



MAY 24 2010

DepEd MEMORANDUM
No. 223, s. 2010

RE-LAUNCHING OF THE CONSUMER WELFARE PROGRAM

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Directors of Services/Centers and Heads of Units
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Secondary Schools
All Others Concerned

1. The Department of Education (DepEd) in partnership with the Department of Trade and Industry (DTI) has developed a set of teachers' exemplar in Consumer Education for integration in the high school curriculum and modules for Alternative Learning System (ALS) respectively which are now ready for pilot implementation this school year 2010-2011.

2. In line with this, DepEd Secretary Mona D. Valisno and DTI Secretary Jesli A. Lapus have agreed to re-launch the program on May 31, 2010 from 9:00 am to 2:00 pm at the Philippine Trade Training Center (PTTC) Building, Sen. Gil Puyat Avenue cor. Roxas Blvd., 1300 Pasay City. Enclosed is the Program of Activities.

3. The objectives of this activity are to:

- a. heighten the level of awareness of consumers' rights and responsibilities on the different programs and projects being undertaken by DTI and DepEd;
- b. empower the academe, youth and students to become wise and responsible consumers; and
- c. encourage wide participation to support the implementation of Consumer Education Program.

4. This Department enjoins the following officials (list enclosed) to attend the abovementioned Re-Launching:

- a. DepEd Executive Officials;
- b. Central Office Bureau Directors/Officials;
- c. Consumer Education Consultants, Editors, and Writers;
- d. Technical Working Group;
- e. Regional Directors;
- f. Regional Secondary Education Chiefs or Education Supervisor (preferably those who attended the Training-Orientation for Pilot Implementers);
- g. Principals of Pilots Schools (list enclosed);
- h. Schools Division Superintendents/Principals (with teacher writers from the National Capital Region (NCR);
- i. Principals of the schools utilized for demo-teaching;



- j. Performers from Ramon Magsaysay High School-Manila and Carlos P. Garcia High School-Manila; and
- k. Selected ten (10) teachers/leaders from the Division of Manila as ushers and usherettes.

5. Travel expenses, and board and lodging of the participants shall be charged against local funds while other expenses such as supplies and materials, printing of exemplars, and other preparatory and operational expenses relative to this activity shall be charged to OSEC funds subject to the usual accounting and auditing rules and regulations.

6. For more details, please contact Ms. Luzviminda F. Dela Rosa or the staff of the Special Events Unit (SEU) located at Room 505 Bonifacio Bldg., DepEd Complex, Meralco Avenue, Pasig City 1600 at tel. nos.: (02) 637-5832/(02) 637-5834 or at mobile phone nos.: 0919-516-4759, 0927-220-4951 and 0928-607-5533.

7. Immediate dissemination of this Memorandum is desired.


MONA D. VALISNO
Secretary 

Encls.:
As stated

Reference:
None

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

OFFICIALS
PROGRAMS
SCHOOLS

LIST OF ATTENDEES
RE-LAUNCHING OF THE CONSUMER EDUCATION WELFARE PROGRAMS
Philippine Trade Training Center,
May 31, 2010

A. DepED Executive Officials

1. Secretary Mona D. Valisno
2. Usec. Ramon C. Bacani
3. Usec Antonio A. Inocentes
4. Asec. Jonathan E. Malaya

B. Central Office Directors

5. Dir. Lolita Andrada, Bureau of Secondary Education
6. Dir. Carolina Guerero, Bureau of Alternative Learning System
7. Dr. Diosdado M. Antonio, Asst. Director, Bureau of Secondary Education
8. Ms. Elizabeth G. Catao

C. Consultants. Editors/ Writers

9. Corazon L. Echano
10. Estrellita Y. Evangelista
11. Cristina S. Chioco
12. Jesus L. Huenda
13. Evangeline Jeciel
14. Jason Cruz
15. Marisol Saldivar
16. Lorelie Ramos
17. Myrna Ayuson
18. Rodelia Enaje
19. Rosella Antonio

D. Technical Working Group/ Information and Communication Officers

20. Luzviminda F. Dela Rosa
21. Roy G. Manuel
22. Alpha B. Aurel
23. Frederick S. Gregorio
24. Joel M. Faustino
25. Albert C. Narag
26. Jonalyn I. Salvador
27. Maribel P. Cabasal
28. (1) Information Staff
29. Kenneth Tirado
30. (1) Communication Unit Staff

E. Regional Secondary Education Chief or Education Supervisor (*Preferably those who attended the Training Orientation for Pilot Implementers*)

31. Dr. Remedios Reyna, Education Supervisor II
32. Dr. Hortencia P. Calvan, Education Supervisor III
33. Dr. Erlinda N. Blanco, Education Supervisor II
34. Chief, Regional Secondary Education, IV-CALABARZON
35. Chief, Regional Secondary Education, IV-MIMAROPA
36. Chief, Regional Secondary Education, Region V
37. Dr. Eden P. Deriada, Chief, Secondary Education Division, Region VI
38. Dr. Eleonor Salgado, Education Supervisor II, Region VII
39. Chief, Regional Secondary Education, Region VIII

40. Dr. Pilar J. Rico, Chief, SED, Region IX
41. Dr. Medarda B. Galarrita, Education Supervisor I, Region X
42. Dr. Nestoria A. Limosnero, Education Supervisor II, Region XI
43. Chief, Regional Secondary Education, Region XII
44. Chief, Regional Secondary Education, CARAGA
45. Dr. Hamid K. Lajakajal, Director Secondary Education Division, ARMM
46. Dr. Nancy M. Gazmen, Education Supervisor II, CAR
47. Dr. Ma. Theresa A. Namoro, Education Supervisor II, National Capital Region

F. Principals of Pilot Schools (103 schools)
(*Please see attachment No. 2*)

G. Superintendents/ Principals (*with Teacher-Writers*)

151. Dr. Florencia C. Domingo, Superintendent, Division of Mandaluyong City
152. Dr. Florentina R. Lizano, Superintendent, Division of Pasig City
153. Dr. Victoria Q. Fuentes, Superintendent, Division of Quezon City
154. Henry A. Sabidong, Principal, Mandaluyong Science High School
155. Evelina P. Barandong, Principal, Mataas na Paaralang Neptali Gonzales
156. Virginia R. Membrebe, Principal, Sta Lucia High School, Pasig City
157. Josephine M. Cruz, Principal, Rizal High School
158. Principal, Balingasa High School, Quezon City
159. Principal, Sta Lucia High School, Quezon city

H. Principal of School utilized for Demo-Teaching

160. Renato K. Dela Cruz, Principal, Los Baños National High School
161. Teresita A. Silan, Tagaytay Science High School
162. Eireen Irina O. Tayactac, Principal, Ramon Duterte Memorial NHS
163. Victorina B. Jacinto, Principal, Davao National High School
164. Cerila B. Taynan, Principal, Benguet National High School

I. Performers

- (25) Ramon Magsaysay High School, Manila
- (25) Carlos P. Garcia High School, Manila

J. Selected Ten (10) Highs School Female Teachers

CONSUMER EDUCATION

LIST OF PILOT SCHOOLS*

REGION	DIVISION	AREA	SCHOOL	PRINCIPAL
I	Dagupan City	Urban	Dagupan City National High School	
I	Laoag City	Urban	Ilocos National High School	
I	La Union	Rural	Don Eulogio De Guzman Memorial National HS	Myrna W. Ligas
I	La Union	Private	BHC Educational Institution, Inc.	Loreya Cepriaso
I	Pangasinan II	Rural	Tayug National High School	Mary Lynne M. Bautista
II	Santiago City	Urban	Santiago City NHS	Tessie F. Baltar
II	Isabela	Urban	Regional Science High School	Peter A. Batarao
II	Isabela	Private	Philippine Yuh Chiau	Alberta L. Clemonte
II	Quirino	Rural	Cabarroquis NSAT	Fely L. Manuel
II	Cagayan	Rural	Solana School of Fisheries	
III	Bulacan	Rural	San Miguel National High School	Rosalina G. Santos
III	Bataan	Private	Bataan Christian School	Jesusa D. Pizarro
III	Nueva Ecija	Urban	Talavera National High School	
IV-A	Rizal	Urban	Casimiro Ynares National HS	Gloria C. Roque
IV-A	Cavite	Urban	Tagaytay Science High School	Teresita A. Silan
IV-A	Quezon	Rural	Buenavista National HS	Leonila R. Dayag
IV-A	Batangas	Rural	Dacanlao Gregorio Agoncillo National High School	
IV-A	Laguna	Private	Liceo de San Pedro	Santos B. Diola
IV-A	Laguna	Rural	Los Banos National High School	Renato K. Dela Cruz
IV-B	Calapan City	Urban	Jose J. Leido Memorial HS	Donato G. Bueno
IV-B	Calapan City	Rural	Pedro V. Panaligan Memorial NHS	
IV-B	Calapan City	Private	Holy Infant Academy	
IV-B	Marinduque	Rural	Buenavista National High School	Emelita L. Sadiwa
IV-B	Marinduque	Urban	Marinduque National High School	Myrna L. Sajo
IV-B	Palawan	Rural	Quezon National High School	
IV-B	Palawan	Urban	Roxas National Comprehensive High School	
IV-B	Palawan	Private	San Francisco Javier College	
IV-B	Occidental Mindoro	Urban	San Jose National High School	Ferdinand G. Masangcay
IV-B	Occidental Mindoro	Rural	Calintaan National High School	Wilberto M. Villadores
IV-B	Occidental Mindoro	Urban	San Vicente National High School	Marilu A. Federi
IV-B	Occidental Mindoro	Private	Divine World College	Glorieta O. Mendoza
IV-B	Puerto Princesa	Urban	Palawan National High School	
IV-B	Puerto Princesa	Rural	Marcelino Javarez National High School	
IV-B	Puerto Princesa	Private	Holy Trinity College	
IV-B	Romblon	Urban	Looc National High School	
IV-B	Romblon	Rural	Concuera National High School	

REGION	DIVISION	AREA	SCHOOL	PRINCIPAL
IV-B	Romblon	Private	Virginia Centurione Barceli School	
IV-B	Oriental Mindoro	Urban	Leuteboro National High School	Domingo L. Mendoza, Jr.
IV-B	Oriental Mindoro	Rural	Fe del Mundo National High School	
IV-B	Oriental Mindoro	Private	Immaculate Heart of Mary Academy	Elena J. Maralit
V	Iriga City	Rural	Sto. Niño National High School	Sheldon N. Olea
V	Naga City	Urban	Maga City Science High School	Sulpicio C. Alferez, III
V	Naga City	Private	University of St. Anthony	Nenita T. Andalis
V	Ligao City	Urban	Ligao National High School	Carmelita A. Simson
V	Tabaco city	Rural	San Antonio National High School	Marta B. Barro
V	Camarines Norte	Urban	Camarines Norte National High School*	Severo Salgado
V	Camarines Norte	Rural	San Lorenzo National High School*	Susan Salcedo
V	Camarines Norte	Private	Mabini College*	
VI	Bacolod City	Urban	Domingo Lacson National High School	Esteban A. Albacea
VI	Bacolod City	Urban	Sibucan Brgy. Banago	
VI	San Carlos City	Urban	Julio Ledesma National HS	
VI	Capiz	Rural	Cuartero National High School	Ernie F. Pimentel
VI	Aklan	Rural	Altavas NHS	Linavilla P. Arsenio
VI	Roxas City	Private	Filamer Cristina College	
VII	Lapu-Lapu City	Urban	Pajo National High School	Conchita A. Oyao
VII	Mandaue City	Urban	Leon Gerardo Quano MNHS	Arlina Amante
VII	Mandaue City	Private	Mandaue Christian School	Rosario Alfafara
VII	Cebu Province	Rural	Daanbantayan National High School	Araceli A. Cabalug
VII	Siquijor	Rural	Banban National High School	Flora Gahob
VII	Negros Oriental	Urban	Valencia National High School*	Marlyn P. Aragonnes
VII	Dumaguete City	Rural	Camanhac High School*	Ma. Gina S. Anqui
VII	Dumaguete City	Private	Siliman University*	Ben Malayang
VII	Cebu City	Urban	Ramon Duterte Memorial National High School	Eireen Irina O. Tayactac
VIII	Tacloban City	Urban	Sagkahan National High School	Wenefreda M. Renomeron
VIII	Samar	Urban	Samar National High School	Antonio F. Caveiro
VIII	Leyte	Rural	Javier National High School	Bernardita L. Dela Paz
VIII	Ormoc City	Rural	Genaro B. Lurenana National High School	Loreto G. Germo
VIII	Eastern Samar	Private	Mary Sacred Heart Sisters Academy	Mother Gemma Silverio, MHA
IX	Zamboanga City	Urban	Zamboanga City High School	Lilibeth G. Ratificar
IX	Zamboanga City	Private	Immaculate Conception Archdiocesan School	Juanita V. Hibaya
IX	Zamboanga del Sur	Rural	Tambulig National High School	Jose A. Colegado
IX	Zamboanga del Sur	Rural	Tampilisan National High School	Mardonie N. Hisoler
IX	Zamboanga del Sur	Rural	Molave Vocational Technical School	
IX	Dipolog City	Urban	Zamboanga del Norte National HS	
X	Iligan City	Urban	Iligan City National High School	

REGION	DIVISION	AREA	SCHOOL	PRINCIPAL
X	Iligan City	Urban	Iligan City East High School (St. Filomena)	
X	Misamis Oriental	Urban	Misamis Oriental General Comprehensive HS	
X	Misamis Oriental	Private	St. Mary's Academy	
X	Bukidnon	Rural	Manolo Fortich National High School	Erlinda Chico
X	Cagayan De Oro City	Rural	Lapasan National High School	Eduardo Cartel
XI	Davao City	Urban	Daniel R. Aguinaldo National HS	
XI	Davao City	Urban	Davao City National High School	
XI	Davao City	Private	Holy Cross Academy of Sasa, Inc.	Sr. M. Nieva B. Heramil
Xi	Davao City	Urban	Davao City National High School	Victorina B. Jacinto
XI	Compostela Valley	Rural	Lorenzo Sarmiento Sr. National High School	Secemia C. Morales
XI	Panabo City	Rural	A.O. Floirendo National High School	Marivic Y. Savior
XII	Tacurong City	Urban	Tacurong NHS	Danilo S. Umadhang
XII	Tacurong City	Rural	San Emmanuel National High School	
XII	Sultan Kudarat	Rural	Esperanza National High School	Roberto S. Leyza
XII	Sultan Kudarat	Rural	Kalanawe II, National High School	Aristoteles C. Costales, Jr.
XII	Koronadal City	Private	Notre Dame Sienca School of Marbel	Sr. Marilyn P. Bolivar
CARAGA	Surigao City	Urban	Surigao City National High School	Ma. Luisa A. Guyano
CARAGA	Butuan City	Urban	Libertad National High School	Eduardo G. Corro
CARAGA	Butuan City	Private	Enfant Cheri Study Center	Flora L. Aurea
CARAGA	Dinagat Islands	Rural	Dinagat School of Fisheries	Concordio A. Deniega
CARAGA	Agusan del Norte	Rural	Magallanes National High School	
CAR	Baguio City	Urban	Baguio City National High School	Elma D. Donaal
CAR	Baguio City	Urban	Pines City National High School	Raquel M. Bugtong
CAR	Mountain Province	Rural	Mt. Province General Comprehensive High School	
CAR	Kalinga	Rural	Tabuk National High School	
CAR	Benguet	Private	Cordillera Career Development College Lab	Rafael D. Ganawed, Jr.
CAR	Benguet	Rural	Benguet National High School	Cerila B. Taynan
ARMM	Maguindanao	Urban	ARMM Regional Science High School	Myrna B. Lidasan
ARMM	Maguindanao	Rural	Datu Malambut Limok'n Memorial High School	Kamil N. Alongan
ARMM	Lanao del Sur	Urban	Malabong National High School	
ARMM	Marawi City	Private	Cali Paramedical College Foundation	Omar G. Yasrib
NCR	Manila	Urban	Lakandula High School	Rosalinda C. Nepomuceno
NCR	Quezon City	Urban	Ernesto Rondon High School	Romulo B. Rocena
NCR	Valenzuela City	Rural	Dalandan National High School	Maxima Carlos
NCR	Taguig City/ Pateros	Rural	Pateros National High School	Raul S. J. Cortes
NCR	Caloocan	Private	Notre Dame of Greater Manila	Maria Victoria Maliwat

Note: *Additional schools recommended by the Department of Trade and Industry

*Partial List of the 180 Pilot School. Additional list of schools shall be provided by the Regional Office c/o the Secondary Education Division.