

Republic of the Philippines
Department of Education
National Capital Region
DIVISION OF CITY SCHOOLS
City of Mandaluyong



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January 20, 2014

RUSH

MEMORANDUM

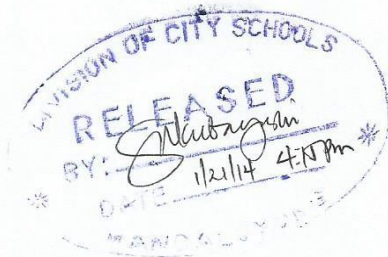
TO : Officer-in-Charge, Assistant Schools Division Superintendent
Education Program Supervisors/Public School District Supervisors
Principals, Public Elementary Schools

As per attached DepEd Memorandum No. 161, s. 2013, dated September 6, 2013 entitled: **Implementation of Bright Smiles, Bright Futures (BSBF) Program in Public Elementary Schools for School Year 2013-2014**, it is expected that coordination be done by the health personnel to Colgate-Palmolive Philippines, Inc. on the delivery schedule of BSBF supplies and instructional materials to the division office.

The BSBF Project aims to promote regular brushing of teeth to reduce dental carries among children. Part of the supplies to be distributed are toothbrush holders so that these, together with toothpaste are readily available for students' use.

Attached is the urgent fax message of **Dr. Ella Cecilia G. Naliponguit**, Director III, Health and Nutrition Center, for appropriate action.

Immediate dissemination of this **Memorandum** is desired.



[Signature]
EVANGELINE P. LADINES
Officer-in-Charge

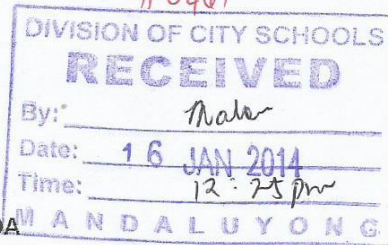
Office of the Schools Division Superintendent
[Signature]

/mcv/egd/




Republika ng Pilipinas
(Republic of the Philippines)
KAGAWARAN NG EDUKASYON
(DEPARTMENT OF EDUCATION)
PAMBANSANG PUNONG REHIYON
(NATIONAL CAPITAL REGION)
Daang Misamis, Bago Bantay, Lungsod Quezon
(Misamis St., Bago Bantay, Quezon City)

Department of Education
National Capital Region
RECORDS AND PUBLICATION UNIT



RELEASED

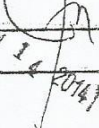
MEMORANDUM

FROM :  LUZ S. ALMEDA
Director IV

TO : Schools Division Superintendents

DATE : January 7, 2014

SUBJECT : **Implementation of Bright Smiles, Bright Futures (BSBF) Program in Public Elementary Schools for School Year (SY) 2013-2014**

By: 
Date: JAN 14 2014 Time: 11

As per attached DepEd Memorandum No. 161, s. 2013, dated September 6, 2013 entitled: "Implementation of Bright Smiles, Bright Futures (BSBF) Program in Public Elementary Schools for School Year (SY) 2013-2014", it is expected that coordination be done by the health personnel to Colgate Palmolive Philippines, Inc. on the delivery schedule of BSBF supplies and instructional materials to the division offices.

Please see attached urgent fax message of Dr. Ella Cecilia G. Naliponguit, Director III, Health and Nutrition Center, for appropriate action.



Republic of the Philippines
Department of Education
HEALTH AND NUTRITION CENTER



Office of the Director

URGENT FAX MESSAGE

MEMORANDUM

FOR : **THE REGIONAL DIRECTORS**
Regions XI, NCR, CARAGA, X, IX, VIII, II, V, VII and IV-B

FROM : **ELLA CECILIA G. NALIPONGUIT, MD, CESO**
Director III, Health and Nutrition Center

SUBJECT : **IMPLEMENTATION OF BRIGHT SMILES, BRIGHT
FUTURES (BSBF) PROGRAM IN PUBLIC ELEMENTARY
SCHOOLS FOR SCHOOL YEAR (SY) 2013-2014**

DATE : **December 16, 2013**

This office is pleased to inform you of the implementation of Bright Smiles, Bright Futures (BSBF) Program in Public Elementary Schools for SY 2013-2014 per DepEd Memorandum No. 161, s. 2013 (copy attached). It is expected that coordination be done by the health personnel to Colgate Palmolive Philippines Inc. on the delivery schedule of BSBF supplies and instructional materials to the division offices.

Thank you.



Republic of the Philippines
Department of Education
HEALTH AND NUTRITION CENTER



Office of the Director

URGENT FAX MESSAGE

MEMORANDUM

TO : **THE REGIONAL DIRECTORS**
Regions XI, NCR, CARAGA, X, IX, VIII, II, V, VII

ATTENTION : **Head, Health and Nutrition Units**

FROM : **ELLA CECILIA G. NALIPONGUIT, MD, CESO**
Director III, Health and Nutrition Center

SUBJECT : **IMPLEMENTATION OF BRIGHT SMILES, BRIGHT
FUTURES (BSBF) PROGRAM IN PUBLIC ELEMENTARY
SCHOOLS FOR SCHOOL YEAR (SY) 2014**

DATE : **December 16, 2013**

We are pleased to inform you that as per DepEd Memorandum No. 161, implementation of Bright Smiles, Bright Futures (BSBF) in Public Elementary Schools for SY 2013-2014 is ready for implementation. Please see attached enclosures, for your guidance.

Thank you.



Republic of the Philippines
Department of Education

06 SEP 2013

DepEd MEMORANDUM
No. **161**, s. 2013


**IMPLEMENTATION OF BRIGHT SMILES, BRIGHT FUTURES (BSBF) PROGRAM
IN PUBLIC ELEMENTARY SCHOOLS FOR SCHOOL YEAR (SY) 2013-2014**

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

1. The Colgate-Palmolive Philippines, Inc. (CPPI) and the Department of Education (DepEd) have signed a Memorandum of Agreement (MOA) in February 2011 to provide Grade 1 pupils with Colgate toothbrushes, toothpastes and oral health educational materials for three years. This is in line with the **Bright Smiles, Bright Futures (BSBF) Program** that promotes oral health education among public school children.
2. In School Year (SY) 2012-2013, the CPPI and this Department through the Health and Nutrition Center (HNC) and Adopt-A-School Program (ASP) Secretariat have provided 2,906,189 Colgate toothbrushes, toothpastes and oral health educational posters for Grade 1 pupils in 38,501 public elementary schools.
3. For SY 2013-2014, CPPI has allocated 2,989,998 toothbrushes and toothpastes for Grade 1 pupils in 38,365 public elementary schools. The allocation per region/division is indicated in Enclosure No. 1.
4. The distribution of toothbrushes and toothpastes supports the seven o'clock School-Based Toothbrushing Program pursuant to DepEd Memorandum No. 394, s. 2007. According to the World Health Organization (WHO), toothbrushing alone, if done religiously, will reduce the prevalence of dental caries by 40-50%. Pupils should use the toothbrushes and toothpastes in school only and must not bring them home. The distribution guidelines is detailed in Enclosure No. 2.
5. In each classroom, one corner will be provided with toothbrush holders to store toothbrushes and toothpastes. The Grade 1 teachers should control the peap-sized use of the toothpaste per pupil by opening one toothpaste tube at a time to maximize use and minimize wastage.
6. The BSBF boxes will be delivered directly to the DepEd division offices as drop-off points. The expected date of arrival of the BSBF boxes for each division is detailed in Enclosure No. 3.
7. The regional supervising dentists (RSDs) are requested to monitor the distribution of BSBF boxes and to ensure that all divisions submit the Division Monitoring Form (DMF) on time. Enclosure No. 4 contains the School and Division Monitoring Forms.

8. For more information, all concerned may contact **Dr. Thelma C. Aljibe**, Health and Nutrition Center (HNC), Department of Education (DepEd), DepEd Complex, Meralco Avenue, Pasig City at telephone no.: (02) 802-7864 or at mobile phone no.: 0927-796-5711 and **Mr. Iam Guerrero**, Colgate-Palmolive Philippines, Inc. (CPPI) at telephone no.: (02) 635-9964 or at mobile phone no.: 0917-584-0151.

9. Immediate dissemination of this Memorandum is desired.


ER. ARMIN A. LUISTRO FSC
Secretary

Encls.:

As stated

Reference:

DepEd Memorandum: No. 181, s. 2012

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

HEALTH EDUCATION
PROGRAM
PUPILS
SCHOOLS
TEACHERS

D-MCR/DM-Bright Smiles, Bright Futures
0585/June 26, 2013/July 5, 2013

REGION	DISTRICT	TOTAL DM	# OF SCHL	TOTAL SCHOOL	GRABER	TOTAL GRADE I	SECTION	TOTAL SECTION	DOC RUBEN	TOTAL DOC TRAIL	School Year				TOTAL SIN	School Year		
											2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018		2014 - 2015	2015 - 2016	2016 - 2017
VI	DELTA	1	330	12,217	350	1,051	350	1,051	1,051	1,051	1,051	1,051	1,051	1,051	1,051	1,051	1,051	1,051
	AMABLE	1	474	14,781	369	1,188	369	1,188	1,188	1,188	1,188	1,188	1,188	1,188	1,188	1,188	1,188	1,188
	MACCORD CITY	1	43	1,377	279	837	279	837	837	837	837	837	837	837	837	837	837	837
	MADRID CITY	1	34	5,433	113	330	113	330	330	330	330	330	330	330	330	330	330	330
	ELDON CITY	1	51	3,516	118	300	118	300	300	300	300	300	300	300	300	300	300	300
	CAVE	1	421	17,695	333	1,040	333	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040
	ESCAMARE CITY	1	27	1,007	81	242	81	242	242	242	242	242	242	242	242	242	242	242
	GLUMAS	1	27	4,004	92	271	92	271	271	271	271	271	271	271	271	271	271	271
	NOLO	1	465	15,086	110	330	110	330	330	330	330	330	330	330	330	330	330	330
	ROLD CITY	1	32	10,281	203	416	203	416	416	416	416	416	416	416	416	416	416	416
	KANAWAY CITY	1	49	7,958	159	423	159	423	423	423	423	423	423	423	423	423	423	423
	LA CAROL CITY	1	34	1,873	37	112	37	112	112	112	112	112	112	112	112	112	112	112
	HEROS COCHINA	1	474	5,179	103	309	103	309	309	309	309	309	309	309	309	309	309	309
	FAER CITY	1	35	1,157	43	188	43	188	188	188	188	188	188	188	188	188	188	188
	KOOS CITY	1	39	4,319	84	254	84	254	254	254	254	254	254	254	254	254	254	254
	SAGIN CITY	1	42	1,443	105	325	105	325	325	325	325	325	325	325	325	325	325	325
	SAH CORCOR CITY	1	39	3,494	109	328	109	328	328	328	328	328	328	328	328	328	328	328
	SLAY CITY	1	32	3,744	73	233	73	233	233	233	233	233	233	233	233	233	233	233
			15		357	1,450	357	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450
XX	COMBATO CITY	1	27	8,444	173	517	173	517	517	517	517	517	517	517	517	517	517	517
	GENERAL MARTIN CITY	1	48	17,441	348	1,049	348	1,049	1,049	1,049	1,049	1,049	1,049	1,049	1,049	1,049	1,049	1,049
	RODRIGUEZ CITY	1	33	4,180	84	250	84	250	250	250	250	250	250	250	250	250	250	250
	RODRIGUEZ CITY	1	44	4,448	59	177	59	177	177	177	177	177	177	177	177	177	177	177
	HORN COMBATO	1	478	44,038	481	2,850	481	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850
	SARANAGAN	1	238	29,231	445	1,385	445	1,385	1,385	1,385	1,385	1,385	1,385	1,385	1,385	1,385	1,385	1,385
	SOUTH ROSARIO	1	245	24,722	598	1,483	598	1,483	1,483	1,483	1,483	1,483	1,483	1,483	1,483	1,483	1,483	1,483
	SOUTHERN	1	371	28,483	516	1,533	516	1,533	1,533	1,533	1,533	1,533	1,533	1,533	1,533	1,533	1,533	1,533
	SOUTHERN CITY	1	34	1,297	32	134	32	134	134	134	134	134	134	134	134	134	134	134
			4		164,971	1,789	164,971	1,789	1,789	1,789	1,789	1,789	1,789	1,789	1,789	1,789	1,789	1,789
XX	BRIGADA	1	171	11,153	225	459	225	459	459	459	459	459	459	459	459	459	459	459
	LA MANCHA	1	407	3,818	76	238	76	238	238	238	238	238	238	238	238	238	238	238
	LAZO DEL SUR LA	1	181	22,014	440	1,328	440	1,328	1,328	1,328	1,328	1,328	1,328	1,328	1,328	1,328	1,328	1,328
	LAZO DEL SUR LA	1	238	20,774	414	1,243	414	1,243	1,243	1,243	1,243	1,243	1,243	1,243	1,243	1,243	1,243	1,243
	LAZO DEL SUR LA	1	204	14,276	336	1,024	336	1,024	1,024	1,024	1,024	1,024	1,024	1,024	1,024	1,024	1,024	1,024
	LAZO DEL SUR LA	1	128	12,168	249	731	249	731	731	731	731	731	731	731	731	731	731	731
	MAGUIPUNAVO I	1	246	22,778	354	1,059	354	1,059	1,059	1,059	1,059	1,059	1,059	1,059	1,059	1,059	1,059	1,059
	MAGUIPUNAVO I	1	246	22,778	354	1,059	354	1,059	1,059	1,059	1,059	1,059	1,059	1,059	1,059	1,059	1,059	1,059
	MAGUIPUNAVO I	1	48	15,603	112	316	112	316	316	316	316	316	316	316	316	316	316	316
	MAGUIPUNAVO I	1	213	18,445	373	1,129	373	1,129	1,129	1,129	1,129	1,129	1,129	1,129	1,129	1,129	1,129	1,129
	SOLO I	1	194	14,326	327	981	327	981	981	981	981	981	981	981	981	981	981	981
	SOLO I	1	250	23,401	408	1,413	408	1,413	1,413	1,413	1,413	1,413	1,413	1,413	1,413	1,413	1,413	1,413
	SOLO I	1	15		148	434	148	434	434	434	434	434	434	434	434	434	434	434
			15		164,971	1,789	164,971	1,789	1,789	1,789	1,789	1,789	1,789	1,789	1,789	1,789	1,789	1,789
					288,288	4,804	288,288	4,804	4,804	4,804	4,804	4,804	4,804	4,804	4,804	4,804	4,804	4,804
					350	1,051	350	1,051	1,051	1,051	1,051	1,051	1,051	1,051	1,051	1,051	1,051	1,051
					369	1,188	369	1,188	1,188	1,188	1,188	1,188	1,188	1,188	1,188	1,188	1,188	1,188
					279	837	279	837	837	837	837	837	837	837	837	837	837	837
					113	330	113	330	330	330	330	330	330	330	330	330	330	330
					118	300	118	300	300	300	300	300	300	300	300	300	300	300
					333	1,040	333	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040
					81	242	81	242	242	242	242	242	242	242	242	242	242	242
					92	271	92	271	271	271	271	271	271	271	271	271	271	271
					110	330	110	330	330	330	330	330	330	330	330	330	330	330
					203	416	203	416	416	416	416	416	416	416	416	416	416	416
					159	423	159	423	423	423	423	423	423	423	423	423	423	423
					37	112	37	112	112	112	112	112	112	112	112	112	112	112
					103	309	103	309	309	309	309	309	309	309	309	309	309	309
					43	188	43	188	188	188	188	188	188	188	188	188	188	188
					84	254	84	254	254	254	254	254	254	254	254	254	254	254
					105	325	105	325	325	325	325	325	325	325	325	325	325	325
					109	328	109	328	328	328	328	328	328	328	328	328	328	328
					73	233	73	233	233	233	233	233	233	233	233	233	233	233
					357	1,450	357	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450
					173	517	173	517	517	517	517	517	517	517	517	517	517	517
					348	1,049	348	1,049	1,049	1,049	1,049	1,049	1,049	1,049	1,049	1,049	1,049	1,049
					84	250	84	250	250	250	250	250	250	250	250	250	250	250
					59	177	59	177	177	177	177	177	177	177	177	177	177	177
					481	2,850	481	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850
					445													

REGION	DIV	TOTAL DIV	# OF SCHOOLS	TOTAL SCHOOLS	GRAND TOTAL	TOTAL GRAND TOTAL	SECTIONS	TOTAL SECTIONS	CIRCULARS	TOTAL CIRCULARS	School Year					TOTAL CIRCULARS	TOTAL CIRCULARS			
											2014-2015	2015-2016	2016-2017	2017-2018	2018-2019					
BIRHORN	BARNA	1	254		2,297		148		427		-	-	-	-	-	-	-	-	-	
	MAAYAO	1	140		5,213		104		311		-	-	-	-	-	-	-	-	-	
	BUKIDNON CITY	1	43		8,338		144		492		-	-	-	-	-	-	-	-	-	
	BUNGUET	1	340		11,931		238		738		-	-	-	-	-	-	-	-	-	
	KOGONO	1	208		7,414		148		450		-	-	-	-	-	-	-	-	-	
	KALINGA	1	242		4,544		181		572		-	-	-	-	-	-	-	-	-	
	MT. PROVINCE	1	193		3,331		103		324		-	-	-	-	-	-	-	-	-	
			7		1,487				1,108		3,208		42,604.00	64,184.00	47,311.00		11,751		10,000.00	10,000.00
	TOTAL		72		15,710		1,491,798		27,774		80,782		1,837,310.00	1,379,144.00	1,231,740.00		1,399,749		3,499,482.00	4,194,264.00

(Enclosure No. 2 to Daped Memorandum No. 181, s. 2013)

Particulars	School Years		
	2014-2015	2015-2016	2016-2017
Educational Materials	4,335,245.00	4,568,436.00	4,795,625.00
Colgate Toothbrush	7,474,995.00	8,989,894.00	10,484,993.00
Colgate Toothpaste	3,498,378.00	3,588,080.00	3,877,762.00
Repacking Materials	1,217,885.50	1,417,909.50	1,917,883.50
Agency Bidding, Coordination, Monitoring, and Tabulation	2,745,092.01	2,810,988.14	2,871,203.92
Total	19,271,695.51	21,352,404.64	23,427,487.42
Grand Total			64,081,537.58

(Enclosure No. 3 to DepEd Memorandum No. 161, s. 2013)

BARF SY 2013-2014
PACKING AND DELIVERY SCHEDULE
0004.13

JUNE-DECEMBER 2013 DISTRIBUTION

Region	No. of Grade 1 Pupils	No. of Students	Printing Schedule in NDC	(2013 Salary) Item code 1284417	(2013 Salary) Item code 1284428	Total Loads with (2013 Salary) Item code 1284418	No. of Reproduction Days	DATE OF REPRODUCTION COMPLETION	POST UP DATE BY PRESIDENT FROM/TO FROM ACCESS	ESTIMATE PERIOD OF ARRIVAL TO DIVISION OFFICE	LEAD TIME OF PRESIDENT FROM/TO
REGION III	270,104	2,804	Thursday, July 11, 2013	8,072	270,104	270,104	9	COMPLETED	Monday, September 16, 2013	September 17, 18, 2013	1-2 Days
REGION IV-A	690,871	4,716	Friday, July 26, 2013	14,716	690,871	690,871	9	Saturday, September 14, 2013	Wednesday, September 18, 2013	September 19-20, 2013	1-2 Days
REGION IV-B	217,828	3,282	Wednesday, September 18, 2013	14,891	217,828	217,828	4	Saturday, September 28, 2013	Monday, September 30, 2013	October 1-11, 2013	15-18 Days
REGION XII	144,891	1,488	Monday, September 30, 2013	18,202	144,891	144,891	4	Monday, October 07, 2013	Tue. to Oct. 08, 2013	October 15-28, 2013	10-12 Days
REGION CAR	95,190	1,448	Tuesday, October 08, 2013	18,107	95,190	95,190	4	Thursday, October 10, 2013	Wednesday, October 30, 2013	October 17-21, 2013	2-3 Days
REGION I	134,728	2,073	Wednesday, October 16, 2013	9,424	134,728	134,728	7	Thursday, October 24, 2013	Friday, October 25, 2013	October 28-31, 2013	3-4 Days
REGION ADMIN	228,693	2,173	Friday, October 25, 2013	75,872	228,693	228,693	7	Monday, November 04, 2013	Tuesday, November 05, 2013	November 18-20, 2013	10-12 Days
TOTAL	1,828,778	14,891		88,088	1,828,778	1,828,778					

JANUARY-MARCH 2014 DISTRIBUTION

Region	No. of Grade 1 Pupils	No. of Students	Printing Schedule in NDC	(2013 Salary) Item code 1284417	(2013 Salary) Item code 1284428	Total Loads with (2013 Salary) Item code 1284418	No. of Reproduction Days	DATE OF REPRODUCTION COMPLETION	POST UP DATE BY PRESIDENT FROM/TO FROM ACCESS	ESTIMATE PERIOD OF ARRIVAL TO DIVISION OFFICE	LEAD TIME OF PRESIDENT FROM/TO
REGION XI	194,088	1,834	Monday, December 09, 2013	8,116	194,088	194,088	5	Saturday, December 07, 2013	Monday, December 09, 2013	December 23-24, 2013	10-12 Days
NCR	295,824	518	Wednesday, December 09, 2013	8,002	295,824	295,824	7	Monday, December 17, 2013	Wednesday, December 18, 2013	December 19-21, 2013	1-2 Days
CARAGA	80,288	1,888	Wednesday, December 18, 2013	1,648	80,288	80,288	4	Monday, December 23, 2013	Friday, December 27, 2013	January 6-13, 2014	10-13 Days
X	91,888	2,071	Monday, January 06, 2014	3,028	91,888	91,888	5	Saturday, January 11, 2014	Monday, January 13, 2014	January 24-28, 2014	10-13 Days
BR	628,889	2,028	Monday, January 13, 2014	2,728	628,889	628,889	5	Saturday, January 18, 2014	Monday, January 20, 2014	February 2-6, 2014	10-13 Days
VI	668,327	3,811	Monday, January 20, 2014	3,201	668,327	668,327	4	Friday, January 24, 2014	Monday, January 27, 2014	February 7-11, 2014	6-7 Days
I	87,207	3,181	Monday, January 27, 2014	1,884	87,207	87,207	4	Saturday, February 01, 2014	Monday, February 11, 2014	February 22-28, 2014	10-13 Days
V	221,578	3,190	Monday, February 03, 2014	4,424	221,578	221,578	5	Monday, February 10, 2014	Tuesday, February 11, 2014	March 3-8, 2014	10-13 Days
VII	218,248	2,010	Thursday, February 13, 2014	4,267	218,248	218,248	6	Tuesday, February 18, 2014	Wednesday, February 19, 2014	March 10-12, 2014	10-13 Days
VIII	104,802	1,871	Wednesday, February 19, 2014	2,100	104,802	104,802	4	Monday, February 24, 2014	Tuesday, February 25, 2014	March 10-12, 2014	10-13 Days
TOTAL	1,828,778	14,891		88,088	1,828,778	1,828,778					