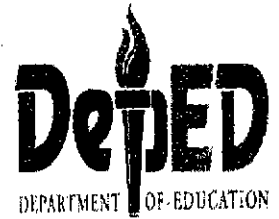




REPUBLICA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON
DEPARTMENT OF EDUCATION
DepEd Complex, Meralco Avenue, Pasig City



Trunkline : 632-1361
Fax: 633-7231
DETx: 0919-4560027
Website: <http://www.deped.gov.ph>

DepED MEMORANDUM
No. 362, s. 2004

AUG 24 2004

KINETI-KIDS: A FITNESS PROGRAM FOR SCHOOLCHILDREN

To: Undersecretaries
Bureau Directors
Directors of Services/Centers and Heads of Units
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary Schools

1. The Food and Nutrition Research Institute-Department of Science and Technology (FNRI-DOST), the Department of Education (DepED) and The Coca-Cola Export Corporation (TCCEC) are currently collaborating in a project entitled "Kineti-Kids: A Fitness Program for Schoolchildren", as per approved Memorandum of Understanding dated August 12, 2004 (copy enclosed).
2. This project is an educational campaign that strengthens a healthy lifestyle among elementary students in support of the Department of Health's "Healthy Lifestyle Campaign"
3. The objectives of the project are to:
 - a) promote a healthy lifestyle among schoolchildren through a comprehensive program of physical activity and nutrition and health education; and
 - b) draft action programs for schools to become healthy weight-promoting schools.
4. The FNRI, the DepED and the TCCEC shall start the project immediately.
5. Immediate dissemination of this Memorandum is desired.

Ramon C. Bacani
RAMON C. BACANI
Undersecretary
Officer-In-Charge

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

BUREAUS & OFFICES
HEALTH EDUCATION

PROJECTS
STUDENTS

Draft by: Rhea/Maricar/dm-Kineti-Kids Project
08.17.04/computer: mamie

"Educating for a Strong Republic"

MEMORANDUM OF UNDERSTANDING

KNOW ALL MEN BY THESE PRESENTS:

This Understanding is made and entered into this 12th day of August 2004 at Manila, Philippines, by and among:

The **FOOD AND NUTRITION RESEARCH INSTITUTE, DEPARTMENT OF SCIENCE AND TECHNOLOGY**, a government entity with office address at General Santos Avenue, Bicutan, Taguig, 1633 Metro Manila, Philippines, represented herein by its Officer-In-Charge, Office of the Director, **DR. ROGELIO A. PANLASIGUI**, hereinafter referred to as **FNRI-DOST**;

The **DEPARTMENT OF EDUCATION**, a government entity with the office address at DepEd Central Office, MERALCO Avenue, Pasig City, represented herein by its Undersecretary for Programs and Projects, **DR. FE A. HIDALGO**, hereinafter referred to as **DepEd**;

- and -

The **COCA-COLA EXPORT CORPORATION**, a corporation organized and existing under the laws of the State of Delaware, USA, and registered to do business in the Philippines as a branch, with principal place of business at the 10th Floor King's Court I Building, 2129 Chino Roces Avenue, Makati City, represented herein by its Director for Public Affairs and Communications, **MR. JOSE BAYANI D. BAYLON**, hereinafter referred to as **TCCEC**;

WITNESSETH, THAT:

WHEREAS, many studies have shown that improper food habits and unhealthy lifestyles of individuals contribute to the development of chronic illnesses such as obesity, hypertension, coronary heart disease, diabetes and cancer;

WHEREAS, studies have also shown an increase trend of such illnesses, specifically obesity, among the younger population, such as schoolchildren mostly from affluent families;

WHEREAS, the **FNRI-DOST**, the **DepEd** and **TCCEC** believe that there is need to implement school-based obesity prevention programs, which offer educational and behavioral modifications;

WHEREAS, consistent with its long-standing corporate principle of good corporate citizenship, **TCCEC** and **FNRI-DOST** are currently collaborating in a Project entitled "**KINETI-KIDS: A FITNESS PROGRAM FOR SCHOOLCHILDREN**", hereinafter referred to as the "**Kineti-Kids Project**", an educational campaign that supports a healthy lifestyle among elementary students in support of the Department of Health's "Healthy Lifestyle Campaign;"

WHEREAS, the objectives of the **Kineti-Kids Project** are: (1) to promote a healthy lifestyle among schoolchildren through a comprehensive program of physical activity and nutrition and health education, and (2) to draft action programs for schools to become healthy weight-promoting schools;



WHEREAS, the **FNRI-DOST**, being the government entity for nutrition research and development, has been granted by the **TCCEC** a cash allocation and has been authorized to implement and manage the funds for the conduct of the **Kineti-Kids Project**.

WHEREAS, the **DepEd**, being the government agency in education, believes that this project compliments its Physical Fitness Program;

WHEREAS, the **FNRI-DOST**, the **DepEd** and **TCCEC** jointly commit to extend full cooperation to each other for the implementation of this Project;

NOW, THEREFORE, for and in consideration of the aforementioned premises and the mutual covenants and understandings hereinafter contained, the Parties hereto have agreed to support each other's Programs in accordance with the terms and conditions herein provided:

1. DESCRIPTION OF THE KINETI-KIDS PROJECT

The **Kineti-Kids Project** is a consolidation of the nutrition, health physical activity components, to promote a healthy and active lifestyle among schoolchildren through a comprehensive program of physical activity and nutrition and health education, and to promote healthy weight-promoting schools.

2. RESPONSIBILITIES OF THE COLLABORATORS

2.1. The **FNRI-DOST** shall:

- 2.1.1. Implement the **Kineti-Kids Project** in accordance with the Protocol, using the cash allocation of the **TCCEC**.
- 2.1.2. Provide necessary resources for the implementation of the Project, in accordance with the Protocol attached hereto as Annex "A".
- 2.1.3. Secure the Ethics Clearance from its Human Ethics Committee.
- 2.1.4. Undertake the technical functions listed below:
 - Conceptualization of the Project
 - Preparation and finalization of the workable proposal for the Study
 - Coordination of all phases of the Project
 - Conduct of the baseline survey, monitoring and mid- and endline evaluation
 - Training of the researchers
 - Preparation of the questionnaires and other tools necessary for the Project
 - Provision of manpower who will collect the needed data
 - Implementation of the Study as per approved protocol
 - Taking charge of the collection and analysis of data
 - Monitoring of over-all Project implementation
 - Submission of progress and final Reports
 - Lead role in the preparation of the action programs

2.2. The **DepEd** shall:

- 2.2.1. Assist in the implementation of the Project
- 2.2.2. Recommend technical experts in module development
- 2.2.3. Assist in pre-testing of the modules
- 2.2.4. Issue implementing guidelines to pilot schools
- 2.2.5. Assist in the training of faculty members of the pilot schools
- 2.2.6. Provide the names of respondents for the research in connection with the pilot phase of **Kineti-Kids Projects**
- 2.2.7. Facilitate access of subjects/respondents by the **FNRI-DOST** researchers in the evaluation of the Project
- 2.2.8. Assist and facilitate data collection by the **FNRI-DOST** researchers.
- 2.2.9. Participate in the formulation of policies and action programs to meet the objectives of the **Kineti-Kids Project**

- 2.2.10. Implement and integrate **Kinetti-Kids** in all levels of elementary school upon the completion of the Pilot Phase of the Project
- 2.2.11. Upon approval from **FNRI-DOST** and **TCCEC**, **DepEd** may reproduce all **Kinetti-Kids** materials for the purpose of integration of the Project in all elementary schools. The **Kinetti-Kids Project** shall be duly acknowledged.

2.3. The **TCCEC** shall:

- 2.3.1. Provide the **FNRI-DOST** with a cash allocation for the duration of the pilot phase of the Project.
- 2.3.2. Assist in the monitoring and evaluation of the pilot phase of the Project.
- 2.3.3. Make press releases and/or notices or announcements to the public in connection with and about the **Kinetti-Kids Project** in all phases upon the approval by all the parties herein.

3. TIME OF COMMENCEMENT AND COMPLETION

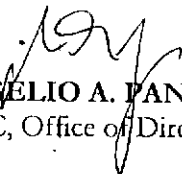
- 3.1. The **FNRI-DOST**, the **DepEd** and **TCCEC** shall commence the Project promptly.
- 3.2. Upon completion of the pilot phase and commencement of integration by the **DepEd** in all elementary schools, **FNRI-DOST** and **TCCEC** shall nonetheless be allowed to undertake the continuous monitoring and evaluation of the Project without prejudice to further agreements among parties.

12th IN WITNESS WHEREOF, the Parties hereto have signed this Understanding on this day of , 2004 at Manila, Philippines.

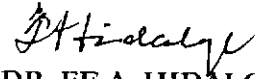
**FOOD AND NUTRITION
RESEARCH INSTITUTE (FNRI)-
DEPARTMENT OF SCIENCE
AND TECHNOLOGY (DOST)**

**DEPARTMENT OF EDUCATION
(DepEd)**

By:

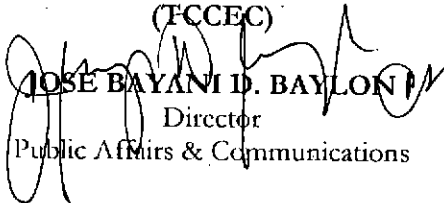

DR. ROGELIO A. PANLASIGUI
OIC, Office of Director

By:


DR. FE A. HIDALGO
Undersecretary for Programs and Projects

**THE COCA-COLA EXPORT CORPORATION
(TCCEC)**

By:


JOSE BAYANI D. BAYLON
Director
Public Affairs & Communications

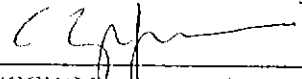
Witnessed by:



FNRI-DOST Representative



DepEd Representative



TCCEC Representative