



DepED MEMORANDUM
No. **405**, s. 2009

SEP 1 8 2009

DISTRIBUTION OF ORAL HEALTH EDUCATIONAL MATERIALS TO GRADE ONE
TEACHERS IN PUBLIC ELEMENTARY SCHOOLS

To: Regional Directors
Schools Division/City Superintendents
Heads, Public Elementary Schools

1. The Colgate Palmolive Philippines, Inc., (CPPI) in coordination with the Adopt-A-School Program (ASP) Secretariat of the Department of Education **will be distributing Oral Health Educational Materials for Grade One Teachers together with 2,873,000 toothbrushes and toothpaste to all 37,178 public schools nationwide.** This is in line with the Bright Smiles, Bright Futures (BSBF) Program of CPPI and this Department that promotes oral health among school children.
2. The said materials include a Flipbook, a Four-Day Lesson/Teacher's Plan and eight (8) Activity Worksheets. The Flipbook features the following:
 - a. Storybook about Dr. Rabbit and the Legend of the Tooth Kingdom;
 - b. Illustration Charts on Parts of the Tooth, Types of Teeth, Causes of Tooth Decay, Healthy and Nutritious Food Chart, The Four Basic Oral Health Messages and How to Brush Teeth;
 - c. Oral Health Activities; and
 - d. Brush Songs.
3. The Flipbook is accompanied by a Four-Day Lesson/Teacher's Plan Guide. This Guide will help Grade One teachers systematically integrate oral health care messages into the primary English curriculum. Through the Guide students will learn oral care terminologies and health messages as they do poem recitation, games with words (e.g. unlocking difficult words) sequencing of story setting and dramatization, among other suggested activities. Each lesson plan comes with two (2) worksheets that can be photocopied and distributed to the pupils for their seatwork or homework.
4. The materials also come with an instructional audio-visual presentation (AVP) which will guide the teachers on the proper use of the BSBF materials. Each school will be provided with one copy of the BSBF materials.
5. For more information, please contact Mr. Roel T. Bonito, Resource Mobilization and Project Implementation Manager – Adopt-A-School National Secretariat or Ms. Jaclynn Jane R. Saez-Abadia, Program Manager, Colgate Palmolive Philippines, Inc. 11th Floor, Two World and Three World Square, 22 Upper McKinley Road, Fort Bonifacio, Taguig City at tel. nos.: (632) 802-7863 and (632) 802-7800 and fax no.: (632) 802-7999.
6. Immediate dissemination of this Memorandum is desired.

RAMON C. BACANI
Undersecretary
Officer-in-Charge

Reference:
None

Allotment: 1- -(D.O. 50-97)

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

HEALTH EDUCATION
PROJECTS

SCHOOLS
TEACHING AID

Model:c:Oral Health Materials
7-6-09