



Republic of the Philippines  
**Department of Education**  
REGION VII-CENTRAL VISAYAS  
**DIVISION OF CEBU PROVINCE**  
Sudlon, Lahug, Cebu City

**Office of the Schools Division  
Superintendent**

August 22, 2023

**DIVISION MEMORANDUM**

No. 342, s. 2023

**NESTLE BEAR BRAND “BATANG MATIBAY: GABAY SA TIBAY PROGRAM”**

To: Assistant Schools Division Superintendents  
Division Chiefs, CID and SGOD  
Public Schools District Supervisors/OICs  
Public Elementary and Secondary School Heads  
All Others Concerned

1. To provide parents and educators with the necessary information on healthy eating so that kids and students can develop *matibay* in body, mind, and will, the **NESTLE BEAR BRAND FORTIFIED** will initiate a program called the **BATANG MATIBAY: GABAY SA TIBAY PROGRAM** to selected public schools of Division of Cebu Province.

2. The activity is covered by DOH-FDA-CFRR Permit No. 0116, s. 2022.

3. The program consists of two phases:


**Phase 1.** Engaging face-to-face nutrition education sessions (approx. 30 mins. only) conducted by registered nutritionists to teachers and mothers/caregivers. The sessions will talk about:

- Qualities of a Batang Matibay;
- Nutrition Tips on how to support children to become Batang Matibay;
- Interactive games, and
- Commitment sharing through community pledge by parents/caregivers.

**Phase 2.** Distribution of FREE Bear Brand Fortified.

4. In this connection, the Division attached the DO 39, s. 2009.

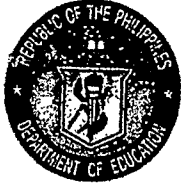
5. Wide dissemination of this Memorandum is hereby requested.

  
**SENEN PRISCILO P. PAULIN, CESO V**  
Schools Division Superintendent

SDS/ASDS/SGOD/Social Mobilization/Naher



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Website: [www.cebuprovince.deped.gov.ph](http://www.cebuprovince.deped.gov.ph)



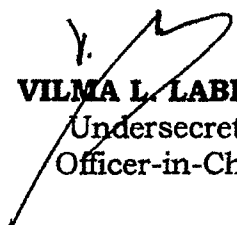
DepED ORDER  
No. 39, s. 2009

APR 24 2009

**STRICT ADHERENCE TO DEPED ORDER NO. 28, S. 2001  
(Prohibiting the Commercialization of the DECS Organization Through  
Endorsements and Accreditation of Goods and Services)**

To: Undersecretaries  
Assistant Secretaries  
Bureau Directors  
Directors of Services/Centers and Heads of Units  
Regional Directors  
Schools Division/City Superintendents  
Heads, Public and Private Elementary and Secondary Schools  
All Others Concerned

1. It has reached the attention of this Office that various products and services are being advertised as having been accredited by the Department of Education (DepED). For example, desk, food items, school paraphernalia, private teacher training programs, and other services are now being marketed with alleged endorsement from DepED. Whether the products or services may be of good quality or utility, this Office firmly believes that there is no need to give an institutional endorsement to any product or services to prevent distortion of market forces by giving impression of superior quality to a product when this Office has no competence to say so. In addition, the DepED as a government agency is dissuaded from favoring one commercial product or service against the other to avoid creating an impression of private gain.
2. Along this line, this Department has received information and feedback of the rampant violation of the abovementioned Order. It may be recalled that said DECS Order (copy enclosed) was circulated to inform the central and field offices of its strict compliance.
3. In view thereof, this Office deemed it necessary to strongly reiterate the strict implementation and compliance of aforesaid Order to promote the best interest of service. Therefore, all concerned are hereby directed to exert all out effort to put an end to the continued violation of DECS Order No. 28, s. 2001, otherwise this Office will be constrained to initiate administrative disciplinary action against those who may be found responsible for said violation.
4. Immediate dissemination of and compliance with this Order is directed.

  
**VILMA L. LABRADOR**  
Undersecretary  
Officer-in-Charge

Encl.:

As stated

Reference:

DepED Order: (No. 28, s. 2001)

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

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

ACCREDITATIONS  
POLICY

Maricar/DO-Implementation of DO 28, 2001  
02-26-09



REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
**KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS**  
**DEPARTMENT OF EDUCATION, CULTURE AND SPORTS**  
DECS Complex, Meralco Avenue  
Pasig City, Philippines



Sama-Sama  
sa DECS

*Tanggapan ng Kalihim*  
*Office of the Secretary*

**JUL 09 2001**

DECS ORDER  
No. 28, s. 2001

**PROHIBITING THE COMMERCIALIZATION OF THE DECS  
ORGANIZATION THROUGH ENDORSEMENTS AND  
ACCREDITATION OF GOODS AND SERVICES**

To : Undersecretaries  
Assistant Secretaries  
Directors of Bureaus/Centers/Services  
Regional Directors  
Schools Division/City Superintendents  
School Principals  
Heads of Private Elementary and Secondary Schools

1. Pursuant to law and public policy, the Department of Education, Culture and Sports has two goals: to raise the academic standards of basic education and enhance administrative efficiency in the delivery of educational services. The DECS also seeks to promote good governance, leadership by example and enhanced services to the poor in line with the programs of Pres. Gloria Macapagal Arroyo.
2. Recently however, it has been called to the attention of the Secretary that various products and services are advertised as DECS-accredited. Thus, desks, food items, school paraphernalia, private teacher training programs, and other services are marketed with endorsements from the DECS. While the products and services may be of good quality or utility, there is no need to give them institutional endorsements.
3. Henceforth, there will be no endorsements or accreditation officially issued or sanctioned by DECS. Goods and services must compete for the attention of all schools, teachers and students, in the ordinary course of the free market. If there is need or value in the goods and services, they will be purchased or utilized without the coercive persuasion of DECS issuances.
4. There are cogent reasons for this policy:
  - 4.1 Endorsements by DECS distort market forces and may give the impression of superior quality or performance. Yet DECS has no competence or duty to say so.
  - 4.2 Government agencies are dissuaded from favoring one commercial product or service as against another. Thus, transparent public bidding is required for whatever government buys or uses. Experience also shows that market forces instead of government intervention, creates better products and more efficient services.

- 4.3 Endorsement or accreditation tends to create the impression of private gain. This should be avoided.
- 4.4 The DECS institutional name and logo must only be used for public purposes as determined by the Department. Constant use of the DECS name and logo for all sorts of goods, services and projects, depreciates the Department's goodwill.
5. The DECS may, at times, disseminate information on events, scholarships and training opportunities for teachers and students. This will be issued as **ADVISORIES** purely for the information of the organization. You may participate on the basis of your own judgment, time and resources. Deductions to teacher's salaries and compulsory contributions from students for these activities, will not be allowed and are prohibited under the Ganson Law (RA 5546).
6. For your information and guidance.

*Rauls Roco*  
**RAUL S. ROCO**  
Secretary

Reference:  
None

Allotment: 1—(D.O. 50-97)

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

**ACCREDITATION  
POLICY**