



Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON  
**SCHOOLS DIVISION OF BATANGAS**

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Advisory No. 038, s. 2026

February 24, 2026

In compliance with DepEd Order (DO) No. 8, s. 2013  
this advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of DepEd officials,  
personnel/staff, as well as the concerned public.  
(Visit [www.deped.gov.ph](http://www.deped.gov.ph))

**MOVE WITH CONFIDENCE PROGRAM FOR GALAW PILIPINAS**

With reference to the invitation to participate in the activity by SMS Philippines Healthcare Solutions Inc., attached is a copy of letter from Nathaneal E. Ibanez , Project Coordinator, containing the details of the activity.

This Office interposes no objection provided that the participation of learners and teachers shall be purely voluntary and will not hamper instructional time in compliance with the provisions of DepEd Order (DO) No. 022, s. 2023 titled Implementing Guidelines on the School Calendar and Activities for the School Year 2025-2026 and DO 9, s. 2005 titled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith and the policy on off-campus activities stated in DO 66, s. 2017. For the information and guidance of all concerned.

This is also subject to the no-collection policy as stated in Section 3 of Republic Act No. 5546 also known as An Act Prohibiting the Sale of Tickets and/or the Collection of Contributions for Whatever Project or Purpose from Students and Teachers of Public and Private Schools, Colleges and Universities (Ganzon Law), issued in DO 19, s. 2008, and reiterated in DepEd Memorandum No. 041, s. 2024.

For information and widest dissemination.

EMD/ Move with Confidence Program for Galaw Pilipinas/ R2-148917



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Unit 73 Legazpi Suites,  
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Makati City

January 26, 2026

**MARITES A. IBANEZ, CESO V**  
School Division Superintendent  
School Division Batangas Province  
Batangas Provincial Sports Complex, Bolbok, Batangas City

Dear Maam Marites,

**Re: Move with Confidence Program for Galaw Pilipinas**

We are SMS Philippines Healthcare Solutions, Inc., a marketing services agency with an existing Memorandum of Agreement with the Department of Education to implement programs in support of the latter's objectives on behalf of our clients. As part of our ongoing partnership with the Department of Education, we are pleased to inform you that on behalf of our client, Rexona of Unilever Philippines, we will be supporting DepEd's "Galaw Pilipinas" program via the roll out of its "Move with Confidence" campaign to Junior High School (JHS) students. We support the principles of "Galaw Pilipinas" in its effort to encourage students to engage in regular physical movement as an activity towards good health. Through this "Move with Confidence" campaign, we hope to realize the goals of "Galaw Pilipinas" through MAPEH class activations by supplementing it with contemporary moves.

"Move with Confidence" is a program that seeks to extend and encourage physical movement of students through MAPEH classes via fun and contemporary exercise steps. On top of that, it also has an educational component on the science of sweat and how students can confidently move even through sweating. Rexona, as a brand, encourages such movement in a confident way because it eliminates body odor caused by sweat which may hamper JHS students from engaging in physical activity. We hope that through this, in our own little way, we are helping roll out the "Galaw Pilipinas" program across schools in a more intensive but fun manner. Please find below the proposed mechanics for your kind approval:

• **In MAPEH Class Mechanics:**

- Sweat Science Presentation
  - A 10 to 15-minute presentation that introduces students to the science of sweat, its role in the human body, and how personal hygiene plays a part in boosting self-confidence and wellness.
- Rexona Lagi Dance by Bini
  - A 30-second high-energy dance routine created to get students moving and excited about the importance of daily hygiene and body confidence.
  - The dance can be performed in-class and is meant to encourage self-expression, participation, and enthusiasm.

- **Participation:**
  - The program is intended for all Junior High School students (Grades 7 to 10) enrolled in public secondary schools under the jurisdiction of the Schools Division Office of Cavite Province
  - The Move With Confidence Campaign is structured as a one-time classroom-based activity and does not require prior preparation or follow-up activities. It is designed to be integrated into regular MAPEH periods with minimal disruption to academic schedules. We will provide all materials – presentations, videos, and guides beforehand.
  
- **Product Sponsorship:**
  - As part of the campaign, each Junior High School student who participates in the activity will receive a free Rexona product sample. This product sponsorship aims to provide students with ready product solutions to move with confidence even through sweating.
  - Total estimated junior high school population at SDO Level is at <insert here the population> and an equivalent number of Rexona samples will be delivered to all identified schools. Each school will receive samples proportional to their individual junior high school population.
  - Total estimated value of product sponsorship at SDO level is <insert here>.
  
- **Requirements:**
  - To ensure accountability and proper documentation of the campaign, the following requirements will be fulfilled by the participating schools:
    - Schools will submit photo and video documentation of students during:
      - The Sweat Science presentation,
      - The Rexona Lagi dance activity, and
      - The distribution of Rexona samples.
    - Schools will also submit a class list or master list indicating each student's age and gender. Inclusion of student names is optional.
  - Additionally, to incorporate a program feedback mechanism, the Participating MAPEH teachers will also oversee the completion of an online feedback form by students to assess the impact of the campaign and gather insights on how it was received. The online form will be provided by SMS Philippines.
  - These documentation requirements will be submitted by the teachers via a designated data-hosting link provided by SMS Philippines.
  - SMS Philippines commits to maintaining strict confidentiality of all submitted materials. Photos, videos, and survey responses will only be used for official program reporting and will not be published or shared externally without prior written consent from the Schools Division Office.

• **Implementation – SDO Level:**

- The Schools Division Office will identify all public secondary schools offering Junior High School education that will participate in the Move with Confidence campaign.
- The SDO will issue an official Memorandum detailing the program mechanics, implementation guidelines, and documentation requirements. The memorandum will serve as the formal directive for all involved schools.
- SMS Philippines, the implementation partner of Rexona, will coordinate with SDO and the schools for the delivery of Rexona samples and provide all necessary instructional materials (presentation slides, dance tutorial, links to online forms, etc.).
- The samples will be formally turned over to the MAPEH Department or an available authorized representative of the school upon delivery.
- Schools will be notified in advance of the delivery schedule to allow them to prepare for the receipt and proper safekeeping of the product samples prior to the scheduled implementation in MAPEH classes.

• **Schools Roll-out:**

- All public junior high schools are encouraged to implement the Move with Confidence program or as identified by the Schools Division Office. This includes all MAPEH classes through MAPEH teachers of their Grade 7 to Grade 10 students in accordance with the guidelines set by the SDO.
- During the Move with Confidence roll-out, the MAPEH teachers will ensure proper documentation of the activity, including a numerical count of the participants and photo documentation of student participation. These materials will be submitted through a data hosting website.
- To assess program effectiveness, MAPEH teachers will administer a digital(online) student feedback form.

We hope that you find this Move with Confidence campaign partnership proposal agreeable in supporting DepEd's Galaw Pilipinas program. Should you have any questions or clarifications, feel free to contact me through my e-mail at [nathaneal.ibanez@sms-philippines.com](mailto:nathaneal.ibanez@sms-philippines.com) or by my mobile number +63 999-548-5781. Thank you

Best regards,

  
**NATHANEAL E. IBANEZ**  
Project Coordinator  
SMS Philippines Healthcare Solutions Inc.

Conforme:

**MARITES A. IBANEZ, CESO V**  
School Division Superintendent  
School Division of Batangas Province