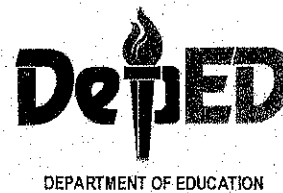


Republic of the Philippines
DEPARTMENT OF EDUCATION
REGIONAL OFFICE NO. 02
(Cagayan Valley)

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February 5, 2015

REGIONAL MEMORANDUM

No. *09* S, 2015

ENJOINING SCHOOLS TO PARTICIPATE IN "BATANG RADYO SA NUTRISYON"

TO : Schools Division Superintendents
School Heads of Public and Secondary Schools
(Divisions of Cagayan, Nueva Vizcaya, Batanes, Cauayan City,
Santiago City and Tuguegarao City)

1. Acknowledging the great help the school children could extend to the public as radio broadcasters, the National Nutrition Council Region 02 (NNC) in coordination with DepEd, promote nutrition consciousness among school children through a project dubbed as "Batang Radyo sa Nutrisyon" conceived by Mr. Domingo T. Fugaban, Media Events Coordinator and endorsed by Ms. Rhodora G. Maestre, RND, MCN, Nutrition Program Coordinator of NNC R02.
2. The project aims to:
 - a. hone the broadcasting skills of the pupils/students;
 - b. increase nutrition awareness through the articles aired over the radio;
 - c. dramatize information, education and communication contents that promote good nutrition advocacy of the NNC; and
 - d. decrease the malnutrition rate of school children.
3. The concerned divisions are advised to do the following:
 - a. Organize the members of Batang Radyo sa Nutrisyon composed of Anchor, Co-Anchor, four Reporters, one Technician/Production Assistant and one coach.
 - b. Allow Batang Radyo sa Nutrisyon participants to attend the program **after classes only**.

N. Vizcaya
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Batanes
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Cagayan

- c. Credit/recognize participation of the Batang Radyo members as extra-curricular activities; however, class advisers should monitor their academic performance.
4. Enclosed is the Concept Paper of the Batang Radyo sa Nutrisyon for your reference.
5. Immediate and wide dissemination of this Memorandum is desired.

Lorna A. Dig-Dino
LORNA DIG-DINO, Ph.D
Assistant Secretary for Programs and Projects
Officer-in-Charge
Office of the Regional Director

Encls.: As stated

Allotment: 1 – (R.O.2 -07)

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

JOURNALISM

CAMPAIGN

PUPILS

STUDENTS

Concept Paper BATANG RADYO SA NUTRISYON

Batang Radyo sa Nutrisyon inception revolutionized the principle of nutrition information and education through media. A unique way to propagate the mass information for good nutrition by way of using the skills of elementary and high school students in Radio Broadcasting.

As a concurring response to the chain of batang radyo programs being opened in Region 02: Batang Radyo Sa Nutrisyon Santiago, Tuguegarao, Lal-lo Cagayan, Cauayan City and Claveria Cagayan. The National Nutrition Council Region 02 goes to Batanes to attend the last leg of training for Batang Radyo sa Nutrisyon in the Island Province on April 7 – 11, 2013. The training completes the cycle of organizing Batang Radyo sa Nutrisyon in the whole region.

The reason Batang Radyo was developed was to set an adversity against the ongoing fight against malnutrition: A large percentage (9.99% or 45,194 SC as of June 2012 - 2013) of cases of wasted and severely wasted children were found to belong to the school-age bracket, with Isabela province (13.69%), Cauayan City (13.36%) and Santiago City (12.02%) topping the list as first, second, and third place, respectively. These figures were found to be principally caused by poor dietary and health habits and practices, and poor nutrition knowledge.

Seeing as school nutrition in such a state, the National Nutrition Council Region 02 saw an opportunity to seal the satiability of nutrition education programs by partnering with local government units and local radio broadcasting stations and came forth with the concept of introducing a Radio program by kids for good nutrition.

THE PROGRAM HAD THE FOLLOWING OBJECTIVES:

1. Maximize the broadcasting skills of student radio broadcasters
2. Establish regular ties between NNC Region 02 and DepEd Region 02 and LGUs in creating awareness on nutrition among school children and general populace.
3. Strengthen the IEC contents of Promote Good Nutrition advocacy of the NNC.
4. To effect behavioral change on the nutrition of school children as manifested by the decrease of malnutrition rate among school children

ORGANIZATION OF BATANG RADYO SA NUTRISYON

1. The Batang Radyo sa Nutrisyon is composed of Anchor, Co – anchor, four (4) Reporters, (1) Technician/Production Assistant and one (1) coach.
2. Membership to the Batang Radyo sa Nutrisyon is under the management of National Nutrition Council Region 02 in coordination with DepEd Region 02 and respective school divisions.
3. Batang Radyo sa Nutrisyon member shall fill – up individual information sheets to become automatic member of the One Nutrition – One Nation movement of the National Nutrition Council Region 02.
4. During summer vacation, the NNC Region 02 through PNAO/CNAO/MNAO shall arrange with parents of student broadcasters on their participation to the project.
5. Each Batang Radyo sa Nutrisyon member shall be provided with Nutri Media ID.

MANAGEMENT OF THE BATANG RADYO SA NUTRISYON

National Nutrition Council – Region 02

1. Identify schools, broadcast teams, and radio stations
2. Prepare the project guidelines
3. Hire a media coordinator / consultant to assist in organizing the project, identifying resource persons, and provide technical assistance in radio stations.
4. Coordinate with the Regional Director of DepEd, Batang Radyo Coaches and parents re: format of the program

5. Purchase supplies and project materials
6. Compile broadcast materials for future references
7. Coordinate with the Balay ni Ifan members for the drumbeating of the launching
8. Prepare press releases, and briefing materials
9. Conduct meetings with station managers, batang radyo members, school principals, coaches and media
10. Conduct monitoring and evaluation of the Batang Radyo sa Nutrisyon Project

Media Consultant

1. Identify resource persons, Batang Radyo sa Nutrisyon broadcast teams and radio stations
2. Together with NNC Technical staff the hired media consultant shall prepare script, news stories, canned plugs and infomercials one (1) week before the program and submit to NPC Rhodora Maestre for clearance
3. Follow up and assure attendance of Batang Radyo members during the scheduled airing time
4. Submit one month program format, briefing materials, press releases and plugs for batang radyo program for NPC's approval
5. Provide technical assistance to all involved personnel

Department of Education Region 02

1. Allow Batang Radyo sa Nutrisyon participants to attend the program after classes. The scheduled airing of the program is 5:00 pm – 5:30 pm
2. Credit/ Recognize participation of members for extra curricular activities
3. Adviser shall monitor the academic performance of Batang radyo members
4. DepEd shall disseminate the content of the program in schools not covered by the program
5. Document and share good practices to other regional offices, divisions and districts

Balay ni Ifan members

1. Help NNC Region 02 with the promotion and drumbeating of the project
2. Contribute news articles
3. Survey listenership of target audience on the impact of the program in the community
4. Assist in the development of NNC's Batang Radyo sa Nutrisyon Documentary
5. Shall serve as the monitoring and evaluation team

FORMAT AND CONTENTS OF BATANG RADYO SA NUTRISYON

1. The program is developmental in nature and magazine in form.
2. Length of the program is thirty (30) minutes.
3. Contents:
 - Ten (10) minutes straight nutrition related news sourced from NNC, DA, DOH, BFAR, DSWD, DepEd, PopCom, DILG, DENR, DPWH, PIA, DOLE, DTI, LGU, BNS and other related sources.
 - Infomercial provided by the NNC
 - Talent Portion/Intermission
 - Issue discussion on Nutrition and related stories
 - Greetings through texting dubbed as Nutri – greetings
 - Recorded and live interviews are also encouraged to strengthen the information content.
 - Success stories with literature provided by the NNC
 - Nutri Question and Answer portion

Program Preparation

1. News stories can be prepared one (1) week ahead of time since devcom news stories are timeless in nature.
2. All materials and program contents shall be forwarded to a broadcast team at least 4 – 5 days before broadcast date.
3. All agency members of RNC are encouraged to contribute nutrition related stories to be reviewed at the NNC.
4. Broadcast teams shall follow the standard script format /lay out from Intro to Extro.
5. All canned materials shall emanate from NNC such as standard INTRO and EXTRO and Infomercials.

Live Broadcast

1. Student radio broadcasters shall be at the station perimeter thirty (30) minutes before broadcast time.
2. Inside the announcers' booth, an announcer and/or Technician shall assist the Batang Radyo performers.
3. All broadcast shall be recorded live. Original copies shall be forwarded to NNC and copies shall be provided to interested schools and nutrition action offices.
4. Live text messages shall be immediately screened by an assigned member to qualify airing of text messages. All text messages shall be written in a separate notebook. Text messages shall contain name of the texter, age, school and address.

DATE OF LAUNCHING	AREA	RADIO STATION
April 13, 2012	Santiago City	DWSI Sonshine Radio
June 12, 2012	Tuguegarao City	DZYT Sonshine Radio
August 24, 2013	Lal-lo Cagayan	DWRL FM Community Radio
Ocotber 12, 2013	Claveria, Cagayan	DZND 97.7 KHZ Radyo Kalugaran
October 19, 2013	Cauayan City	DWDY AM Radio Station
February 26, 2013	Nueva Vizcaya	DWRV Radio Veritas
April 11, 2013	Batanes	DZNB Radyo Kayvayvaynan

The said programs are composed of two or more segments. The program starts with a set of health-related and local news known as "Balitang Nutrisyon," followed by infomercials, nutritips Tulang Gulay or Issue Discussions on health and nutrition. Nutri-quizzes are also aired to test both stock knowledge and retention with prizes in the form of cellphone load to be given away to lucky texters. Some areas also facilitate a talent portion to entertain listeners in-between segments.

Batang Radyo Sa Nutrisyon Tuguegarao airs every Tuesday afternoon at 5:00-5:30 pm. Batang Radyo Sa Nutrisyon Santiago and Nueva Vizcaya air every Saturday morning at 9:30 - 10 am. Batang Radyo Lallo goes on air ever Saturday at 8:00 – 9:00 in the morning. Cauayan and Claveria and Batanes run their Batang Radyo programs every Saturday 8:30 – 9:00 and 8:00 – 8:30 am, respectively.