



Republic of the Philippines
Department of Education
REGION III
SCHOOLS DIVISION OFFICE OF BATAAN

APR 18 2023

DIVISION ADVISORY

No. 052, s. 2023

To: Assistant Schools Division Superintendent
Chief Education Supervisors
Education Program Supervisors
Public Schools District Supervisors
Public School Heads
All Others Concerned

This Office informs all concerned that the Nestle Philippines Inc. – Bear Brand is Calling for Nomination for the 2023 Ang Batang Matibay Awards.

Attached is the Unnumbered Regional Memorandum dated April 3, 2023 from the Office of the Regional Director May B. Eclar, PhD, CESO III, DepEd Region III, Maimpis, San Fernando City, for reference and other details.

CAROLINA S. VIOLETA, EdD, CESO VI
Schools Division Superintendent

In compliance with DepEd Order No. 8 s. 2013, this Division Advisory is issued not for endorsement per D.O. 28 s. 2001 only for the information of DepEd Officials, personnel as well as the concerned public.

S09



"We Mould Heroes"

Address: Bataan Provincial Capitol Compound, Balanga City 2100 Bataan | Telephone / Fax: (047) 237-2102
Email Address: bataan@deped.gov.ph | Website: www.depedbataan.com | Facebook Page: www.facebook.com/DepEdBataan



CSC PRIME HRM BRONZE AWARD
CSC Resolution No. 2001100



Republic of the Philippines
Department of Education
REGION III-CENTRAL LUZON

MEMORANDUM:

TO : Schools Division Superintendents
Chiefs, School Governance and Operations Division (SGOD)
Division Partnership Focal Persons
All Others Concerned

FROM : **MAY B. ECLAR, PhD., CESO III**
Regional Director

SUBJECT : Call for Nominations: 2023 Nestlé-Bear Brand Batang Matibay Awards

Date : April 03, 2022

1. The Department of Education (DepEd) through its External Partnership Service (EPS) in partnership with Nestlé Philippines Inc.-Bear Brand is now accepting nominations for the 2023 Ang Batang Matibay Awards.
2. The *Ang Batang Matibay Awards* aims to honor grade school learners who have demonstrated resilience amidst adversities in life.
3. The deadline of submission of the duly accomplished pertinent documents is on or before June 30, 2023. Further, the Schools Division Offices (SDOs) through the Division Partnership Focal Person shall submit all the nominations to the DepEd Central Office- External Partnership Service (EPS).
4. Enclosed to this Memorandum are guidelines and mechanics, nomination form, program schedule and prizes for reference.
5. For inquiries and clarifications, you may coordinate with Mr. Ginno Jhep A. Pacquing, Project Development Officer IV via email address at region3@deped.gov.ph.
6. For information and guidance.

ESSD/gjap



C

Address: Matalino St. D.M. Government Center, Maimpis, City of San Fernando (P)
Telephone Number: (045) 598-8580 to 89; Email Address: region3@deped.gov.ph



1186



**BEAR BRAND®
BATANG MATIBAY 2023 AWARDS:
Nomination Form**

STUDENT NOMINEE: _____

SCHOOL: _____

NOMINATION CHECKLIST

- ☐ Fully accomplished BEAR BRAND® BATANG MATIBAY 2022 Nomination Form
- ☐ Fully accomplished BEAR BRAND® BATANG MATIBAY 2022 Consent, Release and Waiver Form
- ☐ Photocopy of the student nominee's report card or transcript of records for the current school year 2021-2022
- ☐ Certificate of Good Moral Character of the student nominee
- ☐ Additional documents to support the nomination, such as proof of involvement in extracurricular activities, leadership roles, or community service.

Place all requirements in a long brown envelope with the student nominee's name and school name on the upper left corner.



BEAR BRAND®
BATANG MATIBAY 2023 AWARDS:
Nomination Form

INSTRUCTIONS: Please fill out the required information and answer the questions completely. You may use extra sheets of paper if needed. Entries may either be typed or handwritten – for legibility, typed entries are preferred. For handwritten entries, please make sure to use block letters (NOT cursive).

PANUNTUNAN: Punan ang mga kinakailangang impormasyon at sagutan nang kumpleto ang mga katanungan. Maaaring gumamit ng karagdagang papel kung kinakailangan. Maaaring i-type or isulat-kamay ang mga sagot – para mas madaling basahin, mas maigi na i-type ang mga sagot. Para sa sulat-kamay na entries, gamitan lamang ng block letters (HINDI cursive).

STUDENT NOMINEE

NAME: _____

SEX: _____ AGE: _____

BIRTHDAY: _____

GRADE LEVEL: _____

HOME ADDRESS: _____

CONTACT NUMBER: _____

FATHER: _____

MOTHER: _____

2X2 ID PHOTO OF
NOMINEE

EXTRA-CURRICULAR INVOLVEMENT (SCHOOL/COMMUNITY)

LIST OF ACADEMIC ACHIEVEMENTS

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

**LIST OF EXTRA-CURRICULAR ACTIVITIES IN
SCHOOL (Organization/Clubs, Programs, Sports,
Etc.)**

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

OTHERS: If applicable, please list down projects that were initiated by the student within his/her school and/or community that made a positive impact.

Kung maaari, mag-lista ng mga proyektong pinangunahan ng estudyante sa kanyang paaralan o komunidad na may mabuting epekto sa kapwa.



Nestle
Good Food, Good Life

DepED
DEPARTMENT OF EDUCATION

NOMINATORS

NAMES OF NOMINATORS:
(Minimum of 3 faculty members)

1. _____
2. _____
3. _____

DEPED REGION: _____

SCHOOL NAME AND ADDRESS:

CONTACT NUMBER: _____

EMAIL ADDRESS: _____



FOR THE NOMINATORS

1. Please tell us about your personal account of how this student demonstrated grit/TIBAY to face different obstacles in his/her life.

Maaaring mag-lahad ng iyong personal na karanasan kung paano naipamalas ng estudyante ang kaniyang tibay para harapin ang mga hamon sa buhay.

2. What makes the story of this student a unique inspiration to his peers and community?

Paano nata-tanging inspirasyon ang kuwento ng estudyante sa kanyang kapwa at komunidad?



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We certify that the above information is true and correct.

Name and Signature of Faculty Member
Designation: _____

Name and Signature of Faculty Member
Designation: _____

Name and Signature of Faculty Member
Designation: _____



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FOR THE STUDENT NOMINEE

1. Tell us about your dreams and aspirations. What are the challenges you face which may hinder in achieving these? How do you overcome these challenges?
Ilahad mo ang iyong mga pangarap at aspirasyon sa buhay. Anu-ano ang mga kinakaharap mo na maaaring maging hadlang sa pagkamit ng iyong pangarap? Paano mo nalalampasan ang mga pagsubok na ito?

I, _____(Name of Student), certify that the above information is true and correct.

Name and Signature of Student

Name and Signature of Guardian/Parent



**BEAR BRAND®
BATANG MATIBAY AWARDS:
CONSENT, RELEASE AND WAIVER FORM**

PLEASE READ THIS BEFORE SIGNING: TO BE ACCOMPLISHED BY PARENTS / LEGAL GUARDIAN OF THE NOMINEE

I, _____, Filipino, of legal age, residing at _____, after having been duly sworn to in accordance with law, hereby depose and state that:

1. I voluntarily, freely, and gratuitously agree to the use of _____
Name of child/ward
image, and likeness for internal and external commercial advertisements and/or marketing communications campaigns ("BEAR BRAND® BATANG MATIBAY AWARDS") of Nestlé Philippines Inc. ("NPI").
2. In consideration of my and/or my child/ward's enjoyment and receipt of the benefits resulting from my participation in the Activity, I voluntarily, freely and gratuitously agree to have my and/or my child/ward's photograph and/or video taken (hereinafter referred to as "Materials") and agree to the use of my and/or my child/ward's personal circumstances including but not limited to my and/or my child/ward's name, image, likeness and any matter which my child may disclose as a participant in the Activity, for the development and use of the Materials by NPI and/or its principals. For the avoidance of doubt, I understand that no compensation shall be due to me for any use of the Materials hereunder.
3. NPI and/or its principals can use, exhibit or release the Materials and use any of the foregoing details in the said Materials for the marketing communications campaign, advertising materials and packaging of NPI and/or any NPI products, without limitation as to place, time, use and medium of release, subject to the provisions under paragraph 8 below.
4. NPI and/or its principals shall not be liable for any unauthorized use, reproduction or adaptations by third parties of the Materials or for any unauthorized posting, use, reproduction or adaptation of the same in MMS messages, internet sites such as but not limited to Facebook and other similar media and/or social networking sites. No fee shall be due me for such unauthorized use.
5. NPI and/or its principals shall have the right to and ownership over the titles and interests in and to the Materials. Accordingly, all the intellectual property created and derived from such Materials shall be solely and exclusively owned by NPI and/or its principals, in perpetuity and without limitation as to place, time, medium and use thereof.
6. I am not bound by any written agreement or contract to any person or entity who may restrain me from signing this Consent, Release and Waiver.
7. I am giving permission to NPI and/or its principals to contact me using the contact details I have provided for upcoming promotions and activities of Nestlé Philippines Inc.
8. I understand that personal information about my child/ward shall be supplied to the Organizer, including his/her name, age/date of birth, contact details, photo, school, school division, region and personal circumstances, shall be collected by the Organizer and NPI for purposes of



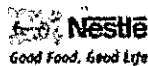
Nestle
Good Food, Good Life™

DepED
DEPARTMENT OF EDUCATION

running this Activity. By signing this waiver, I signify my understanding and consent to the following:

- a. I agree and understand that in the course of providing service/s to me or my Child/Ward, NPI shall engage the services of, and/or interact with, other third parties, such as, but not limited to its parent company, affiliated companies, or independent/non-affiliated third parties and service providers, whether local or foreign (collectively referred to as "Representatives").
 - b. NPI may obtain, collect, examine, process, and store copies of my and/or my child/ward's personal information, including sensitive personal information. Any information obtained relative to the authority herein given shall be strictly confidential. The extent of the collection and processing shall be necessary and incidental to the performance of the services related to the Activity;
 - c. NPI may disclose such information to its Representatives to perform the services related to the Activity, for any legitimate business purpose as NPI may deem appropriate, or to communicate with me for any purpose;
 - d. I hereby warrant that we understand our rights and obligations pursuant to the Data Privacy Act and its implementing rules and regulations. I understand that we retain the right to be informed, to access, correction and object to the processing of personal information, as well as the right to complain with the National Privacy Commission.
9. I confirm that my child/ward does not possess the disqualifications for the Batang Matibay Awards.
 10. I fully accept the terms and conditions above including the rules for the Batang Matibay Awards.

PARENT/LEGAL GUARDIAN
NAME AND SIGNATURE



BEAR BRAND®
BATANG MATIBAY AWARDS 2023
Call for Nominations

The search for the Philippines' Most Inspiring Schoolchildren
Presented by the country's most trusted milk brand,
BEAR BRAND® Fortified Powdered Milk Drink,
in partnership with the Department of Education

- A. ACTIVITY PERIOD** School Year 2022-2023 (Sep 2022 – Jul 2023)
B. CRITERIA FOR JUDGING

1. A total of ten (10) BEAR BRAND® BATANG MATIBAY 2023 Awardees will be selected based on the following criteria:

Criteria	Percentage
Inspiring Tibay Story <ul style="list-style-type: none">A student who embodies tibay ng katawan, ng isipan at ng kalooban to face adversities in life as he/she aims to reach for his/her dream; a student who overcomes physical, mental, emotional and social obstacles just to get to, and thrive in school every day.A student who is inspired to do something about his/her life and fully understands the importance of resilience despite obstacles.	75%
Curricular and Extra Curricular Achievement <ul style="list-style-type: none">With minimum of 85% general averageInvolvement in extracurricular projects: school and/or community	25%
Total	100%

2. The Department of Education and Nestle Philippines, Inc. will do the deliberations for BEAR BRAND® Batang Matibay 2023 Awards. All decisions related to the BEAR BRAND® BATANG MATIBAY 2023 Awards are final and un-appealable.

C. PRIZES

1. BEAR BRAND® Batang Matibay 2023 Awardees and their respective elementary schools will win the following prizes:

BEAR BRAND® Batang Matibay 2023 Awardee	<ul style="list-style-type: none">BEAR BRAND® Batang Matibay 2023 Plaque of RecognitionPhp 50,000 cash prizeBEAR BRAND® Fortified Gift packCollege scholarship grant, subject to Terms and Conditions (see Appendix A)
Elementary School of the BEAR BRAND® Batang Matibay 2023 Awardees	<ul style="list-style-type: none">BEAR BRAND® Batang Matibay 2023 Plaque of Recognition(1) Laptop computer(1) TV MonitorBEAR BRAND® Fortified Gift pack

2. Prizes are not convertible to cash and are non-transferable.

APPROVED
BY: 



D. WHO CAN BE NOMINATED?

1. BEAR BRAND® Batang Matibay 2023 Awards is open to all enrolled public elementary school students from Grades 5 to 6 for the school year identified, of Filipino citizenship, and currently residing in the Philippines.
2. Disqualifications:

Student nominee must not be related to any of the following:

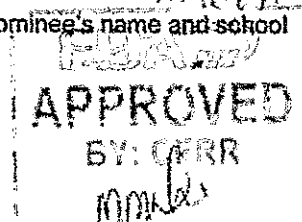
- Teacher nominators within the 2nd degree of consanguinity or affinity .
- Any employee of Nestle Philippines, Inc. its affiliates, sponsors, advertising agencies, event organizers. within 2nd degree of consanguinity or affinity, including adoptive relatives .
- Any employee of the Department of Education within the 2nd degree of consanguinity or affinity

E. WHO CAN PLACE THE NOMINATIONS?

1. Faculty members in public elementary schools in the Philippines should complete the nomination form by describing the Tibay story of the student and the reasons why the student should be considered for the BEAR BRAND® Batang Matibay 2023 Awards.
2. A Minimum of three (3) members of the school, coming from the teaching personnel, or the administrative heads should endorse the selected student.

F. HOW DO YOU NOMINATE?

1. Nominations will be open from March 1 – June 30, 2023.
2. Nomination requirements:
 - a. Fully accomplished BEAR BRAND® Batang Matibay 2023 Nomination Forms:
 - i. Nominators may get a copy of BEAR BRAND® Batang Matibay 2023 Nominations forms from the DepEd Division Offices.
 - ii. Minimum of three (3) teaching personnel, or the administrative heads must sign the nomination form.
 - iii. Accomplished essay of the student nominee.
 - b. 2x2 ID Photo of student nominee.
 - c. Fully accomplished BEAR BRAND® Batang Matibay 2023 Consent, Release and Waiver Form
 - i. Nominators may get a copy of the BEAR BRAND® Batang Matibay 2023 Parent's Consent, Release and Waiver Forms from the DepEd Division Offices.
 - ii. The parent or legal guardian of the student nominee must sign the Consent, Release and Waiver Form.
 - d. Photocopy of the student nominee's report card or transcript of records for the current school year 2022-2023.
 - e. Certificate of Good Moral Character of the student nominee.
 - f. Nominators must submit additional documents to support the nomination, such as proof of involvement in extracurricular activities, leadership roles, or community services and/or projects.
 - g. Organizers have the right to request for additional documentation to assist them in the nomination screening.
3. Place all requirements in a long brown envelope with the student nominee's name and school name on the upper left corner.





4. Submit the duly accomplished BEAR BRAND® Batang Matibay 2023 Nomination documents on or before June 30, 2023, by means of mail or delivery to the respective DepEd Division Offices.

G. PROGRAM SCHEDULE

Schedule	Responsible	Dates
Submission of BEAR BRAND® BATANG MATIBAY 2022 nominations	Open to all public elementary schools nationwide	March 2023 – June 2023
Screening and deliberations for BEAR BRAND® BATANG MATIBAY 2022 nominations	DepEd and Nestle Philippines, Inc.	July 2023
Announcement of the BEAR BRAND® BATANG MATIBAY 2022 Awardees	DepEd, Nestle Philippines, Inc. and FDA	August – September 2023
BEAR BRAND® BATANG MATIBAY 2022 Awards Ceremony (Venue: TBC or in-person)	Nestle Philippines, Inc	September – October 31, 2023

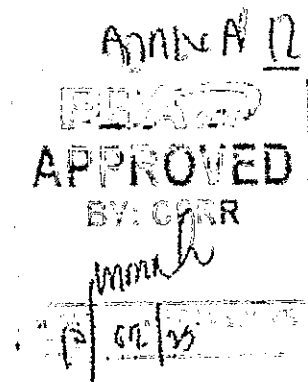
*Dates provided are merely estimates or projections and may be adjusted by no more than 30 calendar days from the last day provided should circumstances require. In case of adjustment, stakeholders will be advised accordingly.

Amr-AB
FED
APPROVED
BY: CFAR
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Appendix A – SCHOLARSHIP GRANT TERMS & CONDITIONS

1. Subject to the amount provided in the succeeding paragraph, the BEAR BRAND Batang Matibay Scholarship Grant (the "Grant") is intended to help pay for tuition fees and/or necessary allowances for the Awardee's college education.
2. The Awardee will be entitled to a maximum amount of P500,000 for his/her entire college education. Scholarship funds not exceeding P125,000 will be disbursed to the Awardee on an annual basis.
3. The Grant may be claimed within 2 years after the Awardee's graduation from Grade 12. Failure to claim within period provided shall result in the forfeiture of the Scholarship Grant.
4. The Awardee must present to the designated representative from BEAR BRAND® Fortified Team a copy of his/her Certificate of Scholarship Grant and proof of admission or reservation of slot in a CHED-accredited institution, or government-owned university or college.
5. Scholarship funds after the first year of college will be disbursed upon submission of proof of enrollment.
6. This Scholarship grant is non-transferrable.



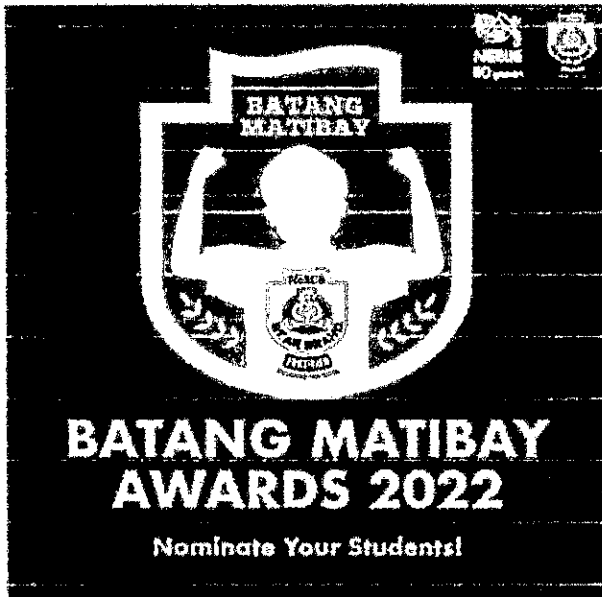


Appendix B – COLLATERALS

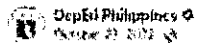
BEAR BRAND Batang Matibay Facebook Posts

We will post materials on Social Media to drive awareness for the nomination and actual day of the event

A. Call for Nomination



B. EVENT TEASER



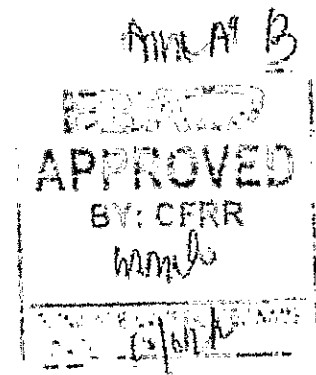
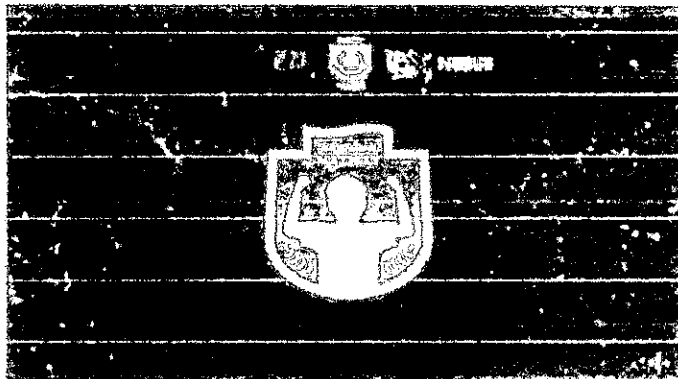
Sama-samang magkita kami at ang BEAR BRAND kumakita sa pagkita sa samang naralang ng magkita mula sa mga dalang dalang ng DepEd na nagmamalas ng karaming mga pagkita sa Batang Matibay.

Academy ng mga Dalang 17 A 2022 sa Facebook pages ng DepEd Philippines at DepEd Marikina City.

How to get it? On all day event using my BEAR BRAND Batang Matibay Awards 2022.

Magkita sa mga DepEd Marikina City at DepEd Marikina City.

DepEd Marikina City



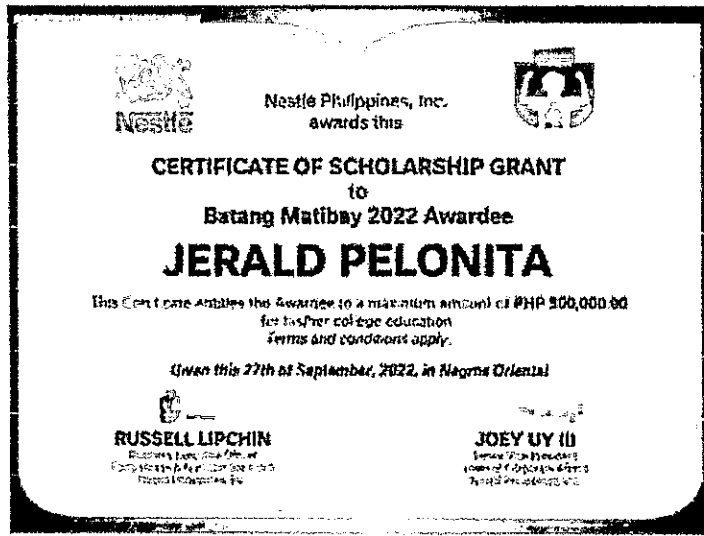
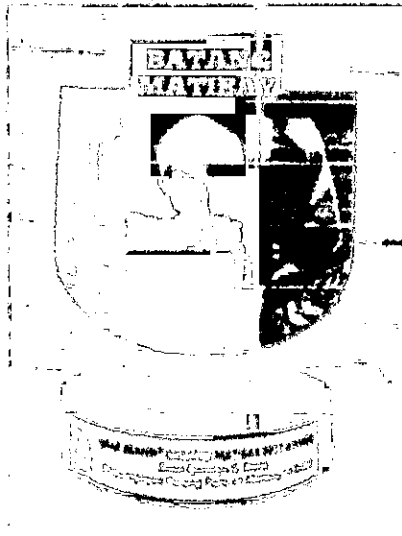


REGIONAL RAODSHOW – Batang Matibay Awards Ceremony, To be held in respective schools/community of the awardee

A. AWARDING



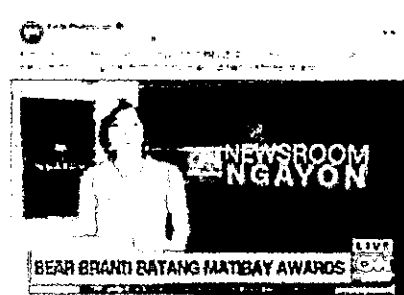
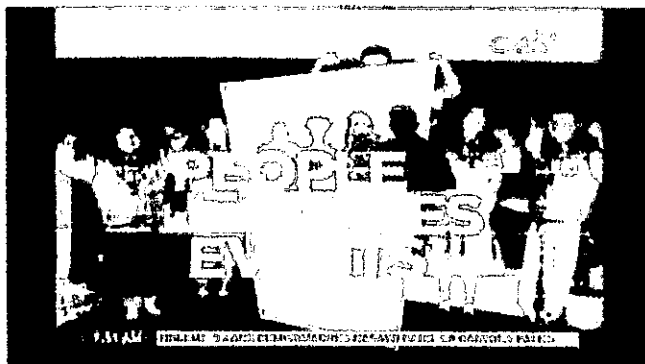
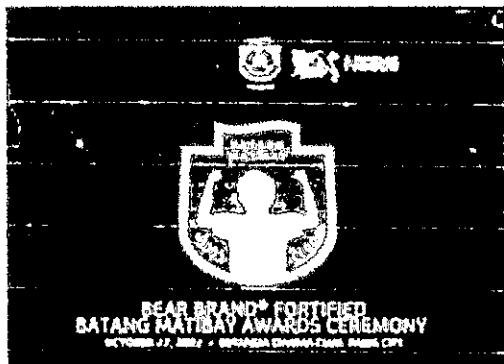
B. PLAQUES AND CERTIFICATES



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BY: CRR
Mina
14/09/22

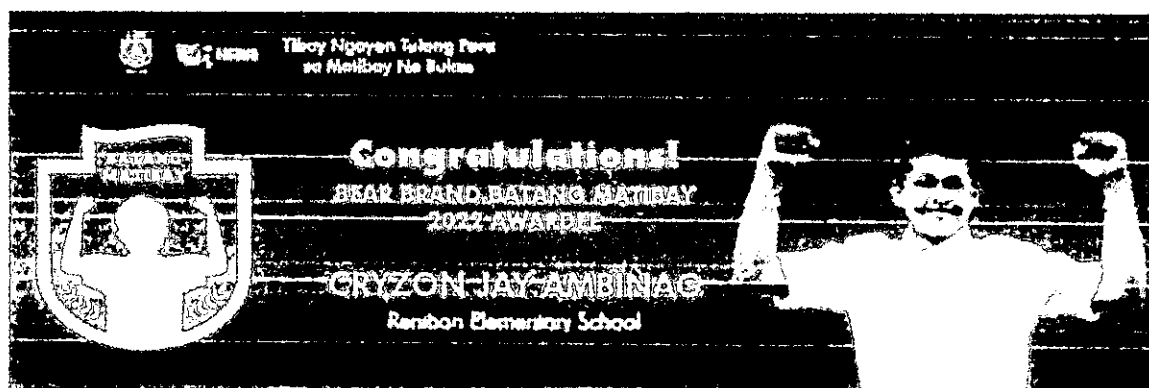


LIVE PR EVENT – With post event plugs in TV, Radio and Digital

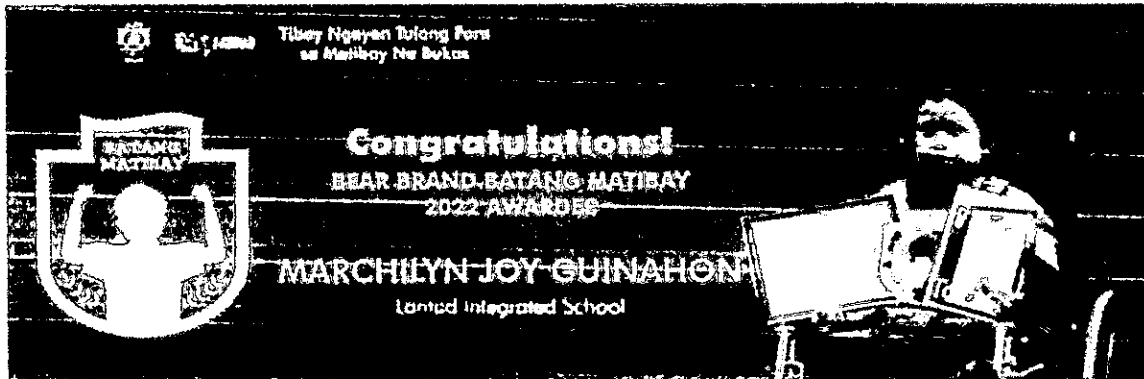


BEAR BRAND Batang Matibay Streamers

Given to the families of the children, their schools, and LGUs – samples from 2022 awardees below



APPROVED
BY CPRR
10/27/22



BEAR BRAND Batang Matibay Films
1 Batang Matibay Film (2022 Batang Matibay Film below)

BATANG MATIBAY - ELIJAH
AUG 22, 2022 -- DRAFT 6

UPDATED SCRIPT AS OF AUGUST 25
"With builds from Tung"

VO:

Paano na ako ngayong wala na si Papa?

Sabi nida, carnon-copy daw ako ni Papa --
 Mapayahan, matatino, at positive sa buhay.
 Kahit single father siya sa akin, hindi siya napagod alagang matatutuhan ako.
 Merami pa sana kaming gagawing dalawa
 Kaya lang... maaga siyang nawala.

Ang una ko ngang tanong, paano na 'ko?
 Mag-isa na lang ba ako sa buhay? Kaya ko ba 'to?

Pero heto, dalawang taon na muna nang hindi kong nakasama si Papa.
 Miss na miss ko pa rin siya pero nandyan naman ama Lolo't Lola para sumuporta sa akin
 At patuloy kong gagamiting gabay ang mga tiwad ni Papa sa akin

Kaya ako ay kumaraban, natututo pa sa buhay, at tumatibay!
 Ginagalangan ko sa lahat lakas sa pag-aaral ko (Moth can be visual)
 Sumasail din ako sa mga contests, kaniit may kaila. Karakaya kul!
 Sabi nga ni Papa - Try lang nang try hanggang masai sa laban!
 Kailangan lang tibayan ang ibon at magtiwala
 na ang lahat ng problema, may solusyon.

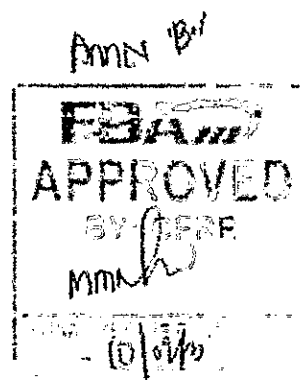
kaya batang araw, matutupad ko 'yung pinag-usapan namin ni Papa na maging engineer ako.
 Kasi tinuruan niya akong maging matibay sa isip at sa sariling kong kakayahang

Ako si Elijah,
 isang batang matibay!
 kaya kong harapin ang lahat usap magtanggap.

SUPERS
 Ang batang matibay.
 kayang tampasan ang hamon ng buhay.

mmf 11/6
 READING
 APPROVED
 BY: CRR
 mmf
 11/12/22

LIST OF PARTICIPATING PRODUCTS		
Product Name	FR Number	CPR Validity
BEAR BRAND		
NESTLÉ® BEAR BRAND® FORTIFIED Powdered Milk Drink	FR-4000008389266	15-Sep-2026
	FR-4000008526270	12 Oct-2026
	FR 4000008702298	23 Nov-2026
	FR-4000008708586	1-Dec-2026
NESTLÉ® BEAR BRAND® FORTIFIED CHOCO MILK DRINK (CHOCOLATE-FLAVORED POWDERED MILK DRINK)	FR-4000009219560	29 March 2027





Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



NESTLE PHILIPPINES INC.
31 Plaza Drive, Rockwell Center,
Makati City 1800

Tracking No.: 20230131162751
Date: 20 February 2023

SALES PROMOTION PERMIT

Pursuant to Article 116 of Republic Act No. 7394 or The Consumer Act of the Philippines and Section 5 (c) of The Republic Act No. 9711 or The Food and Drug Administration (FDA) Act of 2009, your application for the permit to conduct the sales promotion with details stated hereunder is **GRANTED**.

DOH-FDA CFRR Permit No. : 0235 s. 2023

Promotion Title : 2023 BATANG MATIBAY AWARDS

Duration : 20 February to 31 December 2023

Coverage : Nationwide

Media/Collateral Materials : Promo Materials-Annex "A"1-16

Participating Product : See attached valid Certificate of Product Registration-Annex "B"

This permit shall not be construed as an authorization for print, radio and television advertisement other than the submitted and approved materials. Any other materials must be submitted for evaluation and approval prior to their dissemination.

No deviation in the approved promotion details and mechanics shall be made at any time during the effectivity of this permit without prior notice to, and written approval of this Office. Any request for amendment and/or extension should be submitted at least one (1) week before such change takes effect.

This permit is subject to recall or revocation at any time should there be any violation of Republic Act Nos. 7394 and 9711, Bureau Circular No. 2007-002 (Guidelines in the Use of Nutrition and Health Claims in Food) and other related laws, rules, regulations and the following condition/s, *to wit*:



1. The approved sales promotion materials/announcements shall contain the phrase "**Per DOH-FDA-CFRR Permit No. 0235 s. 2023**";
2. An authorized DOH-FDA representative should be invited and/or notified to witness and attest the selection of winners at least one (1) week before the activity. Attestation of DOH-FDA representative is after 12NN if office hours and during Saturdays and Sundays;
3. To comply with the provisions of Executive Order NO. 51 or the Milk Code of the Philippines, its Implementing Rules and Regulations and other related issuances;
4. That no covered products, breastmilk substitutes (infant formula and milk supplement), other milk products, foods and beverages, other related products, advertising materials/items and feeding paraphernalia, such as feeding bottles, teats, soothers, etc., should be promoted during the activity;
5. No claim in the advertisement, promotion and sponsorship, and other marketing activities shall be made other than those contained in the approved label or packaging of the product; and
6. All offices of the DOH-FDA Regional Field Office (DOH-FDA-RFO) should be furnished with a copy of this permit together with the approved mechanics and materials.

By Authority of the Director General:


for
PILAR MARILYN M. PAGAYUNAN
Director IV
Center for Food Regulation and Research

Amr. Paid - Php 1,010.00
OR No. - 06-02072023140597277
Date - 07 February 2023
MMN/ISA