDUCATION

PROJECTS

PUPILS

NUTRI-DELIGHT
School Program Mechanics

- 1) CEMNA Corporation, an authorized third party agent of Procter and Gamble Philippines will execute the plan nationwide.
- 2) Target is to reach 1M students nationwide from at least 500 schools.
- 3) Booking in schools will be done by CEMNA at least 1 to 2 weeks before the school visit.
- 4) For all schools, the agency representatives will visit all classrooms in the grade school level.
- 5) There will be a brief discussion on the nutrients that are needed by the body. Agency representatives will make the discussion interactive to interest the students.
- 6) A short talk on the benefits from Nutri-Delight will be given.
- 7) Samples of the products will be distributed to all students and teachers. There will be no selling of products.
- 8) This activity will commence by end – November 1999.