



Republic of the Philippines
Department of Education

02 OCT 2015

DepEd MEMORANDUM
No. **109**, s. 2015

**NATIONAL ATTENTION DEFICIT/HYPERACTIVE DISORDER (AD/HD)
AWARENESS WEEK**

To: Bureau Directors
Directors of Services, Centers and Heads of Units
Regional Directors
Schools Division Superintendents
Heads, Public and Private Elementary and Secondary Schools
All Others Concerned

1. Pursuant to Presidential Proclamation No. 472 dated September 18, 2003 entitled *Declaring the Third Week of October Every Year as National Attention Deficit/Hyperactive Disorder (AD/HD) Awareness Week*, the Department of Education (DepEd), through the Special Education (SPED) Division-Bureau of Elementary Education, will celebrate the **National Attention Deficit/Hyperactive Disorder (AD/HD) Awareness Week** with the theme *AD/HD: A Major Hidden Disability (Alamin, Tanggapin at Mahalin)* from October 18 to 24, 2015.

2. The weeklong celebration aims to raise awareness and understanding among the participants on AD/HD as a common serious neuro-biological disorder.

3. Public and private schools implementing programs for children with AD/HD, and SPED centers are enjoined to participate in the activities detailed in Enclosure No. 1, and are encouraged to spearhead the following activities in their respective jurisdiction:

- a. Hanging of streamers (format indicated in Enclosure No. 2);
- b. Conduct of Art Exhibit and Showcasing of Talents of Children with AD/HD;
- c. Conduct of Scientific/Technical Congress on AD/HD with the following suggested topics:
 - i. Understanding the New AD/HD Classification DSM V and Its Implications;
 - ii. Understanding the Diagnostic Process;
 - iii. Understanding the Role of Occupational and Speech Therapists and Behaviorists;
 - iv. The Role of Medication from Stimulants to Depressants;
 - v. Understanding the Role of Parents in Raising a Child with AD/HD;
 - vi. Understanding the Role of Teachers (Building Self-esteem or Breaking the Will);
 - vii. Understanding the Role of Siblings and Peers;
 - viii. Success Stories of Children with AD/HD;
- d. Conduct of Seminar on Drug Abuse Prevention; and
- e. Conduct of Seminars on AD/HD for professionals and general public.

4. All activities conducted for the celebration shall be in accordance with the DepEd Order No. 9, s. 2005 entitled *Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith*.
5. All regional officials concerned shall submit a report on the activities conducted within 30 days after the observance through email at sped_bee.deped@yahoo.com.
6. For more information, all concerned may contact the **Special Education (SPED) Division-Bureau of Elementary Education**, Department of Education (DepEd) Central Office, 2nd Floor, Bonifacio Building, DepEd Complex, Meralco Avenue, Pasig City at telephone no.: (02) 631-9993.
7. Immediate dissemination of this Memorandum is desired.



BR. ARMIN A. LUSTRO FSC
Secretary

Encls.:

As stated

Reference:

DepEd Order (No. 9, s. 2005)

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

CELEBRATIONS AND FESTIVALS
LEARNERS
SCHOOLS
SPECIAL EDUCATION

SMA, DM National AD/HD Awareness Week
0583/September 7/23/30, 2015

AD/HD AWARENESS WEEK

October 18 - 24, 2015

Theme: "ADHD: A Hidden Disability (Alamin, Unawain, Tanggapin at Mahalin)"

CALENDAR OF ACTIVITIES

(as of August 26, 2015)

| <i>October 18</i> | <i>Sunday</i> | <i>October 19</i> | <i>Monday</i> | <i>October 20</i> | <i>Tuesday</i> |
|---|---------------|---|------------------|---|-----------------|
| Kick-off Activities <ul style="list-style-type: none">▪ Televised Sunday Holy Mass Time: 6:00 AM Lead Agencies: AD/HD Society of the Philippines, NCDA, PIA & 17 LGUs | | Opening Programme Time: 9:00 AM – 3:00 PM Venue: SkyDome, SM City North EDSA, Quezon City Lead Agency: AD/HD Society of the Philippines | | Scientific Congress on AD/HD (involving medical practitioners, city health officers) Venue: PMHA Conference Room, East Avenue Time: 9:00 AM – 3:00 PM Lead Agencies: PMHA and AD/HD Society of the Philippines | |
| | | October 21 | Wednesday | October 22 | Thursday |
| | | Scientific Congress on AD/HD – Day 2 (involving teachers, parents, social workers) Venue: Occupational Health and Safety Center, Quezon City Time: 9:00 AM – 3:00 PM Lead Agencies: PMHA and AD/HD Society of the Philippines | | Seminar/Lay Forum on Drug Abuse Prevention: "Avoiding the Road to Addiction" Possible Venue: PIA, Visayas Avenue, Diliman, Quezon City Time: 1:00 – 5:00 PM Lead Agencies: Dangerous Drugs Board, PMHA, PDEA and AD/HD Society of the Philippines | |
| <i>October 23</i> | <i>Friday</i> | <i>October 24</i> | <i>Saturday</i> | Other AD/HD Week Activities | |
| Reach and Teach ADHD (with registration fees) Venue: Maharlika Hall, Biñan Elementary School, Biñan, Laguna Time: 8:00 AM – 5:00 PM | | Closing Program / Cultural Presentation Venue: Fisher Mall and/or Robinsons Galleria Time: 2:00 PM – 5:00 PM Lead Agency: AD/HD Society of the Phils. | | (a) Hanging of AD/HD Week streamers | |
| | | | | (b) Text blasts on AD/HD related messages Lead Agency: PIA | |
| | | | | (c) Media announcements and guestings/press releases Lead Agencies: PIA and NCDA | |

For more information and details of the celebration, please get-in-touch with the Secretariat thru the following contact details: Tel. Nos.: 951-5013 and 932-6422 local 111, Mobile Phone Nos. 0920-9062306 and 09209062296 or email address iecdncda@gmail.com

agency
logo

The **N A M E O F A G E N C Y**

joins the nation in celebrating the

**NATIONAL
ATTENTION DEFICIT/HYPERACTIVITY DISORDER
(AD/HD) AWARENESS WEEK**

October 18-24, 2015

Theme: **AD/HD: A Hidden Disability - "Alamin, Unawain, Tanggapin at Mahalin"**