



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

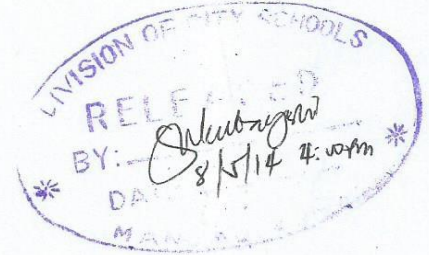
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August 05, 2014

**DIVISION MEMORANDUM**  
NO. 29, S. 2014

**2014 WELLNESS CAMPUS**



**TO: Asst. Schools Division Superintendent  
Education / District Supervisors  
Principals, Public Elementary and Secondary Schools**

1. Attached is Regional Memorandum No. 137, s. 2014 on the conduct of the **2014 Wellness Campus Program**, contents are self-explanatory for information and guidance.
2. To start the habit of living well early on students, the Department of Education-National Capital Region together with Nestle Philippines Inc. developed the Wellness Campus Program to be part of the Flag Ceremony/Retreat and warm up exercise for MAPEH classes.
3. For a much better and bigger implementation of both Wellness Campus and Enerjam Programs, attached for your reference are the program mechanics of the said activities.
4. Immediate and wide dissemination of this Memorandum is desired.

  
**EVANGELINE P. LADINES**  
Schools Division Superintendent



**KAGAWARAN NG EDUKASYON**  
(DEPARTMENT OF EDUCATION)  
**PAMBANSANG PUNONG REHIYON**  
(NATIONAL CAPITAL REGION)  
Daang Misamis, Bago Bantay, Lungsod Quezon  
(Misamis St., Bago Bantay, Quezon City)

National Capital Region  
RECORDS AND PUBLICATION UNIT

**RELEASED**

By: \_\_\_\_\_

Date: JUL 7 2014 Time: \_\_\_\_\_

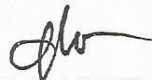
July 7, 2014

MEMORANDUM  
No. 137 s. 2014

**2014 WELLNESS CAMPUS**

To: Schools Division Superintendents

1. In Celebration of the Nutrition Month, the Nestle Philippines, the Department of Education-National Capital Region and Greatfil Team, Inc. successfully launched the 2014 Wellness Campus and the 2014 Enerjam at the National Capital Region last July 2, 2014. The programs aim to help the high school students adopt a lifestyle of wellness and the elementary pupils to be fully aware of the importance of sports, good nutrition and physical fitness.
2. It is requested that the Division PESS Supervisor be the Focal Person of these two programs, Wellness Campus and Enerjam.
3. Attached is the program and mechanics for 2014 Wellness Campus and 2014 Enerjam.
4. Dissemination of this Memorandum is desired.

  
LUZ S. ALMEDA  
Director IV

Mobile: 0917-593-8376



04 July 2014

**DR. LUZ S. ALMEDA CESO IV**  
Regional Director  
DepEd – National Capital Region  
Misamis St., Bago Bantay, Quezon City

Through: Dr. Jocelyn V. Marcial  
PESS Chief  
DepEd- National Capital Region

Dear Dr. Marcial,

Greetings from Greatfil Team!

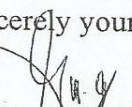
We would like to express our appreciation for the successful launching of the 2014 Wellness Campus and the 2014 Enerjam in the National Capital Region last July 2, 2014. We are confident that these programs will help the high school students adopt a lifestyle of Wellness and for the elementary students to be fully aware of the importance of sports, good nutrition and physical fitness.

In this regard, we would like to request from your good office for the issuance of a memorandum letter addressed to all the division superintendents in the National Capital Region for the dissemination of the programs in order for us to start our coordination for the implementation of both the Wellness Campus and Enerjam programs in all the public high schools and public elementary schools respectively in the National Capital Region. Attached for your reference are the program mechanics of the Wellness Campus and Enerjam.

We hope that our foregoing requests will merit your kind approval.

Thank you and best regards!

Sincerely yours,

  
PATRICIO T. GOC-ONG  
President



## 2014 Wellness Campus Program Mechanics

### Program Background:

After the successful implementation of the 2013 Wellness Campus Program which was piloted in the National Capital Region, participated in by about 714,000 students in 250 public high schools, it is now the time to hold a much better and bigger 2014 Wellness Campus.

The 2014 Wellness Campus Program (the "Program") will be held in four (4) key regions in Luzon namely: NCR, Region 4A-CALABARZON, Region 5-BICOL REGION and Region 3-CENTRAL LUZON. This year, the Program will reach unprecedented heights and will be many times bigger with 2,201 public high schools covering more than 2.4 million student-participants. With such large number of participants and its positive impact to the community as a whole, this Program aims to continue to develop the Wellness Lifestyle mindset of High School Students through habit formation.

### A. 2014 WELLNESS CAMPUS DANCERCISE AND NUTRITION EDUCATION FOR ALL COVERED SCHOOLS.

1. The 2014 Nestle Wellness Campus (Program) is a JOINT PROJECT of the Department of Education and Nestle Philippines, Inc. (NPI), through GreatFil Team, Inc., and will be implemented in four (4) key regions in Luzon namely: NCR, Region 4A-CALABARZON, Region 5-Bicol Region and Region 3-Central Luzon.
2. The Program will run from 01 July 2014 until 15 December 2014 and will be implemented in all public High Schools under the Department of Education in NCR, CALABARZON, Bicol Region and Central Luzon based on the total number of schools in the listed.
3. All participating students must fill up a Waiver and Parental Consent form and must be submitted to their respective school division. The form can also be downloaded in Nestle Wellness website at [www.choosewellness.com](http://www.choosewellness.com) after accomplishing the form the student must e-mail the scan copy to Greatfil Team, Inc. at [greatfilteam@yahoo.com](mailto:greatfilteam@yahoo.com) or [greatfilteam.inc@gmail.com](mailto:greatfilteam.inc@gmail.com) on or before 30 July 2014.
4. The Program will be implemented by the DepEd and NPI, through GTI, in close coordination with the DepEd's MAPEH Division Supervisors who will

persons in their respective divisions.

5. All participating schools may download the Wellness Music and Wellness Dancercise video at [www.choosewellness.com](http://www.choosewellness.com) website, or they can get copies from their respective MAPEH Division Supervisors.
6. The Wellness Music and Dancercise will be the required music and exercise activity during the flag raising ceremonies of the covered schools. It is also encouraged that the music and dancercise will be used also as warm up exercise during PE classes.
7. The Program Organizer, GTI, will provide copies of the program mechanics to all covered DepEd regional offices, Division Superintendents and MAPEH Division Supervisors in said regions. The MAPEH Division Supervisors will be in-charge to cascade the program mechanics to all principals and MAPEH School Coordinators in their respective divisions.
8. GTI will cascade the program mechanics per region together with a representative from NPI who will also cascade the Nutrition modules to all MAPEH Division Supervisors. All MAPEH Division Supervisors are encouraged to participate in the cascade to have a clear understanding of the Program and to effectively cascade the nutrition training modules to all MAPEH School Coordinators. It is encouraged that MAPEH School Coordinators should monitor the implementation of the five (5) nutrition modules on a monthly basis in the PE classes.
9. NPI through GTI will provide copies of the nutrition video to both MAPEH Division Supervisors and MAPEH School Coordinators. It is highly encouraged that this will be integrated in the MAPEH curriculum, subject to DepEd rules and regulations.
10. All collateral materials such as posters, registration forms etc. will be delivered to the school division offices in coordination with the MAPEH Division Supervisors who will also take care of the distribution of all the materials to the different schools in their respective divisions.

#### **B. 2014 WELLNESS CAMPUS NATIONAL CONTEST**

11. The 2014 Wellness Campus is also about encouraging the school to deliver its potential in terms of best performance and program execution. The covered schools who may want to participate in the contest shall strictly comply with the following mechanics.

selected regions.

11.2 The contest will have two continuing parts. For the first part, students must dance using the Wellness music and dancercise steps. For the second part, using the same Wellness music, the students will dance using their own interpretation/steps. Pyramid building, any form of throwing and stunts or moves that are risky are strictly prohibited to ensure the safety of the students. The use of Nestle logo and its bands in any materials, costumes and props is also prohibited. Any violation will merit a ten (10) points deduction from the total score. This should be done during flag raising ceremonies only.

11.3 There will be one (1) winner per school division. The MAPEH division supervisor will select the best school in his/her division. The best school in the division will receive a cash prize of **Twenty Thousand Pesos (Ps. 20,000.00)** as support to the schools' Health and Wellness program. Criteria for judging at the division level will be as follows:

<i>Cooperation</i>	<i>25%</i>
<i>On-time implementation</i>	<i>25%</i>
<i>Execution during Flag Ceremonies</i>	<i>25%</i>
<i>Nutrition Module Implementation</i>	<i>25%</i>
<i>Total</i>	<i>100%</i>

11.4 A team from Nestle and/or Greatfil Team, Inc. will visit the winning school in each division to witness their actual performance, check on the nutrition module implementation and award the prize.

11.5 The winner in each division will qualify to participate in the 2014 Wellness Showdown that will be conducted per region based on the schedule below:

<u>Region</u>	<u>Venue</u>	<u>Date</u>
NCR	Mall of Asia, Pasay City	19 Sept. 2014
Region 4A	Laguna	26 Sept. 2014
Region 5	Naga City	12 Sept. 2014
Region 3	Tarlac City	5 Sept. 2014

11.6 A school/Division team must be composed of fifty (50) students, no more, no less. During the Wellness Showdown, the team must perform the wellness dancercise plus their own dance interpretation using the same wellness music for a maximum of seven (7) minutes including entrance and exit. The timer will start on the first movement of the dancer/dancers. Corresponding points will be deducted if a team will exceed the time allotted. All

follows:

a) Own interpretation shows the theme of balance of good nutrition and exercise)	-	25%
b) Synchronization of movements	-	25%
c) Creativity (Props, Formation, etc.)	-	25%
d) Showmanship & Audience Impact	-	25%
Total		100%

- 11.7 There will be three winners/qualifiers per region. The top three winners will automatically qualify to the National level of the competition and will receive **Thirty Thousand Pesos (Ps. 30,000.00)** each worth of cash prizes in support of the schools' Health and Wellness program.
- 11.8 The National Level of the competition will be about the overall program implementation in school and support via on-line voting. To determine the National winners, national qualifiers (top three per region) must submit a five (5) minute- Audio Video Presentation (AVP) to Greatfil Team/Nestle Philippines which must show the following:
- a. School Dancercise Performance during flag raising ceremonies
  - b. School implementation of the nutrition module during PE classes
  - c. School own ways on how the program was effectively implemented in school.
- 11.9 All AVPs must be submitted to GTI/NPI by mail of courier on or before Oct. 15, 2014. AVPs submitted by the National qualifiers will be uploaded by NPI in the Nestle Wellness website at [www.choosewellness.com](http://www.choosewellness.com) on the same date. NPI will inform all the National qualifiers on the date and time when the official voting will commence and the official cut-off date and time of the official voting.
- 11.10 A group of judges composed of representatives from the DepEd, NPI, and/or GTI will determine the National winners based on the on-line votes. Whoever will get the highest votes on-line shall be declared the winner.

The top three National winners will receive the following cash prizes as support to the schools' Health and Wellness program:

National Champion	-	Ps. 250,000.00 plus trophy
Second Place	-	150,000.00 plus trophy
Third Place	-	100,000.00 plus trophy

ceremonies:

1. Regional Director
2. Division Superintendent
3. MAPEH Division Supervisor
4. School Principal
5. MAPEH School Coordinator

Awarding venue, date and time will be announced at the proper time to the National winners. All expenses of the National winners in going to the awarding venue and expenses in going back will be shouldered by Nestle Philippines, Inc.

12. The decision of judges will be final and are not subject to any protest and appeal.
13. GreatFil Team, Inc. has the absolute right to change the mechanics to ensure the successful and orderly implementation of the Program.



## 2014 ENERJAM Program Mechanics

### Program Background:

ENERJAM is a school-based program designed to build interest in sports amongst elementary students in a fun and exciting way while learning the importance of good nutrition, sports and physical fitness at the same time. The program is a JOINT PROJECT of the Department of Education and Nestle Philippines, Inc. and further aims to create high awareness on sports among elementary school children.

### A. ENERJAM SPORTS DANCERCISE FOR ALL COVERED SCHOOLS

1. The 2014 ENERJAM (Program) is a JOINT PROJECT of the Department of Education (DepEd) and Nestle Philippines, Inc. (NPI), through GreatFil Team, Inc., (GTI) and will be piloted in the National Capital Region only.
2. The objective of the Program is to build interest in sports amongst elementary students while learning the importance of good nutrition, sports and physical fitness at the same time.
3. The Program proper will run from 15 June 2014 until 15 December 2014 and will be implemented in all 518 public elementary schools in the National Capital Region based on the list of the Department of Education-NCR.
4. The Program will be implemented by the DepEd and NPI, through GTI, in close coordination with DepEd's MAPEH Division Supervisors who will ensure that the program will be implemented in all schools in their respective divisions. The MAPEH Division Supervisors will be the contact persons in their respective divisions.
5. All covered schools shall download the Enerjam Music and Sports dancercise video at [www.milo.com.ph](http://www.milo.com.ph) website.
6. The Enerjam Music and Sports Dancercise will be the required music and exercise activity during the flag raising ceremonies of all the covered schools. It is encouraged that the music and sports dancercise will be also used as warm up exercise during PE classes to ensure that the students will know the steps and can perform well during the flag raising ceremonies. There will be nutrition modules that will be distributed through the MAPEH division supervisors, it is further encouraged that these modules will be discussed during PE classes to in part to the student the basic knowledge on Nutrition.

7. The Program organizer, GTI, will seek endorsement from the DepEd NCR Regional Director and will provide copies of the endorsement and program mechanics to the PESS NCR Office, Division Superintendents and MAPEH Division Supervisors. The MAPEH Division Supervisors will be in-charge to cascade the program mechanics to all principals and MAPEH school coordinators in their respective divisions.

**B. ENERJAM DANCERCISE NCR CONTEST**

8. There will be an ENERJAM CONTEST to be sponsored by NPI's MILO. The covered schools who may want to participate in the contest shall strictly comply with the following mechanics:

8.1 The 2014 ENERJAM CONTEST is a contest open only to the interested schools in the elementary division in the National Capital Region.

8.2 The contest will have two continuing parts. For the first part, students must dance using the Enerjam music and sports dancercise steps. For the second part, using the same Enerjam music, the students will dance using their own interpretation/steps.

8.3 The MAPEH Division Supervisor will select the best school based on performance in his/her division. The chosen best school will qualify to the regional level of the competition.

8.4 The chosen best school per division will receive Ten Thousand Pesos worth of Sports Equipment plus a plaque of distinction and will automatically qualify in the regional contest. A team from GTI and/or NPI together with the DepEd representative will visit the winning schools in each division to determine the regional winner.

8.5 There will be three (3) regional winners chosen from the best in each division. The criteria for judging will be as follows:

Organization/Discipline	-	20%
Synchronization & Timing	-	30%
Choreography (own interpretation)	-	30%
Showmanship & Impact	-	20%
Total		100%

**Note: The use of Nestle and MILO logo are discourage.**

2 <sup>nd</sup> place	-	20,000.00 worth of sports equipment + trophy
3 <sup>rd</sup> place	-	10,000.00 worth of sports equipment + trophy

- 8.12 Prizes may also be used to upgrade, repair and repaint the current school sports facilities. The MAPEH Division Supervisors and the MAPEH School coordinators of the winning schools will receive a plaque of distinction.
9. NPI may conduct free MILO product sampling in all pre-selected schools chosen from the list of participating schools. It is required that the school must send a letter of request to Nestle Philippines, Inc. indicating the date and time when the MILO sampling will be conducted in their school. GTI and NPI will closely coordinate with the school principal for final sampling schedule based on the approved date of the NPI representative.
  10. All schools who will avail of the product sampling must perform the Enerjam Sports Dance prior to the conduct of the sampling.
  11. GTI has the absolute right to change the mechanics of the contest to ensure the successful and orderly implementation of the Program.
  12. Any decision of the DepEd MAPEH Division Supervisors, NPI and/or GTI with respect to the conduct of the contest, the selection and awarding of winners and other matters related to the contest shall be final and not subject to appeal.