

The enterprise

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LAGUNA GOVERNOR TERESITA LAZARO SUPPORTS PP 1188 and RA 8172 in STA. CRUZ



The Guests of Honor (Left to Right) Santisima Cruz Elementary School Principal Dr. Ernesto Jacob, DOH Representative Dr. Milo Pempengco, Bokal Dario Cabanes, MD, Salinas President Johnny Khong Hun, Laguna Governor Teresita Lazaro, ARD Dr. Noel Passion, Provincial Health Officer Alsanio Lagos and Sta. Cruz Public Market Master Marina Altobar.

The Municipal Government of Sta. Cruz, Laguna, the Department of Health (DOH) and Salinas Foods, Inc., maker of FIDEL Iodized Salt, launched the Goiter Awareness Week and Advocacy on Asin Law through a series of activities at the Santisima Cruz Elementary School in Sta. Cruz, Laguna last January 26, 2007 with the theme *Pagkaing Ihahain, Timplahin sa Wastong Asin, Isip ay Patalinuhin, Goiter ay Kontrolin, Asing may Iodine and Gamitin.*

The said event was made in support to Presidential Proclamation No. 1188, declaring the fourth week of January as Goiter Awareness Week and Republic Act 8172 (Asin Law),

which is an act promoting Salt Iodization nationwide. In addition, the celebration was also made to commemorate Proclamation No. 958, which declares the years 2005 to 2015 as the Decade of Healthy Lifestyle.

The Goiter Awareness Week aimed to stress on the importance of using only iodized salt in the food we eat to avoid iodine deficiency diseases like goiter, and to achieve a healthier lifestyle both physically and mentally.

The said commemoration was made possible by the joint efforts and collaboration of Laguna Governor Teresita Lazaro, DOH Representative

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STA. CRUZ PUBLIC MARKET PROMOTES PACKED IODIZED SALT

The Sta. Cruz Public Market extended its support and cooperation to the continuing advocacy of the Sta. Cruz Municipal Government, the Department of Health (DOH) and Salinas Foods, Inc. in promoting the use of packed iodized salt.

Recognizing the importance of her role in this campaign, Sta. Cruz Public Market Master Marina Altobar gathered the Market Vendors Association members and discussed to them the importance of using packed iodized salt like FIDEL—given that it is clean, accurately weighed and fortified with iodine. This opened the doors for packed iodized salt to be promoted and implemented in the Sta. Cruz Public Market still as part of Mrs.

Altobar's mission to promote healthy lifestyle in the public market; and for it to be recognized as a Healthy Public Market in Laguna.

To support this advocacy, Mrs. Altobar organized and supported the program launching of the Goiter Awareness Week celebration last January 26, 2007 in the market. She mobilized the different market office personnel, the Sta. Cruz Laguna (SCL) Information Office and the SCL Traffic Management to contribute in the preparations and announcements for the said launching program.

Still in line with Mrs. Altobar's enthusiasm in promoting healthy lifestyle, she supported a series of

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DOH Representative of Sta. Cruz, Laguna, Dr. Milo Pempengco, encourages the participants in the Goiter Awareness week celebration to use iodized salt during a program at the Santisima Cruz Elementary School last January 26, 2007.

Supporta sa ASIN LAW Pa-Raffle Promo winner (center) Ms. Lady Buhay, with FIDEL Iodized Salt Marketing Coordinator Christine Capul and FIDEL Kid during the Goiter Awareness Week and Advocacy on Asin Law at the Santisima Cruz Elementary School last January 26, 2007.



LAGUNA GOVERNOR...

Dr. Milo Pempengco, Assistant Regional Director (ARD) Dr. Noel Passion, Sta. Cruz Municipal Health Officer Dr. Delia Becina, Provincial Health Officer Dr. Alsaneo Lagos, Sta. Cruz Public Market Master Marina Altobar, the Pamahalaang Bayan at Sangguniang Bayan ng Santa Cruz headed by Domingo Panaganiban and Ariel Magcalas, nutritionists and dieticians headed by Juliet Mabayyad, Barangay Health Workers headed by Linda Gallardo, Sta. Cruz Sanitary Inspectors headed by Evelyn Maranan, the Sta. Cruz Councilors, the Water Refilling Stations Association (WRS), the Sta. Cruz Tricycles Operators and Drivers Association (SCTODA), Salinas

Foods, Inc. headed by President Johnny Khong Hun, Consumer Iodized Salt Manager Vincent Tansiongco and FIDEL Iodized Salt Marketing Coordinator Christine Capul and Goodwill Shop-On owner, William Ang.

As part of Sta. Cruz' and Salinas' unending campaign in promoting the use of iodized salt to consumers, the celebration was pulled off with a motorcade which went around the vicinity of the said municipality. The motorcade was participated by a line up of tricycles from the SCTODA carrying FIDEL Iodized Salt flags and a Salinas vehicle carrying the official mascot of FIDEL Iodized Salt, FIDEL Kid.

The motorcade was followed by a program hosted by Public



Salinas Foods, Inc. President Johnny Khong Hun notifies the importance of using only Iodized Salt to ensure a healthy lifestyle during his speech in the Goiter Awareness Week and Advocacy on Asin Law celebration at the Santisima Cruz Elementary School last January 26, 2007.

Market Master Marina Altobar and FIDEL Iodized Salt Marketing Coordinator Christine Capul at the Santisima Cruz Elementary School.

DOH Representative Dr. Milo Pempengco stressed in his speech during the program that the use of iodized salt greatly contributes to the prevention of goiter, which is common nowadays. Dr. Pem-

pengco also encouraged the people gathered in the event to spread this information to other people.

Salinas Foods, Inc. President Johnny Khong Hun also added that by using packed iodized salt like FIDEL, the consumers are assured of cleanliness and of accurate weight, which is not observed in "takal" salt sold in the market. ■



FIDEL KID, the official mascot of FIDEL Iodized Salt, waves to spectators during a motorcade around the vicinity of Sta. Cruz, Laguna in celebration of the Goiter Awareness Week and Advocacy on Asin Law last January 26, 2007.

STA. CRUZ PUBLIC MARKET...

promotional activities inside the marketplace since January 2007, initiated by Salinas Foods Marketing Coordinators Christine Capul and Julie Rojas. This started off with FIDEL mascot, FIDEL Kid, visiting every stall in the market campaigning that using FIDEL Iodized Salt is healthier and safer than that of the "takal" salt.

Another promotional activity which highlighted the campaign was a raffle draw for all Sta. Cruz Public Market vendors entitled

Suporta Sa Asin Law Pa-Raffle Promo sponsored by Salinas and its biggest FIDEL distributor in Laguna, Goodwill Shop-On. The first

of the six lucky winners, Ms. Lady Buhay, a vegetable vendor, was drawn last January 26 during the launching program at the Santisima Cruz Elementary School and was awarded P1,500.00 cash prize and P1,500.00 worth of FIDEL Iodized Salt products. The next three winners were from three different stalls in the public market: Zovel's Store, Toyang Store represented by Nanay Victoria and Fely's Store represented by Felicidad Reyes. These winners were drawn in three separate dates from the month of February to March in Sta. Cruz Public Market. The raffle draws were also highlighted with a Question and Answer Game that gave out free FIDEL t-shirts to vendors who answered correctly. The last two remaining winners will be drawn sometime this month.

Using packed iodized salt like FIDEL ensures people of a healthier lifestyle because it is clean, accurately weighed and sufficient



The Sta. Cruz Tricycle Drivers and Operators Association (SCTODA) line up in the motorcade last January 26, 2007 in celebration of the Goiter Awareness Week.

with iodine unlike the "takal" salt. Iodine is an important mineral which helps in the prevention of iodine deficiency disorders like goiter, cretinism (*pagkabansot*), mental retardation among children, spontaneous abortion among pregnant women and others. FIDEL Iodized Salt is the first locally produced iodized salt endorsed by the Department of Health (DOH) in the Philippines. FIDEL is also approved by the Bureau of Food and Drugs (BFAD) and has the Sangkap Pinoy Seal. FIDEL is available in three sizes to perfectly meet your cooking needs: 1 kilo, 500 grams and 250 grams and comes in refined, coarse and free-flowing grains. ■



Public Market Master Marina Altobar

The enterprise

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