



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@cw.gov.ph or cw@cw.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

25TH NATIONAL CHILDREN'S MONTH CELEBERATION
Theme: "BATA: Iligtas sa Droga!"

Calendar of Activities

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

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>Kids Festival 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>Dikit-A-Sticker Campaign 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>Presidential Awards for Child-Friendly Municipalities and Cities for 2016 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>South East Asian Prix Jeunesse Video Festival And Competition 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 convenor.</p>