DIVISION MEMORANDUM
No. 085_5. 2017

TO: Assistant Schools Division Superintendent
Chief, School Governance and Operations Division
Chief, Curriculum Implementation Division
Public/Private Elementary/Secondary School Principals/Officers-in-Charge

National Nutrition Month Theme 2017: "Healthy diet, gawing habit-FOR LIFE!"

1. Attached is Unnumbered Memorandum, dated May 29, 2017, entitled National Nutrition Month with the theme "Healthy diet, gawing habit-FOR LIFE!", for dissemination and strict compliance of all concerned.

2. All public schools are required to submit the narrative report on or before August 2, 2017, c/o Ma. Teresa S. Indap R.N., Division Nurse In-Charge, School Health & Nutrition Section.

3. Wide dissemination of this Memorandum is desired.

MAURO C. DE GULAN, Ed. D.
Schools Division Superintendent
MEMORANDUM

TO: Schools Division Superintendents

FROM: PONCIANO A. MENGUITO
Director IV

SUBJECT: National Nutrition Month Theme 2017
“Healthy diet, gawing habit - FOR LIFE!”

DATE: May 29, 2017

1. This refers to the communication dated May 5, 2017 from Ms. Milagros Elisa V. Federizo, Nutrition Program Coordinator, National Nutrition Council re: National Nutrition Month Theme 2017 “Healthy diet, gawing habit - FOR LIFE,” the content of which is self-explanatory.

2. Particular attention is hereby invited to paragraphs 1, 2, 3 and 4 for your information and guidance.

3. For immediate dissemination.
05 May 2017

DR. PONCIANO A. MENGUITO
Regional Director
Department of Education – NCR.
Misamis St., Bago Bantay, Quezon City

Dear Dr. Menguito:

Greetings from the National Nutrition Council at the National Capital Region!

We are pleased to inform you that the theme for this year’s Nutrition Month celebration is:

“Healthy diet, gowing habit – FOR LIFE!”

Nutrition Month is celebrated every July by virtue of section 7 of the Presidential Decree No. 491 or the “Nutrition Act of the Philippines, 25 June 1974”. It aims to create awareness on the importance of good nutrition. This year’s theme focuses on the promotion of healthy diets. A healthy diet as defined by the World Health Organization “emphasizes vegetables, fruits, whole grains, roots crops and fat-free or low-fat milk, lean meats, poultry, fish, egg, beans and nuts, and is low in saturated fats, trans-fats, cholesterol, salt (sodium) and added sugars.” On the other hand, an unhealthy diet is composed of foods that are energy-dense and nutrient-poor, high in saturated fat, trans-fats, refined carbohydrates, and salt, and low in consumption of vegetables and fruits and low in fiber.

The need to focus on promoting healthy diet is because of the following: 1) Healthy diets protect against both under and over nutrition and non-communicable diseases; 2) Breastfeeding and complementary feeding which comprise the healthy diet of infants and young children promote optimal development and impacts on long-term health; 3) Only 31.7% of Filipino households are consuming the recommended amount of energy and nutrient levels; 4) There is an increasing prevalence of overweight and obesity among Filipino adults; and 5) Changes in the food system increases the availability of highly processed foods and reduces the access to whole foods.

In this regard, we would like to enjoin all our nutrition partner agencies to participate in this nationwide celebration by disseminating the theme to their respective network and more importantly, by planning and undertaking activities along the theme. Activities may include a launching program for the month-long celebration during the flag raising ceremony; putting up streamers; nutrition lectures fora and contests for employees and clients; featuring nutrition articles and information on bulletin boards and local newspaper; and airing of nutrition month theme messages through your local radio, among others.

“Healthy diet, gowing habit – FOR LIFE!”
Also, may we request your good office to please share with us your agency’s plan for the 2017 NM celebration on or before 15 May 2017 so we can include it in the regional schedule of NM activities? Kindly email your Nutrition Month Calendar of Activities to ncr@nnc.gov.ph or ngnes.menorca@nnc.gov.ph or fax to telefax numbers 533-2713.

Should you need additional information on this matter, please feel free to call our office at telefax numbers 533-2713 and ask for Ms. Bea Menorca. We will furnish your office with a copy of the NM talking points and other information on the celebration as soon as these are available.

Thank you in anticipation of your usual full support and cooperation toward a successful Nutrition Month celebration. Best regards!

Very truly yours,

MILAGRO ELISA V. FEDERIZO, RND, MPH
Nutrition Program Coordinator
National Capital Region