



Republic of the Philippines  
Department of Education  
Region I  
**SCHOOLS DIVISION OF ILOCOS SUR**  
Bantay, Ilocos Sur



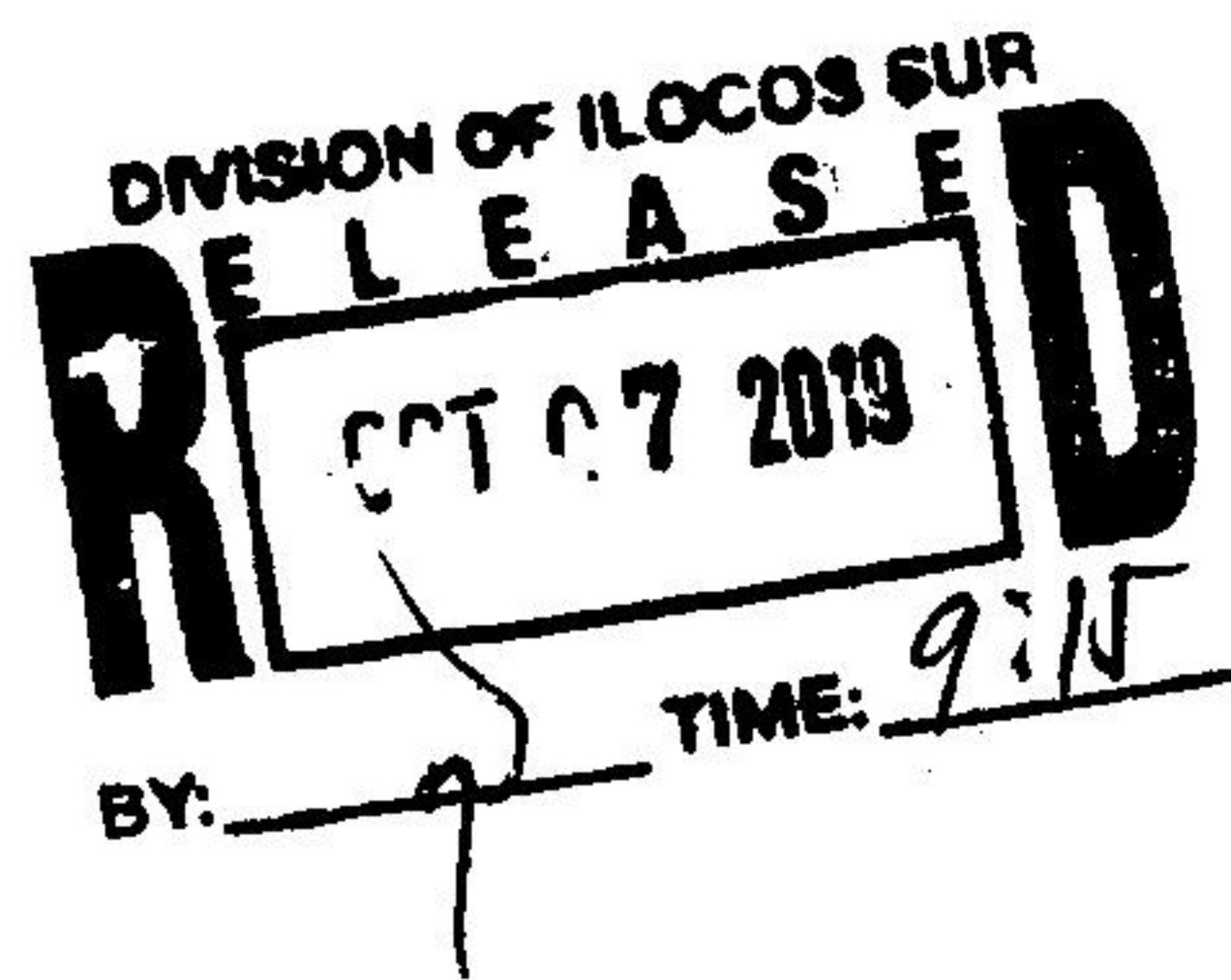
October 3, 2019

**DIVISION MEMORANDUM**  
**No. 353, s. 2019**

**2019 NATIONAL CHILDREN'S MONTH CELEBRATION**

**To: Public Schools District Supervisors  
Secondary & Elementary School Heads  
SPG Officers & Advisers  
SSG Officers & Advisers  
All others concerned**

1. Pursuant to Regional Memorandum No. 283, S. 2019, entitled, **2019 NATIONAL CHILDREN'S MONTH CELEBRATION**, the SDO Ilocos Sur through the SGOD – Youth Formation Section, is encouraging the schools this coming November 2019, to support and participate in this celebration through various ways.
2. Attached to this memorandum is the Concept Note, highlighting Section VI. Ways to Celebrate the 2019 National Children's Month, pages 5 – 7.
3. The SPG and SSG Officers and Advisers, will be conducting activities that are focused on the theme, "Karapatang Pambata: Patuloy na Pahalagahan at Gampanan Tungo sa Magandang Kinabukasan".
4. For information, guidance and compliance of all concerned.



  
**JORGE M. REINANTE, CSEE, CEO VI, CESO V**  
Schools Division Superintendent

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

Youth Formation Program

2019 Children's Month Celebration

Student Government Program

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Republic of the Philippines  
**DEPARTMENT OF EDUCATION**  
Region 1  
City of San Fernando, La Union 2500



September 30, 2019

**REGIONAL MEMORANDUM**

No. 283, s. 2019

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**2019 NATIONAL CHILDREN'S MONTH CELEBRATION**

To: **ALL SCHOOLS DIVISION SUPERINTENDENTS**

1. The Council for the Welfare of Children (CWC), Department of Social Welfare and Development (DSWD), and National Youth Council (NYC) in partnership with the Unilab Foundation will conduct a Children's Festival for the **2019 National Children's Month (NCM) Kick-Off** on November 6, 2019 that will highlight interactive learning stations for the children and launch the Philippine Play Coalition and the 2019 National Play Advocacy Week (November 17-23, 2019).

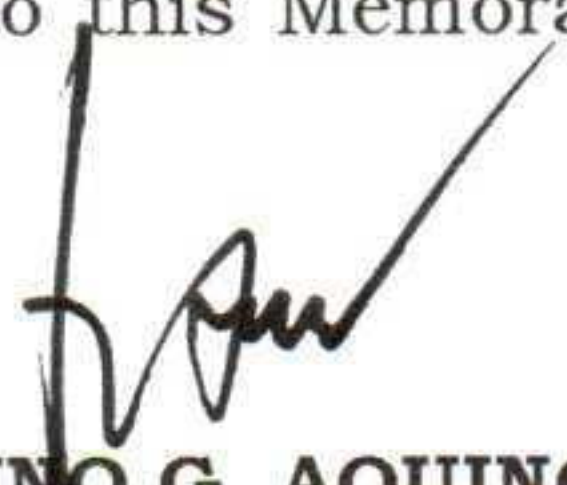
2. This year's celebration will focus on the "Karapatan ng Mga Bata" (Child Rights) in relation to the Philippine Convention on the Rights of the Child implementation and accomplishments with the theme "Karapatang Pambata: Patuloy na Pahalagahan at Gampanan Tungo sa Magandang Kinabukasan."

3. The objectives of the celebration are:

- a. to celebrate the gains and successes on child rights promotion and protection of the country by enabling children's right to participate and play essential to their holistic development;
- b. to raise awareness on the emerging concerns on children based on their rights to survival, development, protection, and participation; and
- c. to enhance the level of awareness and understanding of duty-bearers/stakeholders on the key strategies to a Child-Friendly Philippines.

4. As an institution that has the primary duty to promote the welfare of children, we are encouraged to support and participate in the said activity in various ways as indicated in Pages 5-7 of the attached concept note. Attached is the program of activities, for information.

5. Immediate dissemination and strict compliance to this Memorandum is desired.

  
**TOLENTINO G. AQUINO**  
Assistant Regional Director  
Officer-in-Charge  
Office of the Regional Director

DEPED REGIONAL OFFICE I  
**RELEASED**

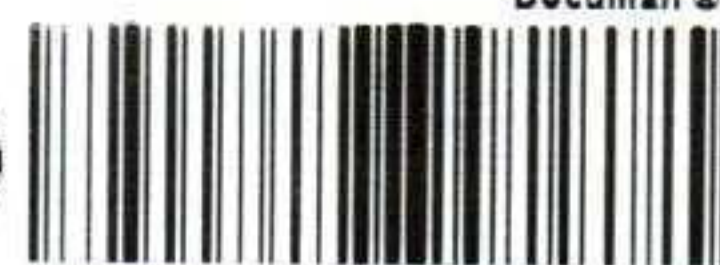
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COUNCIL FOR THE WELFARE OF CHILDREN  
10 Apo Street, Sta. Mesa Heights, Quezon City

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**RECEIVED****CONCEPT NOTE****TITLE OF ACTIVITY:** 2019 National Children's Month Celebration

SEP 03 2019

09-0070

By: PATime: 12:00**I. BACKGROUND AND RATIONALE**

The United Nations Convention on the Rights of the Child (UN CRC) adopted on 20 November 1989 is the first legally binding universal treaty solely dedicated to the promotion and protection of children's rights. It sets out the rights that must be realized for every child – the rights to survival, development, protection, and participation. It offers a vision of the child as an individual and as a member of a family and community, with rights and responsibilities appropriate to his or her age and stage of development.

The Philippines as a State Party to the Convention has the obligation and accountability to undertake all appropriate legislative, administrative, and other measures for the realization of children's rights and that children have access to services, protection from all forms of abuse and violence, opportunities for personal development to reach their fullest potential.

By virtue of Republic Act 10661, the National Children's Month (NCM) in the Philippines which commemorates the adoption of the UN CRC on 20 November 1989, is annually celebrated every November. It seeks to instill its significance in the Filipino consciousness.

This November 2019 marks the 30<sup>th</sup> anniversary of the UNCRC and the 27<sup>th</sup> year of the NCM. Since the country's ratification of the UN CRC in July 1990, there is much to be celebrated. However, despite over-all gains and continuing efforts of the Philippine Government, Filipino children and their family still face challenges which compromise their human rights and benefits of development.

This year's celebration shall be anchored on the UN CRC and the **3<sup>rd</sup> National Plan of Action for Children (NPAC)** Goals to progressively realize the rights of children:

- Goal 1:** Children have a better quality and improved way of life;
- Goal 2:** Children are well nourished, have healthy lives and are active learners with good quality education;
- Goal 3:** Children are safe and free from violence, abuse, neglect and exploitation; and
- Goal 4:** Children are actively participating in decision-making processes affecting their lives according to their evolving capacities.

In addition, it will complement the implementation of the **Philippine Plan of Action to End Violence Against Children (PPAEVAC)** through the following strategies:

- **Altering norms and values**
  - Promotion of evidence-based, age-appropriate and gender-responsive Parenting Program
- **Education and life skills**
  - Integration of age-appropriate life skills and personal lesson in the curriculum and in community
  - Ensuring that children attend school
- **Access/provision of support and responsive services**
  - Provision of appropriate and quality protective, social, mental, health, legal and judicial services
- **Implementation and enforcement of laws**
  - Localization of national laws and frameworks
  - Legislative advocacy
  - Setting-up of monitoring mechanism on the implementation of relevant laws



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- Strengthening the functionality of structures and mechanisms for children
- Capability building for child-rights holders and duty-bearers
- Communication for behavioral change Engaging and mobilizing children and youth

II. 2019 NCM FOCUS AND THEME

As approved by the Council Board in May 2019, the 2019 NCM will focus on the “*Karapatan ng Mga Bata*” (Child Rights) in relation to the Philippine CRC implementation and accomplishments with the theme “*Karapatang Pambata: Patuloy na Pahalagahan at Gampanan Tungo sa Magandang Kinabukasan.*”

III. OBJECTIVES:

The 2019 NCM aims to celebrate the gains and successes of the Philippines in the promotion and protection of children’s rights. Specifically, it aims to:

1. Intensify public awareness on the rights of children and remind all sectors of the community and society to be responsible in raising-up the Filipino child to become a well-rounded person and to protect her/him at all cost, as enshrined in the UN CRC.
2. Promote further the institutionalization of a child-friendly environment and governance by promoting implementation and monitoring of CRC at all levels.
3. Provide a platform for discourse on newly-enacted landmark legislations and persistent issues pertaining to children’s rights to survival, development, protection and participation.
4. Empower children as rights-holders and duty-bearers to deliver commitment to promote, protect and fulfill rights of children.

IV. WEEKLY FOCUS AND OBJECTIVES:

THEMATIC FOCUS		SPECIFIC FOCUS	ACTIVITIES	OBJECTIVES
	2019 NCM Kick – Off Celebration	Children’s Festival	Please refer to attached program of activities ( <i>Annex A</i> ).	To celebrate the gains and successes on child rights promotion and protection of the country by enabling children’s right to play as part of their holistic development.
WEEK 1	Survival Rights	First 1000 Days and Child Survival	Advocacy Forum  Youth Camp for Children on Mental Health	To create awareness on newly enacted laws on Mental Health and First 1000 Days.
		Child and Adolescent Mental Health		

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THEMATIC FOCUS		SPECIFIC FOCUS	ACTIVITIES	OBJECTIVES
WEEK 2	Development Rights	<ul style="list-style-type: none"><li>Online/Digital Behaviour of Children</li><li>Inclusive Education</li></ul>	Children's Rights in Education Summit	To inform and guide children and parents/caregivers on how to manage children's online behavior and respond to education issues of CWDs, IPs and other sectors of children.
	Participation Rights	<ul style="list-style-type: none"><li>Children Governance in</li><li>Play</li></ul>	"Bata, Kasali Ka" Children's conference on their participation right  Ako Para Sa Bata: Teens Conference	To enhance children's engagement in matters affecting them.
WEEK 4	Protection Rights	<ul style="list-style-type: none"><li>Children in Situations of Armed Conflict (CSAC)</li></ul>	Media Forum	To increase awareness on the newly enacted CSAC law and to continue the advocacy efforts for the CICL, the protection of children from labor and its worst forms, and on positive parenting as a strategy to end violence against children and address its adverse impact to them.
		<ul style="list-style-type: none"><li>Positive Parenting/Discipline</li></ul>	Media Forum and Film Viewing	
		<ul style="list-style-type: none"><li>Child Labor</li></ul>	On – the – Spot Poster – Making Contest	
		<ul style="list-style-type: none"><li>Children in Conflict with the Law</li></ul>	Spoken Poetry	

V. KEY MESSAGES

THEMATIC FOCUS		SPECIFIC FOCUS	MESSAGES
WEEK 1	Survival Rights	First 1000 Days and Child Survival	<b>KARAPATAN NG BAWAT BATA NA MABUHAY AT LUMAKING MALUSOG AT MASIGLA</b> <ul style="list-style-type: none"><li>Alagaan si baby mula sinapupunan hanggang siya ay magdalawang taon.</li></ul>

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THEMATIC FOCUS		SPECIFIC FOCUS	MESSAGES
			<ul style="list-style-type: none"><li>• Kumpletuhin ang pre-natal check – up para masiguro ang kaligtasan at kalusugan ni baby.</li><li>• Pasusuhin ng tama, sapat at eksklusibo (TSEk) si baby sa unang anim na buwan</li><li>• Kumpletuhin ang bakuna ni baby ayon sa immunization schedule</li><li>• Bigyan ng karagdagang masustansyang pagkain si baby mula ika-6 na buwan habang patuloy na nagpapasuso hanggang 2 taong gulang.</li></ul>
		Child and Adolescent Mental Health	<b>KALUSUGANG PANGKAISIPAN, KARAPATAN NG MGA BATA AT KABATAAN</b> <ul style="list-style-type: none"><li>• Ang kalusugan ng kaisipan ay kalusugan ng katawan<ul style="list-style-type: none"><li>➢ Mental Health is not a disease and is not something to be shameful about</li><li>➢ Like physical health, mental health needs care and attention</li></ul></li><li>• It is OK to talk about what you are going through, seek help! (Mayroong nakikinig sa iyo. May karamay ka).</li><li>• Tara usap tayo! (Access to mental health services for every child)</li><li>• Malusog na kaisipan, mula sa sinapupunan hanggang sa paglaki. – link to 1st 1000 days</li><li>• Magulang at lipunan ay katuwang ng bata tungo sa malusog na kaisipan (As parents and caregivers, we play an important role in child's overall health).</li></ul>
WEEK 2	Development Rights	Inclusive Education	<b>EDUCATION FOR ALL</b>
		<ul style="list-style-type: none"><li>• Online/ Digital Behaviour of Children</li></ul>	<b>LET CHILDREN ENJOY THE BENEFITS OF A SAFER INTERNET</b>
WEEK 3	Participation Rights	<ul style="list-style-type: none"><li>• Children in Governance</li></ul>	<b>EVERY CHILD HAS THE RIGHT TO BE HEARD</b> <ul style="list-style-type: none"><li>• Children have a right to participate in the discussion of issues and decisions affecting them</li><li>• #BataKasaliKa</li></ul>
		<ul style="list-style-type: none"><li>• Play</li></ul>	<b>EVERY CHILD HAS THE RIGHT TO PLAY</b> <ul style="list-style-type: none"><li>• Children learn through play</li><li>• Play is an essential tool towards development</li><li>• #PlayIsARight</li></ul>

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THEMATIC FOCUS		SPECIFIC FOCUS	MESSAGES
WEEK 4	Protection Rights	<ul style="list-style-type: none"><li>Children in Situations of Armed Conflict (CSAC)</li></ul>	<b>CHILDREN ARE NOT SOLDIERS</b> <ul style="list-style-type: none"><li>Children are zones of peace</li><li>Children are treated as victims</li><li>Child soldiers are to be rescued</li><li>Stop the War on Children</li><li>Bata h'wag idamay</li><li>Children need peaceful environment to thrive</li><li>Sa labanan, walang nanalo. Lahat talo (No one wins the war, but the child always loses)</li><li>In every war is a war against children</li><li>Renounce war, protect children</li></ul>
		<ul style="list-style-type: none"><li>Positive Parenting/ Discipline</li></ul>	<b>LOVE DOES NOT HURT</b> <ul style="list-style-type: none"><li>Realizing children's rights to violence-free childhood;</li><li>No Violence against children is justifiable; all Violence against children is preventable</li><li>Positive preferred over violent discipline</li><li>Payo Hindi Palo</li></ul>
		<ul style="list-style-type: none"><li>Children in Conflict with the Law</li></ul>	<b>POSIBLE ANG PAGBABAGO SA JJWA</b> <ul style="list-style-type: none"><li>#RA9344Ito</li><li>#PosibleSaJJWA</li></ul>
		<ul style="list-style-type: none"><li>Child Labor</li></ul>	<b>CHILDREN SHOULD NOT BE ENGAGED IN CHILD LABOR</b> <ul style="list-style-type: none"><li>Child labor sugpuin, kinabukasan ng isang milyong batang malaya tiyakin</li><li>Stop Child Labor: Children deserve to be healthy, educated, secured, and happy.</li><li>#1MBatangMalaya</li></ul>

VI. WAYS TO CELEBRATE THE 2019 NATIONAL CHILDREN’S MONTH

- **Hanging of tarpaulins/ streamers** about the Children’s Month Celebration;
- Recitation of “***Panatang Makabata***” a solemn oath on the promotion and protection of the rights of a child (*Please refer to Annex B*) during flag ceremony every Mondays of November;
- **Development, production and distribution of Information, Education and Communication (IEC) materials and other collaterals** to include those developed by CWC;
- **Posting of the NCM official logo and the 2019 theme, audio visual presentation, and other NCM advocacy materials** on the websites and official social media accounts;
- **Conduct of organizational activity** related to the focus and theme of the 2019 NCM and submission of activity details by emailing at [paio@cwc.gov.ph](mailto:paio@cwc.gov.ph) for inclusion in the official 27<sup>th</sup> NCM Calendar of Activities; and
- **Participation** in all NCM major activities and NCM-related activities nationwide.

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ANNEX A

The 2019 National Children’s Month Kick – Off Celebration  
06 November 2019 / Venue: TBD

RATIONALE

Every child has the right to rest, leisure, play, recreational activities and free and full participation in cultural and artistic life as recognized in Article 31 of the UN CRC. These rights are essential to a child’s development and well – being as it contributes to their learning and enhancement of their cognitive and emotional skills.

Duty – bearers, or those who carries an obligation/ responsibility to respect, promote and realize human rights (e.g. state, parents, teachers, police, community organizations, and non – government organizations), should be able to allot time, and create and promote space for children where they can actively engage in play and learn through recreational and creative activities.

The support of the parents, caregivers, and society shall inspire a child – friendly society where every child can fully contribute and enjoy his / her rights.

The CWC, DSWD and NYC in partnership with the Unilab Foundation will conduct a Children’s Festival for the 2019 NCM Kick – Off to emphasize play as a basic right of every child and as integral part of a child learning process and development and overall well-being. The activity will highlight interactive learning stations for the children and launch the Philippine Play Coalition and the 2019 National Play Advocacy Week (November 17 – 23, 2019). It will also feature learning sessions on the four (4) categories of children’s rights and Child – Friendly Philippines Strategies for parents, caregivers and local government units.

OBJECTIVES

- To celebrate the gains and successes on child rights promotion and protection of the country by enabling children’s right to participate and play essential to their holistic development.
- To raise awareness on the emerging concerns on children based on their rights to survival, development, protection, and participation; and
- To enhance the level of awareness and understanding of duty-bearers/ stakeholders on the key strategies to a Child – Friendly Philippines.

PROGRAM OF ACTIVITIES

Time	Activity	Focal
07:00 AM – 07:25 AM	Registration	Unilab Foundation
07:25 AM – 07:30 AM	Orientation on Child Safeguarding Measures	TBD
07:30 AM – 07:40 AM	Opening Ceremony <ul style="list-style-type: none"><li>• Entrance of Colors and Singing of the Philippine National Anthem</li></ul>	Boy Scouts of the Philippines and Girl Scouts of the Philippines
	<ul style="list-style-type: none"><li>• Invocation</li></ul>	GEM’S Heart Rondalla
	<ul style="list-style-type: none"><li>• Recitation of <i>Panatang Makabata</i></li></ul>	2019 NCM Children’s Organizing Committee
07:40 AM – 07:45 AM	Welcome Remark	CHILD

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Time	Activity	Focal
07:45 AM – 07:55 AM	<b>Inspirational Messages</b> <ul style="list-style-type: none"> <li>• CWC (3 mins.)</li> <li>• DSWD (3 mins.)</li> <li>• NYC (3 mins.)</li> </ul>	<b>Mary Mitzi Cajayon – Uy</b> Executive Director Council for the Welfare of Children  <b>Rolando Joselito Delizo Bautista</b> Secretary Department of Social Welfare and Development  <b>Ryan R. Enriquez</b> Chairperson and CEO National Youth Commission
07:55 AM – 08:00 AM	<b>TED Talk:</b> 30 <sup>th</sup> UNCRC and 2019 NCM	TBD
08:00 AM – 08:10 AM	<ul style="list-style-type: none"> <li>• <b>Ceremonial Launch of the Philippine Play Coalition</b></li> </ul>	<b>Play Advocacy Coalition Members</b>
08:10 AM – 08:30 AM	<b>TED Talk:</b> <ul style="list-style-type: none"> <li>• Importance of Play as a right of every child National Play Advocacy Activities</li> </ul>	TBD
08:30 AM – 08:35 AM	<b>Orientation on the Mechanics of Children's Fair (Caravan on the Activity Booths)</b>	CWC and Unilab Foundation
08:35 AM – 12:00 NN	<ul style="list-style-type: none"> <li>• <b>Children's Fair/ Caravan</b></li> </ul>	<b>2019 NCM Children and Adult Organizing Committee</b>
	<b>Parallel / Breakout Session for Adults (Morning session)</b> <b>Topics:</b> <ul style="list-style-type: none"> <li>• <b>Survival Rights:</b> Mental Health</li> <li>• <b>Development Rights:</b> Social Media Engagement of Children</li> </ul>	<b>For Parents/ Caregivers</b>
	<b>Child – Friendly Philippines Strategies</b>	<b>For LGUs</b>
12:00 NN – 01:15 PM	<b>Lunch Break</b> <b>Open Floor Intermission</b>	
01:15 PM – 01:30 PM	<b>Community Dancing</b>	
01:30 PM – 03:00 PM	<ul style="list-style-type: none"> <li>• <b>Children's Fair/ Caravan (Continuation)</b></li> </ul>	
	<b>Parallel / Breakout Session for Adults (Afternoon session)</b> <ul style="list-style-type: none"> <li>• <b>Participation Rights:</b> Play</li> <li>• <b>Protection Rights:</b> Positive Parenting</li> </ul>	<b>For Parents/ Caregivers</b>
03:00 PM – 03:05 PM	<b>Closing Remarks</b>	<b>Lilibeth Aristorenas</b> Executive Director Unilab Foundation

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IDEAS FOR FESTIVAL STATIONS:

STATION/ACTIVITIES	Focal
<b>Survival Rights</b> 1. Physical First-Aid and Bandaging 2. Home and Street Survival Techniques 3. Disaster Preparedness Simulation 4. Psychosocial First Aid	Boy Scouts of the Philippines Philippine National Police, Bureau of Fire Protection Philippine Red Cross, NDRRMC Philippine Red Cross – Red Cross Youth
<b>Development Rights</b> 5. Art Corner > Origami – making > Face/ Hand – painting 6. Interactive Science Exhibit 7. Lego Booth 8. Traditional Filipino Games	TBI  Philippine Science Centrum Lego Philippines National Commission for Culture and the Arts
<b>Protection Rights</b> 9. Cyber Alert 10. Puppet Show on Positive Discipline/ Parenting 11. Film Showing	Philippine National Police, Stairway Foundation Philippine Information Agency  Disney/ Columbia/ Impact Code

OTHER BOOTHS:

- Photo Booth
- Freedom Wall
- DJ Booth

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**ANNEX B**

**Panatang Makabata**

Ako, si (banggitin ang pangalan), bilang mamamayang Filipino, ay kinikilala ang kahalagahan ng mga bata sa lipunan.

Dahil dito, ako ay nangangakong isulong, protektahan, igalang, at pangalagaan ang karapatan ng bawat bata, anuman man ang kaniyang kulay, kasarian, lahi, relihiyon, kultura, estado sa buhay, may kapansanan man o wala.

Upang matiyak ang kasiyahan ng mga bata, naniniwala akong nararapat na matamasa nila ang mga ito:

- Maisilang at mabigyan ng sapat na pangangailangan upang mabuhay ng maayos
- Lumago ang kaalaman, kakayahan at talento
- Maproteksyunan sa anumang uri ng pang-aabuso, panganib, at karahasan
- Makalahok sa mga gawain patungkol sa mga bata
- Maipagtatanggol at matutulungan ng pamahalaan sa lahat ng panahon.

Sa tulong ng Poong Maykapal, ito ay aking isasapuso at isasagawa ang lahat ng ito dahil ang mga bata ang pag-asa at siyang magpapaunlad sa ating bayan.

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