

August 31, 2010

DIVISION MEMORANDUM
No. 235 s., 2010

SCHEDULE ON DISTRIBUTION OF COLGATE PRODUCTS FROM
BRIGHT SMILES, BRIGHT FUTURES PROGRAM

DepEd - Muntinlupa
RELEASED *mdy*
DATE 9/22/10

To: Division Supervisors/Coordinators
Public Elementary School Administrators
Division Nurse In-Charge
School Health and Nutrition Personnel

1. A Joint Program of the Department of Education and Adopt-a-School Program, Colgate-Palmolive Philippines, Inc. provided toothbrushes, toothpastes and oral health education posters to grade one pupils in all public schools. The schedule on distribution of toothpaste and toothbrushes are as follows:

No.	Schools	Date	Time
1	MES	Sept. 2, 2010	8:00 a.m.
2	TES	Sept. 2, 2010	10:00 a.m.
3	IES-Main	Sept. 3, 2010	8:00 a.m.
4	VHES	Sept. 3, 2010	10:00 a.m.
5	LES	Sept. 6, 2010	9:00 a.m.
6	PES	Sept. 6, 2010	10:30 a.m.
7	SHES	Sept. 7, 2010	8:00 a.m.
8	FDMES	Sept. 7, 2010	9:00 a.m.
9	BES-Main	Sept. 7, 2010	10:00 a.m.
10	BES-Unit I	Sept. 7, 2010	11:00 a.m.
11	AES	Sept. 8, 2010	8:00 a.m.
12	CES-Main	Sept. 8, 2010	10:00 a.m.
13	BES	Sept. 9, 2010	8:00 a.m.
14	SES-Main	Sept. 9, 2010	9:30 a.m.
15	SES-Annex	Sept. 10, 2010	8:00 a.m.
16	BSES	Sept. 10, 2010	9:30 a.m.
17	CES-Annex	Sept. 10, 2010	11:00 a.m.

2. School administrator shall assist in monitoring the distribution of BSBF materials. Below are the guidelines for your information/action:

- a. BSBF Boxes which include Colgate toothbrushes and toothpastes for grade one pupils and oral health education materials such as Dr. Rabbit Flipbook and lesson Plan guide/ Teacher's Guide.
- b. Distribution must be witnessed by a third party volunteer. Third party volunteer can be local civic society organizations, non-government offices (NGO's), parent-teachers association (PTA). Local government units (LGUs), and other community groups.
- c. During distribution, oral health lecture and toothbrushing drill can be conducted by a school teacher or your school dentists.
- d. A photo documentation of the distribution is encouraged.
- e. provide list of grade one pupils who received toothbrushes and toothpastes.
- f. After distribution, school heads are required to accomplish the SCHOOL DISTRIBUTION FORM. The School Distribution Form together with the photo and list of Grade I pupils will be mailed using the postage-paid envelope provided. This should be done one week after receiving the BSBF boxes.


On the use of new BSBF Oral Health Educational Materials, the guidelines are:

- a. All schools are encouraged to integrate the use of the BSBF Oral Health educational Materials in the grade one pupils English subjects.
- b. The Flipbook and the Lesson plan that can be taught once a week or 4 consecutive days.
- c. This is a 4 day lesson plan that can be taught once a week or 4 consecutive days.
- d. Timing of teaching can be integrated during scheduled oral health topic of during the months of October where Oral Health Awareness Week is celebrated or February where National Dental Health Month is celebrated.
- e. And provide feedback regarding the use of the new BSBF Oral Health education materials.

3. The Division Office will strictly monitor the distribution of the BSBF Materials to Grade I pupils in public elementary level.

4. Please be guided accordingly.

5. Immediate and wide dissemination of this Memorandum is desired.


DOMINICO C. IDANAN, ED., D
Officer In-Charge
Office of the Schools Division Superintendent