



MAY 07 2010

DepEd MEMORANDUM  
No. **205**, s. 2010

NATIONAL SAFE KIDS WEEK CELEBRATION

To: 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. Pursuant to Presidential Proclamation No. 1307 dated June 21, 2007, the National Safe Kids Week will be observed on the 3<sup>rd</sup> week of June 2010.

2. With the theme, **“Keep Kids Safe – Prevent Injuries! On the Road, at Home and in the Schools”**, the celebration intends to address the issues of road traffic injuries, drowning, falls, burns, poisoning and other related injuries among school children.

3. All public and private elementary and secondary schools are enjoined to organize educational and social activities to celebrate the occasion. The following are suggested activities:

- a. hanging streamers/tarpaulin on the celebration in strategic places in the school;
- b. conducting seminars/fora on preventing injuries; and
- c. integrating pedestrian, traffic safety tips and other related messages to appropriate learning areas.

4. Regional directors and schools division/city superintendents are encouraged to support the promotion of safe kids especially in the schools. The regional/division health and nutrition units/sections, in coordination with other government organizations (GOs) and non-government organizations (NGOs) shall take the lead in the planning, implementation and monitoring of the activities in their respective areas of coverage.

5. It is desired that a brief consolidated narrative and pictorial report on the celebration be integrated by the Regional Health and Nutrition Units in their 2<sup>nd</sup> Quarterly Report, for submission to the Office of the Secretary, Attn.: Health and Nutrition Center, DepEd Complex, Pasig City.

6. For additional information and free posters or IEC materials, please contact Ms. Ma. Theresa A. Perez, Executive Director of Safe Kids Philippines at tel. no.: (02) 879-4538.

7. Immediate dissemination of this Memorandum is desired.

*K. B. Bacani*  
**RAMON C. BACANI**  
Undersecretary



Reference:

None

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

CELEBRATIONS & FESTIVALS

PUPILS

SAFETY EDUCATION

SCHOOLS

R-Maricar/DM\_Safe Kids

05-03-10