



SEP 29 2010

DepEd MEMORANDUM
No. **421**, s. 2010

OBSERVANCE OF THE CONSUMER WELFARE MONTH

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 Republic Act No. 7394, the Consumer Act of the Philippines and Presidential Proclamation No. 1078, s. 1997, Declaring the Month of October of every year as Consumer Welfare Month, the Department of Education (DepEd) with the Department of Trade and Industry (DTI) in coordination with the National Consumer Affairs Council (NCAC) will celebrate the **Consumer Welfare Month** this October 2010 with the theme, "*Consumers: Green Multipliers*".

2. Various activities have been undertaken by this 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 advise of the National Consumer Affairs 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*".

3. To support the celebration, the following activities shall be undertaken:

- a. Regional Orientation for Pilot School Heads/Principals in Preparation for the National Piloting and Monitoring of the Consumer Education Project in October 2010;
- b. National Piloting and Monitoring of the Implementation of the Consumer Education Exemplar to the 180 public and private secondary schools nationwide from November 2010 to February 2011;
- c. Conduct of information campaign on different food supplements which have no therapeutic effect;
- d. Inclusion of a special feature/article in the school organ depicting the theme; and
- e. Holding of a culminating activity with a resource person from DTI to discuss Consumer Rights and Obligations.

4. In connection with the above mandate of DepEd and in line with the celebration of the Consumer Welfare Month, the regional and division offices through the schools are encouraged to display streamers bearing the theme of the celebration (please see enclosed sample or log on to www.dti.gov.ph (NCAC site) and to participate by adapting the theme in all appropriate school activities. It is suggested that activities shall be innovative, creative, and will not entail cost or disruption of classes.



5. The following school activities are suggested:
- a. 10-15 minute class discussion on the theme in appropriate subjects;
 - b. Poster making and slogan contests;
 - c. Mini press conference on the theme;
 - d. School plays/programs;
 - e. Teacher-student dialogue;
 - f. Bulletin board displays; and
 - g. Activities promoting environmental education such as:
 - Livelihood Demonstration Activity through Recycling Consumer Awareness Exhibits;
 - Tree Planting/Vegetable and Herbal Gardening; and
 - Giving of Prizes and or Certificates to students who excel in the different contests.

6. In order to properly document said activities, schools are requested to send their documented reports (copy furnished the Regional Director/Schools Division Superintendent, Special Events Coordinators (Region/Division) to:

Director Anna Cristina M. Ganzon
c/o Ms. Luzviminda F. Dela Rosa
505 Bonifacio Bldg., DepEd Complex
Meralco Avenue, Pasig City

7. All concerned are advised to secure information materials for reference at the nearest DTI Office.

8. For more details, please contact the Special Events Unit (SEU) located at Room 505 Bonifacio Building, DepEd Complex, Meralco Avenue, Pasig City at telephone nos.: (02) 637-5832; (02) 637-5864 or at mobile nos.: 0919-516-4759; 0927-220-4951 and 0928-607-5533 or at e-mail address: lfdelarosa@yahoo.com.

9. Immediate and wide dissemination of this Memorandum is desired.


BR. ARMIN A. LUISTRO FSC
Secretary

Encl.:

As stated

Reference:

DepED Memorandum: No. 297, s. 2005

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

CELEBRATIONS & FESTIVALS
CONSUMER EDUCATION

REPORTS
SCHOOLS

**The
DEPARTMENT OF EDUCATION
joins the
NATIONAL CONSUMER AFFAIRS COUNCIL
in the celebration of**



CONSUMER WELFARE MONTH

October 2010

“Consumers: Green Multipliers”

CMW 2010 Streamer
Size: 5ft. x 15 ft.
Material: Tarpaulin