



JAN 18 2011

DepEd MEMORANDUM
No. **10** , s. 2011

**2011 NATIONAL AWARENESS WEEK FOR THE PREVENTION OF CHILD
SEXUAL ABUSE AND EXPLOITATION**

To: Bureau Directors
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools

1. Pursuant to Presidential Proclamation No. 731 dated February 5, 1996 (Enclosure No. 1), the 2011 National Awareness Week for the Prevention of Child Sexual Abuse and Exploitation will be observed on February 6-10, 2011.

2. The celebration aims to promote public awareness on how to prevent the increasing cases of children who are sexually abused. Moreover, this year's celebration will be a call to hope, a challenge to act and an invitation to protect the children's rights to live freely. Specifically, it aims to:

- a. promote awareness on the problem of child sexual abuse and exploitation;
- b. participate in the nationwide campaign to prevent child sexual abuse and exploitation;
- c. instill in the general public respect for laws and ordinances related to the welfare of children, and surveillance and report of suspected cases to the Department of Social Welfare and Development (DSWD) or law enforcement agencies;
- d. integrate in school curriculum topics on child abuse and exploitation; and
- e. provide orientation to all sectors on Republic Act No. 7610 and other laws and on the problems of child abuse and exploitation.

3. In preparation for the celebration, a slogan contest will be conducted from January 12-24, 2011 in schools implementing the Personal Safety Lesson (PSL). The slogan that will be adjudged as the winner shall be the theme of the celebration. The contest mechanics are found in Enclosure No. 2.



4. All public and private schools are likewise encouraged to undertake any of the following activities provided that the Engaged Time-on Task Policy of the Department shall be observed as stipulated in DepEd Order No. 9, s. 2005:

- a. Hanging of streamers to be displayed in the schools throughout the month of February;
- b. Displaying of information materials within or outside the schools;
- c. Conducting fora in the schools or within the community; and
- d. Holding talent shows in the form of music, dance or theatre performances or any forms relevant to the theme.

5. For more information, please contact the Bureau of Elementary Education(BEE)-Special Education (SPED) Division, 2/F Bonifacio Building, Meralco Avenue, Pasig City at telephone no.: (02) 631-9993 or through e-mail address: sped_bee.deped@yahoo.com.

6. Immediate and wide dissemination of this Memorandum is desired.


BR. ARMIN A. LUISTRO FSC
Secretary

Encls.: As stated

Reference:

None

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

CELEBRATIONS & FESTIVALS
CONTESTS
SCHOOLS

Enclosure No. 1 to DepEd Memorandum No. 10, s. 2011

FROM:

MALACAÑANG
MANILA

FEB 13 1996

FEB 13 1996

BY THE PRESIDENT OF THE PHILIPPINES

OFFICE OF THE SECRETARY
DEPARTMENT OF YOUTH WELFARE
1754

PROCLAMATION NO. 731

**DECLARING THE SECOND WEEK OF FEBRUARY OF EVERY YEAR AS
"NATIONAL AWARENESS WEEK FOR THE PREVENTION OF
CHILD SEXUAL ABUSE AND EXPLOITATION"**

WHEREAS, Article I, Section 2, of RA 7610 declares that "The State shall provide special protection to children from all forms of abuse, neglect, cruelty, exploitation, and discrimination and other conditions prejudicial to their development";

WHEREAS, child sexual abuse is a social reality in the country and constitutes one of the profound violations of the rights of children;

WHEREAS, child sexual abuse is the most underreported form of abuse due to its highly sensitive nature;

WHEREAS, there is a need to raise the awareness of the public on the extent and magnitude of the problem, as well as the adverse consequences on the personality of the child, his/her family, and the society at large;

WHEREAS, the occurrence of the problem of child sexual abuse can be prevented with a deliberate and systematic information, education, and communication activity;

WHEREAS, an informed citizenry will be motivated to report any case of child sexual abuse in order that programs and services can be made available and accessible to the victim and his/her family;

NOW, THEREFORE, I, FIDEL V. RAMOS, President of the Philippines, by virtue of the powers vested in me by law, do hereby declare the second week of February of every year as "National Awareness Week for the Prevention of Child Sexual Abuse and Exploitation".

For this purpose, I call on all sectors and organizations, especially the Department of Social Welfare and Development, Department of Education, Culture and Sports, Department of Health, Philippine National Police, Department of Interior and Local Government, Department of Labor and Employment, Philippine Information Agency, Department of Transportation and Communications, Council for the Welfare of Children, and other national agencies of government, as well as local government units, the

Enclosure No. 2 to DepEd Memorandum No. 10, s. 2011

SLOGAN CONTEST MECHANICS

1. The contest is open to all children and PSL implementers of Regions III, IV-B, V, VI, VII, VIII, IX, NCR and CAR.
 2. Trained PSL Regional Coordinators will take charge of the contest proper in their own region.
 3. The entry slogan shall be either English or Filipino.
 4. Only the entries properly endorsed by the Regional Director shall be accepted.
 5. All entries shall be submitted to the Central Office by January 21, 2011.
 6. The judging will be done on January 24, 2011 by a panel of interagency representatives.
 7. The winning entry shall be the theme during the Celebration of Child Sexually Abused Awareness Week (CSAAW) in February 2011.
 8. The first three winners will be cited and given prizes during the CSAAW kick-off at Caloocan City on February 7, 2011.
 9. The following are the criteria for judging:
 - a. Impact (ability to attract and catch attention) - 40%
 - b. Originality - 30%
(must be an original piece and not lifted from any existing passage or previously done work)
 - c. Relevance to child-sexual abuse issues - 30%
- TOTAL 100%**