



12 APR 2016

DIVISION MEMORANDUM  
No. 253 s. 2017

**Observance of the 2017 Adoption Consciousness Celebration**

To : Assistant Superintendents  
Chief, Functional Divisions  
Education Program Supervisors / Coordinators  
District Supervisors / OICs / Caretaker  
Public and Private Elementary and Secondary School Heads

1. Attached is a Regional Memorandum No. 0254 s. 2017 dated April 10, 2017, entitled "Observance of the 2017 Adoption Consciousness Celebration", for guidelines and information of all concerned.
2. For details, refer to the attached communication.
3. Wide dissemination of this memorandum is desired.

  
RHEA MARIA ANGTUD, Ed. D., CESO VI  
Schools Division Superintendent

Telephone Numbers:

Schools Division Superintendent:	(032) 255-6405
Asst. Schools Division Superintendent:	(032) 414-7457
Accounting Section:	(032) 254-2632
Disbursing Section:	(032) 255-4401
Admin/Legal:	(032) 253-7847

Website : [www.depedcebuprovince.com](http://www.depedcebuprovince.com)  
E-mail Add: [depedcebuprovince@yahoo.com](mailto:depedcebuprovince@yahoo.com)



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



**REGIONAL MEMORANDUM**

No. 0254, s. 2017

APR 10 2017

**OBSERVANCE OF THE 2017 ADOPTION CONSCIOUSNESS CELEBRATION**

To: Schools Division Superintendents  
Officers-in-Charge of Regular and Interim Divisions  
Public and Private Elementary and Secondary School Heads  
All Others Concerned

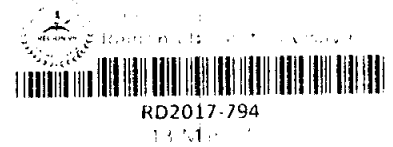
1. For information and guidance of all concerned, attached is DepEd Memorandum No. 38, s. 2017, entitled, "*Observance of the 2017 Adoption Consciousness Celebration*", which is self-explanatory.
2. For details, refer to the attached Memorandum. However, for the whole month of July 2017 there will be a Nationwide Poster Making Contest.
3. Immediate dissemination of this Memorandum is desired.

*Juliet A. Jeruta*  
JULIET A. JERUTA, Ph.D., CESO V  
Director III  
Officer-In-Charge

ESSD  
Lcj/Bjy/nam4'17

Office of the Director (ORDir), Tel. Nos.: (032) 231-1433; 231-1309; 414-7399; 414-7325; Office of the Assistant Director, Tel. No.: (032) 255-4542  
Field Technical Assistance Division (FTAD), Tel. Nos.: (032) 414-7324 Curriculum Learning Management Division (CLMD), Tel. Nos.: (032) 414-7323  
Quality Assurance Division (QAD), Tel. Nos.: (032) 231-1071 Human Resource Development Division (HRDD), Tel. No.: (032) 255-5239  
Education Support Services Division (ESSD), Tel. No.: (032) 254-7062 Planning, Policy and Research Division (PPRD), Tel. Nos.: (032) 233-9030;  
414-7065 Administrative Division, Tel. Nos.: (032) 414-7326; 414-4367; 414-7366; 414-7322; 414-4367  
Finance Division, Tel. Nos.: (032) 256-2375; 253-8061; 414-7321

*" EFA 2015: Karapatan ng Lahat, Pananagutan ng Lahat "*



Republic of the Philippines  
**Department of Education**

**08 MAR 2017**

DepEd MEMORANDUM  
 No. **38** s. 2017

**OBSERVANCE OF THE 2017 ADOPTION CONCIOUSNESS CELEBRATION**

To: Regional Directors  
 Schools Division Superintendents  
 Regional and Division Special Events Coordinators  
 Public Elementary and Secondary Schools Heads  
 All Others Concerned

1. The Department of Education (DepEd) and the Department of Social Welfare and Development (DSWD) have agreed through a Memorandum of Agreement (MOA) signed on May 2, 2015, that this Department, together with other agencies and private organizations, will support and carry out activities during the **Observance of the 2017 Adoption Consciousness Celebration** anchored on the theme *Pagmamahal Palaganapin, Legal na Pag-aampon Ating Gawin (Spread Unconditional Love Through Legal Adoption)*. This is pursuant to Presidential Proclamation No. 72, declaring *First Saturday of February of Every Year as Adoption Consciousness Day* to call for public attention and ensure nationwide awareness of legal adoption of surrendered, orphaned, abandoned, and neglected Filipino children in need of permanent home.

2. In connection with this, DepEd, together with the DSWD and other partner agencies and organizations, will conduct different activities on the following dates with respective venues:

Date	Activity	Partner Agency/ Organization	Venue	Participant
February 11-17, 2017	2017 Adoption Consciousness Celebration	All concerned agencies and organizations	All Field Offices, DSWD, DepEd	All concerned agencies and organizations
February 11, 2017	Kick-off activity	All concerned agencies and organizations	Memorial Circle, Quezon City	Ms. Ena Francesca R. Cadayona of Caraga National High School, Winner of the 2016 Oratorical Contest, Drum and Lyre from Cubao Elementary School, all concerned agencies and organizations, adoptive parents, adopted children, National Organizing Committee members, Technical Working Committee

<b>Date</b>	<b>Activity</b>	<b>Partner Agency/ Organization</b>	<b>Venue</b>	<b>Participant</b>
Whole month of February	Hanging of Tarpaulin	All concerned agencies and organizations	All FO's, DSWD, DepEd Public and Private Schools	All concerned agencies and organizations
February 23, 2017	Adoption Help Desk	Association of Child Caring Agencies of the Philippines, DSWD Main Office, Social Workers from National Capital Region (NCR)	DepEd Central Office (CO)-Main Lobby, Pasig City	Teachers, DepEd CO employees, officials and other concerned agencies
Whole month of July	Nationwide Poster Making Contest	DepEd	Region and Schools Division Offices	Grades 7-9 students
October	Awarding Ceremony	All concerned agencies and organizations	(To be announced)	National Winners and Coaches

3. The Celebration aims to:

- a. heighten the level of awareness of public school teachers, students and the general public on the importance of legal adoption to adoptive parents and adopted children;
- b. empower the academe, parents, teachers, and students to become pro-active in responding toward adoption; and
- c. conduct a nationwide Poster Making Contest in Grades 7-9 on the theme *Pagmamahalan Palaganapin, Legal na Pag-aampon Ating Gawin (Spread Unconditional Love Through Legal Adoption)*.

4. DepEd encourages all public and private elementary and secondary schools to hold appropriate school activities such as essay writing and creative painting, in relation to the celebration in accordance with the DSWD field offices within the region or schools division.

5. Attendance, cooperation and support is a must from the involved region, division, districts and schools. Required number of participants, programs and activities to be conducted or undertaken during the abovementioned activities will be announced in a separate memorandum.

6. Regional, schools division and district employees, principals, teachers and other personnel engaged in additional time-on-task shall receive appropriate compensation in the form of overtime pay or service credits, pursuant to DepEd Order No. 53, s. 2003.

7. The travel allowance and per diem of the DepEd National and Technical Working Group members in attending and monitoring the different activities shall be charged to 2017 CO-GASS Funds, subject to the usual government accounting and auditing rules and regulations.

8. For more information, all concerned may contact the **External Partnership Service-Special Events Unit (EPS-SEU)**, Department of Education Central Office, DepEd Complex, Meralco Avenue, Pasig City at telephone nos. (02) 637-5832 and (02) 638-5834 or at mobile phone no. 0922-463-6626.

9. Immediate dissemination of this Memorandum is desired.

  
**LEONOR MAGTOLIS BRIONES**  
Secretary

Reference:

DepEd Order (No. 53, s. 2003)

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

CAMPAIGN  
CELEBRATIONS AND FESTIVALS  
EMPLOYEES  
OFFICIALS  
PARTNERSHIPS  
SOCIETY OR ASSOCIATIONS

*mvec/DM-Observance of the 2017 Adoption Consciousness Celebration*  
0156-February 15, 2017