



Republic of the Philippines  
Department of Education  
Region VII, Central Visayas

## DIVISION OF CEBUPROVINCE

Sudlon, Lahug, CebuCity



November 6, 2017

### DIVISION MEMORANDUM

No. 736, s. 2017

#### 25<sup>th</sup> NATIONAL CHILDREN'S MONTH CELEBRATION

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

1. For information and guidance of all concerned, attached is Regional Memorandum No. 0811, s. 2017 dated November 3, 2017, entitled "**25<sup>th</sup> National Children's Month Celebration**", with the theme "**Bata Iligtas sa Droga**", announcing the different activities lined up for the celebration.
2. For more information, please refer to the attached communication.
4. Immediate dissemination of this Memorandum is desired.

  
**RHEA MAKRANGTUD, Ed. D., CESO VI**  
Schools Division Superintendent

**Telephone Numbers:**

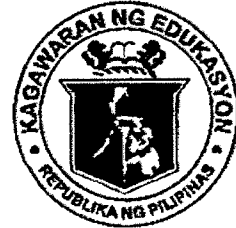
Schools Division Superintendent:	(032) 255-6405
Asst. Schools Division Superintendent:	(032) 414-7457
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REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
KAGAWARAN NG EDUKASYON  
DEPARTMENT OF EDUCATION  
**REHIYON VII, GITNANG VISAYAS**  
REGION VII, CENTRAL VISAYAS  
Sudlon, Lahug, Cebu City



**REGIONAL MEMORANDUM**  
NO. 0811, S. 2017

NOV 03 2017

**25<sup>TH</sup> NATIONAL CHILDREN'S MONTH CELEBRATION**

**TO : ALL SCHOOLS DIVISION SUPERINTENDENTS  
PUBLIC and PRIVATE ELEMENTARY and SECONDARY SCHOOL HEADS  
ALL OTHERS CONCERNED**

1. For the information and guidance of all concerned, enclosed is a copy of the DepEd Memorandum No. 167, s. 2017 and DepEd Memorandum No. 178, s. 2017 announcing the Department of Education's participation in the celebration of the 25<sup>th</sup> National Children's Month with the theme "Bata Iligtas sa Droga!" and the activities lined up for the said celebration.
2. All Schools Division Offices and Schools are encouraged to undertake the following child-related activities from November 1-20, 2017:
  - a. Hoisting of a streamer depicting this year's theme;
  - b. Giving recognition or awards to the learners who have made significant contributions in their respective schools or in their communities;
  - c. Discussion on current issues involving children in education, in the appropriate subject areas, and
  - d. Conduct of child-friendly activities, such as art contests, poster and slogan-making contests, children's fair, and/ or photo exhibit in relation to the theme.
3. School heads are requested to submit a report or documentation of the activities undertaken by the school in relation to the aforementioned activities. The electronic copy of the said report or documentation must be submitted on or before December 15, 2017 to Dir. Mary Mitzi Cajayon-Uy, Executive Director V, Council for the Welfare of Children at telephone nos. (02) 781-1039 locals 1005 and 1006 or through email address: [elbardillon@cwcc.gov.ph](mailto:elbardillon@cwcc.gov.ph).
4. Immediate dissemination of this Memorandum is desired.

*Juliet A. Jeruta*  
**JULIET A. JERUTA, Ph. D., CESO V**  
Director III  
OIC-Regional Director

JAJ/arc

Office of the Director (ORDir), Tel. Nos.: (032) 231-1433; 231-1309; 414-7399; 414-7325; 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

**"EPA 2015: Karapatan ng Lahat, Pannanagutan ng Lahat"**



Republic of the Philippines  
**Department of Education**

31 OCT 2017

DepEd MEMORANDUM  
No. **178**, s. 2017

**CHANGES IN AND ADDITIONAL INFORMATION TO  
DEPED MEMORANDUM NO. 167, S. 2017  
(25th National Children's Month Celebration)**

To: Undersecretaries  
Assistant Secretaries  
Bureau and Service Directors  
Regional Directors  
Schools Division Superintendents  
Public and Private Elementary and Secondary School Heads  
All Others Concerned

1. The **25th National Children's Month Celebration (NCM)** was announced through DepEd Memorandum No. 167, s. 2017. Thus, all regional and schools division offices, as well as public and private elementary and secondary schools, are encouraged to undertake activities that promote the theme ***Bata: Iligtas sa Droga!***
2. All concerned shall be guided by the changes in schedule and venue of the following activities:


Date	Activity	Venue
November 5, 2017	Liturgical Celebration	Sta. Teresita Parish Brgy. Sta. Teresita Quezon City
November 6, 2017		San Pedro Cathedral San Pedro Street Davao City
November 6, 2017	Press Conference	San Francisco High School Misamis St., Bago Bantay Quezon City
November 16-19, 2017	Kids Festival	Robinsons Mall Activity Center Novaliches, Quezon City
November 22, 2017	Presidential Award for Child-Friendly Municipalities and Cities of 2016	Malacañang Palace J.P. Laurel Street, San Miguel, Manila
	Launch and turnover of 10,000 whistles for the <i>Pito, Bata, Pito</i> Project with Rotary International	

3. The list of NCM activities is enclosed to this Memorandum.

4. Reports and documentation of the activities undertaken by the school in relation to the 25th National Children's Month celebration shall be submitted to **Dir. Mary Mitzi Cajayon-Uy**, Executive Director V, Council for the Welfare of Children, by mail to No. 10 Apo Street, Sta. Mesa Heights, Quezon City or through email addresses: [mcuy@cwc.gov.ph](mailto:mcuy@cwc.gov.ph) or [cwc@cwc.gov.ph](mailto:cwc@cwc.gov.ph).

5. Expenses incurred related to the conduct of activities in celebrating the National Children's Month shall be charged to local funds, subject to the usual accounting and auditing rules and regulations.

6. Immediate dissemination of this Memorandum is desired.



**ATTY. ALBERTO T. MUYOT**  
Undersecretary  
Officer-in-Charge

Encl.:  
As stated

Reference:  
(DepEd Memorandum No. 167, s. 2017)

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

CELEBRATIONS AND FESTIVALS  
CHANGE  
LEARNERS  
SCHOOLS  
TEACHERS

DWP, DM Changes in and Additional Information to DM 167, s. 2017  
09/27-October 27/30, 2017

**25<sup>TH</sup> NATIONAL CHILDREN'S MONTH CELEBERATION**  
**Theme: "BATA: Iligtas sa Droga!"**

**Calendar of Activities**

<b>DATE AND VENUE</b>	<b>DETAILS</b>
<b>Liturgical Celebration</b> Sunday, 5 November 2017 Sta. Teresita Parish, Brgy. Sta Teresita, Quezon City.  Monday, 6 November 2017 San Pedro Cathedral, San Pedro Street, Davao City	Led by the CWC Secretariat  Led by the Regional Subcommittee for the Welfare of Children and Davao City Local Government Unit
<b>Kick-off Activity: Press Conference</b> Monday, 6 November 2017 San Francisco High School, Misamis, Bago- bantay, Quezon City	A tripartite press conference with the CWC, National Youth Commission (NYC) and Department of Social Welfare and Development (DSWD) as the lead implementers of the NCM.  The press conference will have media coverage through the Presidential Information Agency and other major news outlets.  This will also include the launch of the following endeavours: <ul style="list-style-type: none"><li>• Adhoc body in consonance with the Drug Campaign with NYC and DSWD, together with other partners;</li><li>• <i>Pito, Bata, Pitol</i> A campaign to increase awareness and empower children to protect themselves, in partnership with Rotary International;</li><li>• Advocacy and Communications Plan for the Philippine Plan of Action to End Violence Against Children; and</li><li>• Strategic Plan for the National Committee for Children and Youth Participation.</li></ul>
<b>Signing of the Memorandum of Agreement between CWC and Rotary International for R.A.C.E. (Rotarians Against Child Exploitation)</b>	This initiative aims engage with socio-civic organizations and tapping their reach and resources to increase awareness, broaden the scope, and

DATE AND VENUE	DETAILS
<p>Saturday, 11 November 2017 Glorietta Activity Center, Makati City</p>	<p>strengthen the efforts to promote child protection.</p>
<p><b>Kids Festival</b> Thursday-Sunday, 16-19 November 2017 Activity Center, Robinson's Mall, Novaliches, Quezon City</p>	<p>In partnership with the National Library of the Philippines and Robinson's Land Corp., the Kids Festival showcases different artworks, crafts, and projects for and made by children.</p>
<p><b>Dikit-A-Sticker Campaign</b> Thursday, 16 November 2017 Parking Lot, Robinson's Mall, Novaliches, Quezon City</p>	<p>Posting of stickers and other advocacy materials with messages on drug awareness and prevention together with the NYC, Safe Kids Philippines, Department of Transportation, Land Transportation Office, Integrated Metropolitan Bus Operators Association, PJH- <i>Pasang Masda</i>, Federation of Jeepney Operators and Drivers Association of the Philippines (FEJODAP) and <i>Pinagkaisang Samahan ng mga Tsuper at Operator Nationwide (PISTON)</i>, Tricycle Transpo - TODA, and Philippine Motorbike Association.</p>
<p><b>Presidential Awards for Child-Friendly Municipalities and Cities for 2016</b> Wednesday, 22 November 2017 Malacañan Palace, Manila</p>	<p>The awards ceremony is an annual undertaking of the CWC to recognize local government units that promote child-friendly governance.</p> <p>Simultaneously, there will be a turn-over of the 10,000 whistles to the Philippine National Police for the <i>Pito, Bata, Pito! Campaign</i> and the cover memo with Philippine Postal Corporation, Philippines.</p>
<p><b>South East Asian Prix Jeunesse Video Festival And Competition</b> Monday-Wednesday, 27-29 November 2017 The Peninsula Manila Hotel, Ayala cor Makati Avenues, Makati City</p>	<p>This is a festival and competition for video creators for children from Southeast Asian countries, of which Anak TV is the convener.</p>



Republic of the Philippines  
**Department of Education**

18 OCT 2017

DepEd MEMORANDUM  
No. **167**, s. 2017

**25th NATIONAL CHILDREN'S MONTH CELEBRATION**

To: Undersecretaries  
Assistant Secretaries  
Bureau and Service Directors  
Regional Directors  
Schools Division Superintendents  
Public and Private Elementary and Secondary Schools Heads  
All Others Concerned

1. The Department of Education (DepEd) joins the Council for the Welfare of Children (CWC) and other government agencies in celebrating the **25th National Children's Month** with the theme *Bata ligtas sa Droga!* This is pursuant to Presidential Proclamation No. 10661 entitled An Act Declaring the Month of November of Every Year as the National Children's Month.

2. The declaration commemorates the adoption of the Convention on the Rights of the Child by the United Nations General Assembly on November 20, 1989 and seeks to instill its significance in the Filipino consciousness.

3. In view of this, all regional and schools division offices, and schools are encouraged to undertake the following child-related activities from **November 1 to 30, 2017**:

- a. Hoisting of a streamer depicting this year's theme;
- b. Giving of recognition or awards to the learners who have made significant contributions in their respective schools or in their communities;
- c. Discussion on current issues involving children in education, in the appropriate subject areas; and
- d. Conduct of child-friendly activities, such as art contests, poster and slogan-making contests, children's fair, and/or photo exhibit in relation to the theme.

4. In addition, all DepEd central, regional and schools division offices and schools are informed of the following major activities of the National Children's Month:

- a. Press Conference on **November 3, 2017**;
- b. Liturgical Celebration with Archbishop Valles as main celebrant on **November 5, 2017**;
- c. Kids Festival on **November 13-17, 2017** at the Rizal Park Open Air Auditorium, Ermita, Manila in partnership with the National Library of the Philippines;

- d. *Dikit-a-Sticker Campaign on November 16, 2017* in Quezon City, showcasing messages on drug awareness in partnership with the National Youth Commission, Safe Kids Philippines, Land Transportation Office, Department of Transportation, Integrated Metropolitan Bus Operators Association, *PJG-Pasang Masa*, Federation of *Jeepney Operators and Drivers Association* and *Pinagkaisang Samahan ng mga Tsuper at Operator Nationwide*, Tricycle Transport-TODA, and Philippine Motorbike Association; and
- e. *Mga Kwento ni Lolo Digong sa mga Bata on November 21, 2017* at the Malacañang Palace, in partnership with the National Library of the Philippines. Additional activities on the same date and venue include:
  - i. Initial Turn-Over of 10,000 pieces of whistle for the *Pito Bata, Pito Project*, in partnership with Rotary International; and
  - ii. Giving of Presidential Award for Child Friendly Municipalities and Cities (PACMFC) for 2016.

5. School heads are requested to submit a report or documentation of the activities undertaken by the school in relation to the aforementioned activities. The electronic copy of the said report or documentation must be submitted on or before **December 15, 2017** to **Dir. Mary Mitzi Cajayon-Uy**, Executive Director V, Council for the Welfare of Children, No. 10 Apo Street, Sta. Mesa Heights, Quezon City at telephone nos. (02) 781-1039 locals 1005 and 1006 or through e-mail address: [elbardillon@cwcc.gov.ph](mailto:elbardillon@cwcc.gov.ph).

6. Expenses incurred related to the conduct of the activities in celebrating the National Children's Month shall be charged to local funds, subject to the usual accounting and auditing rules and regulations.

7. For more information, all concerned may contact either **Ms. Edna Fe Ramirez**, Office of the Undersecretary for Legal Affairs at telephone no. (02) 633-7205.

8. Immediate dissemination of this Memorandum is desired.

  
**LEONOR MAGTOLIS BRIONES**  
Secretary

Reference:  
DepEd Memorandum No. 201, s. 2016

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

**CELEBRATIONS AND FESTIVALS**  
**LEARNERS**  
**SCHOOLS**  
**TEACHERS**