

Republic of the Philippines  
**DEPARTMENT OF EDUCATION**  
Negros Island Region

# **SCHOOLS DIVISION OF NEGROS ORIENTAL**

## **Office of the School Governance and Operations Division**

Capital Area, Dumaguete City

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SGOD Office (035) 225 - 6180


### MEMORANDUM

**TO :** Asst. Schools Division Superintendent  
Chiefs, CID & SGOD  
Division Education Program Supervisors  
Public Schools District Supervisors/District In-Charge  
Public Elementary and Secondary School Heads  
All Others Concerned

**SUBJECT :** YOUTHOPIA "WHISPER'S MOVING UP NA SA PAGDADALAGA" PROCTER & GAMBLE PROGRAM LAUNCHING IN SCHOOL BENEFICIARIES

**DATE :** September 19, 2017

1. Attached is Unnumbered DepEd Memorandum, from ASEC TONISITO M.C. UMALI, ESQ. re: YouThopia "Whisper's Moving Up Na Sa Pagdadalaga" Procter & Gamble Program Launching in School Beneficiaries, to Grade 5-8 students for 45 minutes.
2. The conduct of this activity is subject to the no-disruption-of-classes policy in DepEd, as stipulated in DepEd Order No. 9, s. 2005, entitled "*Instituting Measures to Increase Time-on-Task and Ensuring Compliance Therewith*" and the provisions of DepEd Order No. 28, s. 2001, "*Prohibiting the Commercialization of the DECS Organization Through Endorsements and Accreditation of Goods and Services*". It is therefore suggested that proper coordination be made by YOUTHOPIA and school heads concerned for possible arrangement of schedule and accommodation.
3. For details, see attached communication.
4. For the information and guidance of all concerned.

  
**SALUSTIANO T. JIMENEZ, CESO VI**  
OIC-Office of the Assistant Regional Director  
Concurrent, Schools Division Superintendent  
6/9/17

20 SEP 2017



REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
**KAGAWARAN NG EDUKASYON**  
**DEPARTMENT OF EDUCATION**  
DepED Complex, Meralco Ave., Pasig City

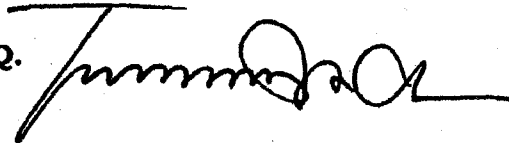


**Tanggapan ng Kawaksing Kalihim**  
*Office of the Assistant Secretary*  
Legislative Affairs/  
Partnerships and External  
Linkages/School Sports

**PRIVATE SECTOR PARTNERSHIPS UNIT**  
Direct Line : (+632) 636-8637  
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**MEMORANDUM**

**FOR :** ALL CONCERNED REGIONAL DIRECTORS  
ALL CONCERNED SCHOOLS DIVISION SUPERINTENDENTS  
ALL CONCERNED ASP REGIONAL COORDINATORS  
ALL CONCERNED ASP DIVISION COORDINATORS

**FROM :** TONISITO M.C. UMALI, ESQ.  
Assistant Secretary 

**SUBJECT :** YOUTHOPIA "WHISPER'S MOVING UP NA SA  
PAGDADALAGA" PROCTER & GAMBLE PROGRAM  
LAUNCHING IN SCHOOL BENEFICIARIES

**DATE :** 4 July 2017

Youthopia Media Philippines, Inc., in partnership with the Department of Education, will be launching "Whisper's Moving Up Na Sa Pagdadalaga." The program is a 45-minute educational seminar that aims to teach female students in Grades 5-8, about the importance of proper hygiene, specifically managing their menstruation, as they transition during puberty stage.

Attached are details of the program launching for your reference.

Your support to this activity is highly appreciated.

Thank you very much.

23 June 2017



Tonisito M.C. Umali, Esq  
Assistant Secretary of Education  
Department of Education

Dear Atty. Umali,

**GREETINGS!**

Our company, YOUTHOPIA MEDIA PHILIPPINES, INC. is one of the leading youth marketing agency in the country today. Clients such as Procter & Gamble Philippines, San Miguel Foods, Unilab, MeadJohnsons Nutritional, NutriAsia among others, rely on us to provide distinct value to their brands by implementing relevant educational programs in thousands of schools nationwide.

This school year, in partnership with Procter & Gamble Philippines, we are bringing in "Whisper's Moving Up Na Sa Pag-dadalaga". The program is a 45-minute educational seminar that aims to teach female students in Grades 5-8, about the importance of proper hygiene, specifically managing their menstruation, as they transition during puberty stage. Below is the program structure and topic for discussion:

- I. Puberty and Menstruation**
  - Introduction to Puberty
  - Overview on Physical, Social and Emotional Changes during Puberty
  - Introduction to Menstruation
  - Fun Activity: Busting Common Myths About Menstruation
  
- II. Sanitary Pads and Hygiene**
  - Introduction to different types and features of sanitary napkin
  - Demonstration on proper usage of sanitary napkin
  - Demonstration on proper disposal of sanitary napkin
  
- III. Closing**
  - Recap important lessons during the program
  - Distribution of free sanitary napkin to attendees

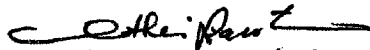
It is on this vein that we are enlisting your help in supporting this program by endorsing us to the public and private elementary schools in the Negros Island Region, Regions 7 & 8. As our partner, we will be requesting each school's assistance in:

- Accommodating our 45-min educational program inside their school during their preferred schedule.
- Extending our invitations to mothers of their students to attend a seminar that aims to improve mother-daughter relationship in this day and age

Your endorsement letter will be valuable in formally introducing the program to these schools, while we are still waiting for the approval of our MOA with your good office.

We are looking forward to your support on this endeavor.

Sincerely yours,



CATHERINE A. LAWATE

Project Manager  
Youthopia Media Philippines, Inc.