



JUL 24 2007

DepED MEMORANDUM  
No. 289 , s. 2007

NATIONAL CONSUMER WELFARE MONTH CELEBRATION

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

1. In compliance with Presidential Proclamation No. 1098, s. 1997 Declaring Month of October of every year as Consumer Welfare Month, the Department of Education (DepED), the lead agency, in coordination with the National Consumer Affairs Council (NCAC) announce the national celebration of consumer welfare for the whole month of October 2007 with the theme "Education and Information: Key to Consumer Empowerment".

2. Various activities have been undertaken by the Department in response to Article 154, Chapter II of the Consumer Act of the Philippines which states that "The DECS (now DepED) with the cooperation and advice of the Council, shall develop and adopt a consumer education program which shall be integrated into existing curricula of all public and private schools from primary to secondary levels. A continuing consumer education program for out-of-school youth and adults shall likewise be developed and undertaken". The activities are:

- a. Teacher Guides development integrating saving consciousness in the curriculum (with PDIC);
- b. Integration of Consumer education in the curriculum; and
- c. Lesson plan development integrating product standards and concepts (with the Department of Trade and Industry).

3. In connection with the above mandate of DepED and in line with the celebration of the Consumer Welfare Month, regional and division offices through the schools are encouraged to participate by adapting the theme in all appropriate school activities (Please see the abstract on the theme). It is suggested that activities shall be innovative, creative and will not entail cost nor disruption of classes. The following school activities are suggested:

- a. 10-15 minute class discussion of the theme in appropriate subjects;
- b. Poster making and slogan contests;
- c. Mini press conferences on the theme;
- d. School plays/programs;
- e. Teacher-student dialogues;
- f. Bulletin board displays; and
- g. Cooking contest.

4. In order to properly document said activities, schools are requested to send their plans to the division office, copy furnish the regional office and the NCAC at telefax no. 890-4930, attention Ms. Lolita N. de Castro.
5. For additional information, please secure copies of materials needed from the nearest DTI Offices (see enclosed list of DTI Offices and their addresses).
5. Immediate dissemination of this Memorandum is desired.

  
**JESLI A. LAPUS**  
Secretary

Encl.:

As stated

Reference:

DepED Memorandum: No. 297, s. 2005

Allotment: 1—(D.O. 50-97)

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

BUREAUS & OFFICES  
CELEBRATIONS & FESTIVALS  
COMMITTEES  
OFFICIALS  
SCHOOLS

Model: Consumer Welfare  
7-10-7

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