



SEP 02 2009

DepED MEMORANDUM
No. 378, s. 2009

2009 TEACHERS' MONTH CAMPAIGN

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Directors of Services/Centers and Heads of Units
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools

1. In 1983, United Nations Education, Scientific and Cultural Organization (UNESCO) inaugurated October 5 as World Teachers' Day, a day to celebrate teachers and the central role they play in guiding children, youths and adults through the life-long learning process.

2. In the Philippines, the Teachers' Month Campaign was launched in 2008. This was spearheaded by the Steering Committee composed of the Metrobank Foundation, Inc. (MBFI), De La Salle Philippines (DLSP), Philippine Business for Education (PBE), Campaigns Social Response (CSR) and the Department of Education (DepED) with the support of key business institutions. It was intended to contribute to the growth and development of the teaching profession in the country as well as publicly express appreciation to mentors.

3. The Teachers' Month Campaign will be launched once again this year during Metrobank's 47th anniversary celebrations on September 4, 2009 to be highlighted by the awarding of the Metrobank Foundation Search for Outstanding Teachers and will culminate on October 5, 2009 designated as the World Teachers' Day. The campaign will be led by the Council of Leaders composed of prominent personalities from the business, government and non-government sectors. The theme of the 2009 Teachers' Month Campaign is "My Teacher, My Hero".

4. The Teachers' Month Campaign aims to:
- a. generate widespread awareness and support for World Teachers' Day;
 - b. use the occasion to celebrate the unique role and service that teachers play in guiding families, strengthening of communities, and building the nation;
 - c. revitalize the image of teaching as a vocation by increasing public awareness on the value of teachers in the Philippine society and national development;
 - d. articulate the accessibility of a career in teaching by outlining available scholarship grants and school subsidy programs; and

- e. affirm current and retired Filipino teachers by coordinating with a chain of establishments to provide value added service or discounts for teachers.
5. Relative thereto, all public and private elementary and secondary schools are encouraged to cooperate in the campaign through the following:
 - a. During the month, everyone who has ever been a student is invited to say "THANK YOU" to at least one (1) teacher who has made a difference in his or her life. Students can write a letter, send a card or offer a gift;
 - b. Schools may conduct special activities to honor teachers during the one-month period and a major event on October 5, 2009;
 - c. Schools can help disseminate information on the campaign and feature stories or write-ups on teaching/teachers through their school organs/papers and websites;
 - d. Schools can tap their Alumni Associations, Parents-Teachers Associations (PTAs), Supreme Student Governments (SSGs) and other school-based clubs or organizations to initiate their own projects in support of the campaign;
 - e. Insofar as practicable and possible, all DepED Divisions shall mobilize the support of the community in paying tribute to teachers (such as commercial and retail outlets can offer discounts/freebies or special promos for teachers for a particular period during the month leading to October 5); and
 - f. Schools shall hang streamers/tarpaulins honoring teachers during the month-long celebration.
6. All Regional Directors, Schools Division Superintendents and School Heads are encouraged to actively lead all activities for this month-long event for teachers. Reports on the activities conducted by the schools shall be consolidated by the Division Offices to be submitted to the Office of Undersecretary Ramon C. Bacani, Attention the Center for Students and Co-Curricular Affairs, G/F Mabini Building, DepED Complex, Meralco Avenue, Pasig City and copy furnished their respective Regional Offices.
7. For queries, please coordinate with the DepED-CSCA c/o Executive Director Joey G. Pelaez at tel. nos. (02) 631-8495 or (02) 636-3603 or thru www.deped-csca.com or the Teachers' Month Campaign Secretariat c/o Metrobank Foundation at tel. no. (02) 898-8898 or idlabitad@metrobank.com.ph, or aareyes@metrobank.com.ph or ebtapnio@metrobank.com.ph.
8. Immediate and wide dissemination of this Memorandum is desired.


JESLI A. LAPUS
Secretary

Reference:

DepED Memorandum: No. 436, s. 2008

Allotment: 1- -(D.O. 50-97)

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

CAMPAIGN
CELEBRATIONS & FESTIVALS
SCHOOLS
STUDENTS
TEACHERS

R-Maricar/DM-Teachers' Month
08-26-09