



Memorandum

**TO: OIC- Assistant Schools Division Superintendent
OIC Chief, Curriculum Implementation Division
Chief, School Governance and Operation Division
Public School District Supervisors
School Principals, Clinic & Kinder Teachers
All other concerned**

FROM: DR. ROMMEL C. BAUTISTA, CESO V
Schools Division Superintendent

**SUBJECT: BRIGHT SMILES, BRIGHT FUTURES PROGRAM – AN ORAL HEALTH
EDUCATION PROGRAM (2018-2019) SCHOOL DISTRIBUTION OF
TOOTHBRUSHES AND TOOTHPASTES TO KINDER PUPILS**

Date: November 22, 2018

Bright Smiles, Bright Futures Program (BSBF) for school year 2018-2019, a joint program of the Department of Education and Colgate -Palmolive Philippines, Inc. provided toothbrushes, toothpastes and some oral health posters to kindergarten pupils in public schools to our Division under the Health and Nutrition Unit- Dental Section.

The Division Dentists will be visiting your school to distribute the following boxes anytime soon (see attached schedule of distribution) and we need your assistance and support in distribution and utilization of the materials for the said activity.

Attached is the Central Memorandum and the following instructions on how to generate reports and documentations.

For your information and guidance.

SCHEDULE OF DISTRIBUTION OF BSBF BOX TO SCHOOLS

Sta. Cruz ES	Dec.3
Baganong Nayon I ES	
Bagong Nayon II ES	
Bagong Nayon IV ES	Dec. 5
Antipolo City SPED Center	
Dela Paz ES	
Muntindilaw ES	Dec.6
San Isidro ES	
Juan Sumulong ES	
Mambugan I ES	Dec.7
Mambugan II ES	
Mayamot ES	
Dalig ES	Dec.10
Kaila ES	
Knights of Columbus ES	
Lores ES	Dec.11
Nazarene Ville ES	
Isaias Tapales ES	
Jesus Cabarrus ES	Dec.12
Pantay ES	
San Antonio Village ES	
Teofila Rovero Mem.ES	Dec.13
Cupang ES	
Cupang ES Annex	
Penafrancia ES	Dec.14
Penafrancia ES Annex	
Binayoyo ES	Dec.17
Cabading ES	
Inuman ES	
Old Boso Boso ES	Dec.18
Peace Village ES	
San Luis ES	
Sapinit ES	Dec.19
Tanza ES	
Apia ES	Jan.9
Calawis ES	
Canumay ES	
Kaysakat ES	
Rizza ES	Jan.10
San Joseph ES	
Sumilang ES	
Upperkilingan ES	



BRIGHT SMILES, BRIGHT FUTURES PROGRAM

School Year 2018-2019

A Joint Program of the Department of Education and Colgate-Palmolive Philippines, Inc.

Dear School Head,

Last School Year 2016-2017, CPPI and the Department under the Health and Nutrition Center and Adopt-A-School Program have provided 1,680,786 Colgate toothbrushes, toothpastes and some oral health educational posters to kindergarten pupils in 33,178 public schools.

For the BSBF program for School Year 2018-2019, CPPI have retained its allocation to 1,650,051 Million toothbrushes and toothpastes to kindergarten pupils in 29,313 public schools. This covers almost 100% of kindergarten pupils nationwide.

For SY 2018-2019, BSBF BOX includes the following:

- a. one (1) Colgate toothbrush and toothpaste for each kindergarten pupils

As the School Head, may we request for your following assistance in monitoring the distribution of BSBF boxes in your school? Below are the guidelines for your information/action:

- a. BSBF Boxes which include Colgate toothbrushes and toothpastes for kindergarten pupils will be sent to your school thru the division office.
- b. Call your division DIC to inquire on BSBF Boxes arrival and when it can be picked up from the division office or delivered to your school.
- c. After receiving the BSBF Boxes, fill up BSBF Division Monitoring Form.
- d. Once BSBF Boxes are in your school, immediately distribute Colgate toothbrushes and toothpastes to kindergarten pupils within one week after arrival of BSBF Boxes.
- e. Distribution must be witnessed by a third party volunteer. Third party volunteer can be local civic society organizations, non-government offices (NGOs), parents-teachers association (PTA), local government units (LGUs), and other community groups.
- f. During distribution, oral health lecture and tooth brushing drill can be conducted by a school teacher or your school dentist.
- g. A photo documentation of the distribution is encouraged.
- h. Provide list of kindergarten pupils who received toothbrushes and toothpastes.
- i. After distribution, school heads are required to accomplish the SCHOOL DISTRIBUTION FORM (see Annex D). The School Distribution Form together with the photo and list of kindergarten students will be emailed at bsbfphilippines@gmail.com. This should be done one week after receiving the BSBF Boxes.
- j. After emailing the SCHOOL DISTRIBUTION FORM, please text us the following details to keep track of your school's accomplishment:
 - a. **Globe 09662367381 and Smart 09498154995**
 - b. Text "Received No. of Boxes" "Region Name / Division Name / Name, Position and Contact of Person Receiving"
 - c. If Complete or Incomplete
 - d. If Good Condition or Not
 - e. Any other concern regarding the BSBF Boxes Delivery

We hope for your assistance and support in the distribution and utilization of Colgate toothbrushes, toothpastes and BSBF new oral health education materials to benefit kindergarten pupils in your schools. If you have any questions regarding the BSBF program the delivery of goods, please write to us you can text our BSBF Monitoring Team at 09662367381 FOR GLOBE and 09498154995 FOR SMART and email at bsbfphilippines@gmail.com.

Thank you and best regards,

Diomar M. Escat PTRP
Public Health/Digital Manager and Scientific Affairs Manager
Colgate Palmolive Philippines Incorporated

SCHOOL DISTRIBUTION FORM (Completed by School Head)



Republic of the Philippines
Department of Education



BRIGHT SMILES, BRIGHT FUTURES PROGRAM
An Oral Health Education Program (2018-2019)

SCHOOL DISTRIBUTION FORM TO BE FILLED AFTER DISTRIBUTION TO KINDER PUPILS

BSBF Boxes Received From: _____

PLEASE PRINT Name & Position of DepEd Division representative who distributed goods

Name of Region and Division _____

Date and Time Received: _____

Name of School: _____

School Address: _____

Name of Principal/School Head: _____

Landline / Mobile / Email _____

Total Number of Kinder Pupils in your school	TOOTHBRUSHES			TOOTHPASTES		
	QTY Indicated in the Box	QTY Received (Your Actual Count)	Number missing if any?	QTY Indicated in the Box	QTY Received (Your Actual Count)	Number missing if any?

NGO / Parent's Association Witness of Distribution to Kindergarten Pupils

Name _____
Designation _____
Organization _____
Landline / Mobile / Email _____
Signature _____
Date _____

Remarks / Suggestions on BSBF Program:

Once completed, kindly attach the list of kinder pupil recipients of Colgate toothbrushes and toothpastes and a photo documentation (optional). Email at bsbfphilippines@gmail.com within one week after receipt of BSBF BOXES.

THANK YOU!!

For inquiries / concerns please call BSBF Monitoring TEAM at / 0966-2367381 FOR GLOBE / 0949-8154995 FOR SMART or email at bsbfphilippines@gmail.com



Republic of the Philippines
Department of Education

21 SEP 2018

DepEd MEMORANDUM
No. **154** s. 2018

DEPARTMENT OF EDUCATION AND COLGATE BRIGHT SMILES, BRIGHT FUTURES PROGRAM DISTRIBUTION OF ORAL HEALTH BUNDLES TO KINDERGARTEN PUPILS IN PUBLIC ELEMENTARY SCHOOLS

To: Undersecretaries
Assistant Secretaries
Bureau and Service Directors
Regional Directors
Schools Division Superintendents
Public Elementary School Heads
All Others Concerned

1. The Department of Education (DepEd) and Colgate Palmolive Philippines Inc, (CPPI) have signed a Memorandum of Agreement in April 2017 to provide Kindergarten pupils with Colgate toothbrushes, toothpastes, and oral health educational materials for a period of three years. This is in line with the **Bright Smiles, Bright Futures Program (BSBF)** that promotes oral health education among public school children.
2. In School Year (SY) 2016-2017, the DepEd and CPPI, through the School Health Division (SHD) and Adopt-A-School Program (ASP), have provided 1,680,786 million Colgate toothbrushes, toothpastes, and some oral health educational posters to Kindergarten pupils in 33, 178 public schools.
3. For the BSBF program for SY 2018-2019, CPPI has retained its allocation of 1,686,000 toothbrushes and toothpastes to Kindergarten pupils in 33,178 public schools. This covers almost 100% of the Kindergarten pupils nationwide.
4. The BSBF Box includes one toothbrush and toothpaste for each Kindergarten pupil/and one set per school of developed Oral Health Educational Materials integrated in Kindergarten.
5. Distribution of toothbrushes and toothpastes supports the 7 o'clock School-Based Toothbrushing Program as per DepEd Memorandum No. 394, s. 2007 entitled **Nationwide Launch of the 7 O'Clock Daily Toothbrushing Habit**. **These are for school use and therefore must not be brought home by the pupils.**
6. **It is encouraged that each classroom be provided with a toothbrush holder to store them in one corner of the room and Kindergarten teachers should control the pea-size use of the toothpaste by opening one sachet at a time to maximize use and minimize waste of toothpaste.**
7. The BSBF boxes will be delivered to schools division offices.

8. The expected date of arrival of BSBF Boxes for each school division is provided in the enclosure.

9. Regional Supervising Dentists (RSDs) are requested to monitor the distribution of BSBF Boxes and ensure that all schools divisions under their regions submit the Division Monitoring Form outlined in the enclosure. The RSDs who have completed the Regional Monitoring Form will be provided with the BSBF program incentives and recognition certificates.

10. The following documents are enclosed for reference:

- Enclosure No. 1 - Distribution Guidelines,
- Enclosure No. 2 - Allocation List per Division,
- Enclosure No. 3 - Schedule of Delivery, and
- Enclosure No. 4 - Monitoring/Distribution Forms.

11. Immediate dissemination of this Memorandum is desired.


LEONOR MAGTOLIS BRIONES
Secretary

Encls.:
As stated

References: DepEd Memorandum Nos. (394, s. 2007); 174, s. 2011, and 181, s. 2012

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

HEALTH EDUCATION
KINDERGARTEN EDUCATION
PUPILS
SCHOOLS



**COLGATE and DEPED'S BRIGHT SMILES BRIGHT FUTURES PROGRAM
DISTRIBUTION OF ORAL HEALTH BUNDLES TO KINDERGARTEN PUPILS IN PUBLIC ELEMENTARY SCHOOLS FOR SCHOOL YEAR 2018-2019**

ANNEX A: DISTRIBUTION GUIDELINES

The Colgate Palmolive Philippines, Inc. (CPPI) and the Department have signed a Memorandum of Agreement last April, 2017 to provide kindergarten pupils with Colgate toothbrushes, toothpastes and oral health educational materials for a period of three (3) school years. This is in line with the Bright Smiles, Bright Futures Program (BSBF) that promotes oral health education among public school children.

Last School Year 2016-2017, CPPI and the Department under the Health and Nutrition Center and Adopt-A-School Program have provided 1,680,786 Colgate toothbrushes, toothpastes and some oral health educational posters to kindergarten pupils in 33,178 public schools.

For the BSBF program for School Year 2018-2019, CPPI have retained its allocation to 1,650,051 Million toothbrushes and toothpastes to kindergarten pupils in 29,313 public schools. This covers almost 100% of kindergarten pupils nationwide.

For SY 2018-2019, BSBF BOX includes the following: one (1) Colgate toothbrush and toothpaste for each kindergarten pupil.

Distribution of Colgate toothbrushes and toothpastes supports the 7 o'clock School-Based Toothbrushing Program -- detailed in another DepEd Memorandum. To ensure that these toothbrushes and toothpastes are being used in school and brought home by the pupils, schools are encouraged to provide toothbrush and toothpaste holders in one corner of the classroom.

1. What RSDs should do to monitor distribution of BSBF Boxes in divisions and schools?

- a. All RSDs must have a copy of the following information:
 - i. BSBF Distribution Guidelines (Annex A)
 - ii. BSBF Region and Division Allocation (Annex B)
 - iii. List of BSBF Schools
 - iv. Delivery Schedules (Annex C)
 - v. Monitoring Forms (Annex D)

These information can be obtained from Dr. Cynthia Coronado of the Health and Nutrition Center or Mr. Diomar Escat of CPPI.

- b. All RSDs must take note of their region allocation and delivery schedule of their divisions.
- c. RSDs must inform all Division DICs about all these information and coordinate with the Adopt-A-School Program Coordinator to ensure that all BSBF Boxes are received and allocated properly.
- d. Upon arrival of BSBF Boxes in the division offices, The ASP Coordinator must inform the DIC's about the arrival of the BSBF Boxes.
- e. RSDs must be made aware by the DICs about the status and must monitor the completion of the distribution of the BSBF Boxes by accomplishing the REGION MONITORING FORM (See Annex D).
- f. REGION MONITORING FORM must be scanned and send thru email to the BSBF Monitoring Team at bsbfphilippines@gmail.com.
- g. After mailing the REGION MONITORING FORM, Text us the following to keep track of your region accomplishment.
 - i. Text "Mailed" "Region / RSD Name / RSD Contact / Date of Mail Stamp
 - ii. Send to 09662367381 FOR GLOBE and 09498154995 FOR SMART
 - iii. We will text back to confirm your text.

2. What Division Dentist-In-Charge should do upon receipt of BSBF Boxes?

- a. Check if BSBF boxes are complete vis-à-vis BSBF School lists
- b. Check if all BSBF boxes are properly sealed and in good condition. Note that you should not receive boxes in poor condition or boxes that are not properly sealed.
- c. Fill and sign receiving form provided by the freight forwarder. Indicate in the freight forwarder's receiving copy if there are boxes found to be incomplete, not in good condition, or not properly sealed.
- d. Once receiving copy is signed, send text message to the BSBF Monitoring Team at 0966 2367381 for Globe / 0949 8154995 for Smart. Please text the following information:
 - i. Text "Received No. of Boxes" "Region Name / Division Name / Name, Position and Contact of Person Receiving
 - ii. If Complete or Incomplete

**COLGATE and DEPED'S BRIGHT SMILES BRIGHT FUTURES PROGRAM
DISTRIBUTION OF ORAL HEALTH BUNDLES TO GRADE ONE PUPILS IN PUBLIC ELEMENTARY SCHOOLS FOR SCHOOL YEAR 2009-10**

ANNEX A: DISTRIBUTION GUIDELINES

- iii. If Good Condition or Not
 - iv. Any other concern regarding the BSBF Boxes Delivery
- e. Inform the schools regarding the BSBF program and the arrival of BSBF Boxes and when it should be picked up or delivered.
- f. Deliver to schools and / or have schools pick up from Division Office their respective BSBF boxes. Note that allocated period is provided for your division to distribute the BSBF boxes. See allocated period of distribution detailed below:

Number of Schools	Allocated week to submit DIVISION MONITORING FORMS starting date of receive of BSBF Boxes	Number of Schools	Allocated week to submit DIVISION MONITORING FORMS starting date of receive of BSBF Boxes
1-10	1 week	131-150	7 weeks
11-30	2 weeks	151-180	8 weeks
31-50	3 weeks	181-200	9 weeks
51-80	4 weeks	201-230	10 weeks
81-100	5 weeks	231-250	11 weeks
101-130	6 weeks	250-more	12 weeks

- g. Make sure that there is photo documentation for each school that received the goods.
- h. Accomplish the DIVISION MONITORING FORM (See Annex D) provided by the BSBF Boxes.
- i. Once all BSBF BOXES are delivered to or picked up by the schools, DIVISION MONITORING FORM must be completed and mailed, within the allocated period per division reflected in the table above.
- j. After mailing the DIVISION MONITORING FORM, text the following to keep track of your division accomplishment.
 - i. Text "Mailed" "Region / Division / DIC Name / DIC Contact / Asp Name/ Asp Contact / Date of Mail Stamp
 - ii. Send to 0966 2367381 for GLOBE / 0949 8154995 for SMART
 - iii. We will text back to confirm your text.

3. What School heads should do upon arrival of BSBF Boxes?

- a. BSBF Boxes which include Colgate toothbrushes and toothpastes for kindergarten.
- b. Call your division DIC to inquire on BSBF Boxes arrival and when it can be picked up from the division office or delivered to your school.
- c. After receiving the BSBF Boxes, fill up BSBF Division Monitoring Form.
- d. Once BSBF Boxes are in your school, immediately distribute Colgate toothbrushes and toothpastes to kindergarten pupils within one week after arrival of BSBF Boxes.
- e. Distribution must be witnessed by a third party volunteer. Third party volunteer can be local civic society organizations, non-government offices (NGOs), parents-teachers association (PTA), local government units (LGUs), and other community groups.
- f. During distribution, oral health lecture and tooth brushing drill can be conducted by a school teacher or your school dentist.
- g. A photo documentation of the distribution is encouraged and shall be emailed to bsbfphilippines@gmail.com.
- h. Provide list of kindergarten pupils who received toothbrushes and toothpastes.
- i. After distribution, school heads are required to accomplish the SCHOOL DISTRIBUTION FORM (see Annex D). The School Distribution Form together with the photo and list of kindergarten students will be mailed using the postage-paid envelope provided. This should be done one week after receiving the BSBF Boxes.
- j. After mailing the SCHOOL DISTRIBUTION FORM, please text us the following details to keep track of your school's accomplishment:
 - i. Text "Mailed" "School Name / School Division / School Region / Principal's Name / Asp Name/ Asp Contact
 - ii. Send to 0966 2367381 for GLOBE / 0949 8154995 for SMART