

JULY 2 2025

REGIONAL MEMORANDUM

No. 0653 , s. 2025

To: Schools Division Superintendents
All Others Concerned

**REQUEST FOR RAW VIDEOS AND PHOTOS FOR THE NATIONAL LAUNCHING
OF THE EXPANDED SCHOOL-BASED FEEDING PROGRAM (SBFP)**

1. The Department of Education (DepEd) reiterates its steadfast commitment to implementing the School-Based Feeding Program (SBFP) in accordance with the Republic Act No. 11037, otherwise known as the "Masustansyang Pagkain para sa Batang Pilipino Act.
2. In line with this, the Bureau of Learner Support Services – School Health Division (BLSS-SHD) announces the National Launching of the Expanded School-Based Feeding Program scheduled for July 21, 2025, from 9:00 a.m to 11:30 a.m. This event represents a major milestone in the on-going efforts to achieve universal feeding for Kindergarten learners, a crucial step towards improving their nutritional status and enhance their educational outcomes.
3. As part of the said activity, an Audio-Visual Presentation (AVP) showcasing inspiring success stories from across the regions will be produced. In relation to this, the Education Support Services Division – Health and Nutrition Unit (ESSD-HNU), respectfully request all Schools Division Offices to submit one entry showcasing the inspiring Success Stories of SBFP. This submission must follow the technical guidelines outlined in the attachments, including the completion of consent forms for all participants in the video.
4. The videos and consent forms must be submitted on or before **July 4, 2025** via email to renagrace.tul-id@deped.gov.ph, with the email subject: "[Division]_2025 National Universal Launching."
5. The Technical Guidelines, Briefer, Proposed Interview Script, and Consent Forms are attached for reference.
6. For further clarifications, please contact Ms. Rena Grace G. Tul-id, Nutritionist-Dietitian II via email at renagrace.tul-id@deped.gov.ph.
7. Immediate dissemination of this Memorandum is advised.

MARIA INES C. ASUNCION
Director IV
Regional Director

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Encl.: Technical Guidelines

Reference: None

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

CAMPAIGN

NUTRITION EDUCATION

ESSD/rgt
06/30/2025



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Enclosure No. 1 to Regional Memorandum No. _____, s. 2025

Technical Instructions (SBFP Success Stories)

- Please submit raw video recordings. **(No editing, no background music)**
- Identify a space without too many distracting elements.
- Have proper lighting (natural lighting/outdoor lighting is suggested for clearer and pleasant quality) and make sure the audio is clearly recorded, without background noises.
- Using a DSLR camera/ digital camera (point-and-shoot) is recommended. But you can also use cellphones and please use the back camera.
- When recording, allocate five (5) seconds of pause before reading the first sentence, and another 5 seconds of pause after reading the last sentence.
- Kindly observe proper framing, such that no body parts are cut in the video. (Not too close, not too far, leaving just enough headroom and space at the bottom for labeling purposes.
- Strictly follow the recommended Video Specifications
 - Orientation: **Landscape (hold your phone or camera horizontally)**
 - File Format: **MP4**
 - Dimensions: **1920px x 1080px (16:9)**
 - Resolution: **720p or 1080p (Full HD)**
 - Frame Rate: **30fps (or 60 fps for smoother video)**
 - Video Settings *(Set before recording)*
- Guide for Camera Angles in Video Recording
 - ✓ **Pan Shot:** A horizontal movement of the camera from one side to another.
 - ✓ **Steadicam Shot:** A smooth shot that allows for fluid movement, often used while walking or running.
 - ✓ **Medium Shot:** Frames the subject from the waist up, providing a balance between the subject and the background.
 - ✓ **Wide Shot (Long Shot):** Shows the subject in its entirety along with the surrounding environment.
 - ✓ **Close-Up Shot:** Focuses closely on a subject, usually a face, to capture emotions and details.
 - ✓ **Extreme Close-Up:** Focuses on a very small detail of the subject, such as an eye or a hand.
 - ✓ **Establishing Shot:** Sets the scene by showing the location and context of the action.
 - ✓ **Tracking Shot:** The camera follows the subject as it moves, often on a track or dolly.

Enclosure No. 2 to Regional Memorandum No. _____, s. 2025

Structured Outline Shots Needed for Success Stories of School-Based Feeding Program:

a. Learner Shots

- Individual Learners - Capture close-ups of learners engaged in activities.
- Classroom Environment - Show learners in their classroom settings, participating in lessons.

b. Feeding Area Shots

- Feeding area during feeding.
- Wide shots of the feeding area filled with learners.
- Close-ups of food being served.

c. Happy Learners During Feeding

- Candid shots of learners enjoying their meals.
- Smiling faces and interactions among learners.

d. Accepting Hot Meals During Feeding (Old videos are acceptable)

- Shots of learners receiving their meals from coordinators or helpers.
- Focus on the excitement and anticipation of receiving food.

e. Feeding Coordinators, Helpers, and Cooks

- During cooking
- Shots of cooks and helpers preparing meals in the kitchen.
- Coordinators overseeing the cooking process.
- Interaction between staff and learners during meal distribution.

f. Supplier Shots

- Facility shots
- Exterior and interior shots of the supplier's facility.
- Focus on cleanliness and organization.
- Distribution of Nutritious Food Products.
- Shots of food products being packed and distributed.
- Capture the distribution of hot meals and milk to schools.

This structured approach will help ensure that all necessary aspects of the success stories are effectively captured, highlighting the positive impact of the School-Based Feeding Program.

Enclosure No. 3 to Regional Memorandum No. _____, s. 2025

Briefer

- Audiovisual presentation of the success stories of School-Based Feeding Program (SBFP)
- The presentation shall be a minimum of 5 minutes video with interview heads and pop-up text with voice over.
- Resource persons for the interviews:
 - Former Learner Beneficiary
 - School Feeding Coordinator
 - School Head
 - NFP Supplier
 - Milk Supplier/Local Dairy Farmer
- Proposed conduct of interviews:
 - Option 1 – Conduct a face-to-face interview within nearby schools from NCR (Pasig City; Manila City, within remote area) and Region IV-A (Antipolo City and Cavite Area)
 - Option 2 – Request the select Region and SDO to conduct the interview. Consider the specifications of the videos to have a quality output.
- Interview Guide Questions for:
 - **Former Learner beneficiaries**
 1. Kailan ka naging benepisyaryo ng SBFP?
 2. May naitulong ba sayo ang SBFP?
 3. Anong pagkain ang nagustuhan mo sa SBFP?
 4. Ano ang iyong mensahe sa pamahalaan na mabigyan pa ng sapat na pondo ang programa?
 - **School Feeding Coordinator (1 CK and 1 non-CK)**
 1. Ano ang naging epekto ng SBFP sa mga mag-aaral na benepisyaryo ng programa?
 2. Ano ang naging reaksiyon ng mga benepisyaryo sa tuwing oras na ng feeding program?
 3. Magbahagi ng ilang storya ng mga benepisyaryo o mga magulang tungkol sa SBFP.
 - **School Head**
 1. Ano ang naging epekto ng SBFP sa mga mag-aaral na benepisyaryo nito?
 2. Ano pa sa tingin ninyo ang kailangan gawin para mapaayos ang implementasyon ng programa?
 - **NFP Supplier/Milk/Local Dairy Farmer**
 1. Ano-ano ang naging ambag ng SBFP sa inyo bilang isang NFP supplier?
 2. Kamusta po ang naging journey ninyo as SBFP supplier ng DepEd?
 3. Ano ang naging small or big wins ninyo sa programa?
 4. Ano ang masasabing ninyong malaking ambag ninyo sa programa at mahalagang aral sa pagiging bahagi ng programa?

Enclosure No. 4 to Regional Memorandum No. _____, s. 2025

Consent Form

CONSENT, WAIVER, INDEMNITY and RELEASE

I, _____, M/F, _____ years of age, hereby grant permission to the **Department of Education (DepEd)** and its representatives to make recordings of my voice and to take photographs and/or videos in which I appear in, to be used for the communications and various public campaigns of the Agency be it in print, broadcast, and/or electronic media, at the event and location stated below:

Production name/ Project title: _____

Location: _____

I acknowledge that the DepEd owns all rights to these images and recordings. I further grant the DepEd and its representatives the right to use, display, exhibit, reproduce, distribute, and create derivative works of these images and recordings in any media now known or later developed.

I hereby waive any right to inspect or approve the use of the images or recordings or of any written derivatives. I further waive all moral rights. I also waive any right to royalties or other compensation arising from or related to the use of the materials.

I hereby release, defend, indemnify, and hold harmless the DepEd and its representatives from and against any claims, damages, or liability arising from or related to the use of the images, recordings, or materials, including but not limited to claims of defamation, invasion of privacy, or rights of publicity or copyright infringement, or any misuse, distortion, blurring, alteration, optical illusion or use in composite form that may occur or be produced in taking, processing, reduction or production of the finished product, its publication or distribution.

I am 18 years of age or older/I am accompanied by my legal guardian, and I am competent to enter into this contract/NAME OF GUARDIAN: _____
_____ has legal authority to enter into this contract. I have read this document before signing below, and I fully understand the contents, meaning and impact of this consent, waiver, indemnity and release.

This consent, waiver, indemnity and release is binding on me, my heirs, executors, administrators and assigns.

Signature mm / dd / yyyy

Signature over printed name of Parent/Guardian/Teacher mm / dd / yyyy

Address: _____

Home phone: _____ Mobile phone: _____