

DepEd ADVISORY No. 504, s. 2011
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19TH NATIONAL CHILDREN'S MONTH CELEBRATION

Presidential Proclamation No. 267, s. 1993 declared the month of October of every year as the **National Children's Month** to emphasize the importance of the role of the child in the family and in nation-building. *Section 13, Article II of the Philippine Constitution recognizes the vital role of the youth in nation-building and shall promote and protect their physical, moral, spiritual, intellectual and social well-being. It shall inculcate in the youth, patriotism and nationalism, and encourage their involvement in public and civic affairs.*

For 2011, the **19th National Children's Month Celebration** shall focus on strengthening the LCPC with the theme "*Local Council for the Protection of Children (LCPC) Para sa Bright Child: Pakilusin, Palakasin, Pagtulungan Natin!*"

To join in this celebration, the schools are encouraged to observe and initiate any of the following activities as indicated in the school calendar:

1. Fora on Child Protection;
2. Cine *Pambata* Film Festival;
3. Liturgical Celebrations;
4. Media Advocacy on Child Rights; and
5. Displaying of streamer, etc.

The LCPC is acknowledged as an enabling mechanism for the creation of a child-friendly society/community that is sensitive to the needs of the child, and where all sectors work together to produce holistic and sustainable strategies which protect and promote child's rights. It serves as the umbrella organization for all child-focused agencies/groups at all levels of governance (provincial to *barangay*). Article 87 of Presidential Decree (PD) 603, Article 359 of RA 360 (Civil Code of the Philippines) and Section 15 of RA 9344 (JJWA of 2006) provide for the organization and strengthening of LCPC for the Protection of Children in Every City and Municipality).

Reports on any activities to be conducted in the schools in relation to the observance and celebration of children's month are requested to be forwarded to the Bureau of Elementary Education (BEE), DepEd Central Office through e-mail address: bee_director@yahoo.com or bee_deped@pldtsl.net within the first week of November 2011.

For more information, visit the CWC Office at No. 10 Apo Street, Sta Mesa Heights, Quezon City or contact **Ms. Ma. Edna R.L. Estal**, CWC at telephone no.: (02) 781-1039 local 1006.