



**DIVISION MEMORANDUM**  
No. 496, s. 2014

**OCT 10 2014**

**NATIONAL CHILDREN'S MONTH**

To: Assistant Superintendents  
Education Supervisors/Coordinators  
District Supervisors/OICs/Caretakers  
Elementary and Secondary School Heads

1. Attached herewith is Regional Memorandum No. 577, s. 2014, entitled, "National Children's Month", for the information and guidance of all concerned.
2. Immediate dissemination of this Memorandum is desired.

  
**ARDEN D. MONISIT, ED.D.**  
Schools Division Superintendent

ADM/rng14

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REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
KAGAWARAN NG EDUKASYON  
DEPARTMENT OF EDUCATION  
REHIYON VII, GITNANG VISAYAS  
REGION VII, CENTRAL VISAYAS  
Sudlon, Lahug, Cebu City



SEP 23 2014

REGIONAL MEMORANDUM  
No. 577, s. 2014

**NATIONAL CHILDREN'S MONTH**

To: Schools Division/City Superintendents  
Public Schools District Supervisors  
Heads, Public and Private Elementary and Secondary Schools  
All Other Concerned

1. For the information and guidance of all concerned, attached is a communication from Dir. Mercedita P. Jabagat, Regional Director, Department of Social Welfare and Development, FO 7, regarding the monthly celebration entitled, "National Children's Month," which is self-explanatory.
2. Immediate dissemination of this Memorandum is desired.

  
CARMELITA T. DOLANGON, Ed.D.  
Director III  
Officer-in-Charge

CTD/MPD/ecbocaltas'14

Office of the Director (ORDir), Tel. Nos.: (032) 231-1433; 231-1309; 414-7399; 414-7325; 255-4542 Field Technical Assistance Division (FTAD),  
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**"ESD 2015: Karapatan ng Lahat, Pananagutan ng Lahat"**

17 - Sep

September 15, 2014

**Director CARMELITA T. DULANGON**  
 DepEd Regional Office  
 Cebu City

Attention : **Dr. Eduardo C. Bacaltos**  
 DepEd Focal Person for RSCWC

Dear Director Dulangon:

Greetings!

The Council for the Welfare of Children (CWC) leads the celebration of the **National Children's Month (NCM)** during the month of October of every year pursuant to Presidential Proclamation 267, series of 1993 in order to promote and protect the rights of children.

The objective of the NCM celebration is to emphasize the important role of the child within the Filipino family and in nation building. This year's theme is, "**Bata Kasali Ka, Ikaw ay Mahalaga!**". The theme highlights children's rights to participation and encourage stakeholders to promote and advocate for children's participation in decision-making process at all levels specifically at home and the community.

In accordance to the 2014 NCM celebration, we are requesting Cebu City through the Commission for the Welfare and Protection of Children to spearhead the kick-off activity which is the "**Awareness Walk on Children's Rights**" on **October 4, 2014; Saturday** in collaboration with the Regional Sub-Committee for the Welfare of Children (RSCWC) chaired by the DSWD. The event will be held simultaneously at the national and regional level. It will be participated in by the member-agencies of the RSCWC that include, but not limited to the following:

- DSWD (Department of Social Welfare and Development);
- DOH (Department of Health);
- DILG (Department of Interior and Local Government);
- DepEd (Department of Education);
- DOLE (Department of Labor and Employment);
- NNC (National Nutrition Center);
- NEDA (National Economic and Development Authority);
- PNP (Philippine National Police);
- AFP (Armed Forces of the Philippines) through the Central Command;
- DOJ (Department of Justice) through the Office of the Regional State Prosecutor (RSP);
- CHR (Commission on Human Rights);
- BJMP (Bureau of Jail Management and Penology);
- NYC (National Youth Commission);
- PopCom (Population Commission);
- World Vision;
- Feed the Children-Philippines;

- Plan International;
- Cebu City through the Commission for the Welfare and Protection of Children and the Department of Social Welfare and Services; and
- Cebu Province through the Commission for the Welfare and Protection of Children and the Provincial Social Welfare and Development Office.

A minimum of 20 personnel per agency are encouraged to join the Awareness Walk. We suggest that students from grade V to IX and fourth year high school of both public and private schools (c/o DepEd); the regional youth organizations (c/o NYC, PopCom, and DSWD); the regional and Cebu City federations of Day Care Workers (c/o DSWD and DSWS); staff of public and private hospitals (c/o DOH); and youth beneficiaries (c/o DOLE, World Vision, Feed the Children-Philippines, and Plan International) shall be represented during the said activity since the participants will be advocating for children's cause which is the promotion and protection of their rights.

Further, hereunder are some suggested activities that your organization will undertake for the Month of October consistent with the theme, to wit:

- Hanging of streamer/tarpaulin carrying the theme (NCM logo design and theme are downloadable at CWC website: [www.cwc.gov.ph](http://www.cwc.gov.ph) and [facebook.com/batabidaka](https://www.facebook.com/batabidaka));
- Conduct of symposia, seminars, lectures, fora and summits;
- Multi-media advocacy;
- Showcase of children's talents (e.g. art contest, photo exhibit, film showing, etc); and
- Other NCM theme related activities.

To plan out the details for the NCM in general and the Awareness Walk in particular and come up with relevant mechanics for the Awareness Walk, the Technical Working Group of RSCWC which is composed of DSWD, DOH, DILG, DepEd, DOLE, NNC, NEDA, PNP, DSWS, and World Vision will hold a meeting on September 29, 2014 at 1:30-4:00 o'clock in the afternoon. Snacks will be served by DSWD; however, may we request Cebu City Commission for the Welfare and Protection of Children to provide a place for the said meeting.

Should you have any clarification and confirmation, please contact our office through **Ms. Rachel V. Solatorio** at telephone number (032)232-1192 local 116 or mobilephone number 0932-776-1007.

Thank you.

Very truly yours,

**MERCEDITA P. JABAGAT**  
Regional Director

MP/J/SMS/LJ/EP/GH/ivs

For the Regional Director:

  
**SHALAINÉ MARIE S. LUCERO**  
OIC-Assistant Regional Director for Operations