



Republic of the Philippines
Department of Education

23 NOV 2016

DepEd MEMORANDUM
No. **201**, s. 2016

24TH NATIONAL CHILDREN'S MONTH CELEBRATION

To: Undersecretaries
Assistant Secretaries
Bureau and Service Directors
Regional Directors
Schools Division Superintendents
Public and Private Elementary and Secondary Schools Heads
All Others Concerned

1. The Department of Education (DepEd) joins the Council for the Welfare of Children (CWC) and other government agencies in celebrating the **24th National Children's Month** with the theme *Isulong: Kalidad na Edukasyon Para sa Lahat ng Bata!* This is pursuant to Presidential Proclamation No. 10661 *An Act Declaring the Month of November of Every Year as the National Children's Month*,

2. The declaration commemorates the adoption of the Convention on the Rights of the Child by the United Nations General Assembly on November 20, 1989 and seeks to instill its significance in the Filipino consciousness.

3. This year's theme highlights children's rights to education and encourage stakeholders to advocate inclusive and equitable life-long learning opportunities for all children.

4. In view of this, all regional offices, schools division offices, and schools are encouraged to undertake the following child-related activities from **November 1 to 30, 2016**:

- a. Hoisting of a streamer depicting this year's theme and logo contained in the Enclosure (a high-resolution copy may be downloaded at the CWC Website: <https://cwc.gov.ph>);
- b. Giving of recognition or awards to the learners who have made significant contributions in their respective schools or in their communities;
- c. Discussion on current issues involving children in education, in the appropriate subject areas; and
- d. Conduct of child-friendly activities, such as art contests, poster and slogan-making contests, children's fair, and/or photo exhibit.

5. In addition, all DepEd central, regional and schools division offices and schools are informed of the following major activities of the National Children's Month:

- a. *Balitaan sa Rembrandt*: A Press Conference on the National Children's Month Celebration on **November 4, 2016** at the Hotel Rembrandt, Tomas Morato Avenue, Quezon City;

- b. National Children's Month Kick Off Activity: One Million *Lapis* Campaign and Guinness Book of World Records for the Longest Line of Pencils on **November 5, 2016** at the SM by the Bay, SM Mall of Asia, Pasay City;
- c. Child Road Safety Campaign with Department of Transportation, Land Transportation Office, Integrated Metro Manila Public Bus Operators Association of the Philippines (IMPBOA), Public Utility Jeepneys *Pasang Masda*, Federation of Jeepney Operators and Drivers Association of the Philippines, and PISTON Party-list on **November 10, 2016**; and
- d. *Araw ng mga Bata II* on **November 20, 2016**.

6. School heads are requested to submit a report or documentation of the activities undertaken by the school in relation to the aforementioned activities. The electronic copy of the said report or documentation are requested to be submitted on or before **December 9, 2016** to **Dir. Patricia B. Luna**, Executive Director, Council for the Welfare of Children, No. 10 Apo Street, Sta. Mesa Heights, Quezon City at telephone nos. (02) 781-1039r locals 1005 and 1006 or through email address: elbardillon@cwc.gov.ph.

7. Expenses incurred related to the conduct of the activities in celebrating the National Children's Month shall be charged to local funds, subject to the usual accounting and auditing rules and regulations.

8. For more information, all concerned may contact either **Ms. Edna Fe Ramirez**, Office of the Undersecretary for Legal Affairs at telephone no. (02) 633-7205 or **Ms. Jho-ana A. Llana**, External Partnerships Service at telephone nos. (02) 637-6463 and (02) 638-8637.

9. Immediate dissemination of this Memorandum is desired.


LEONOR MAGTOLIS BRIONES
Secretary

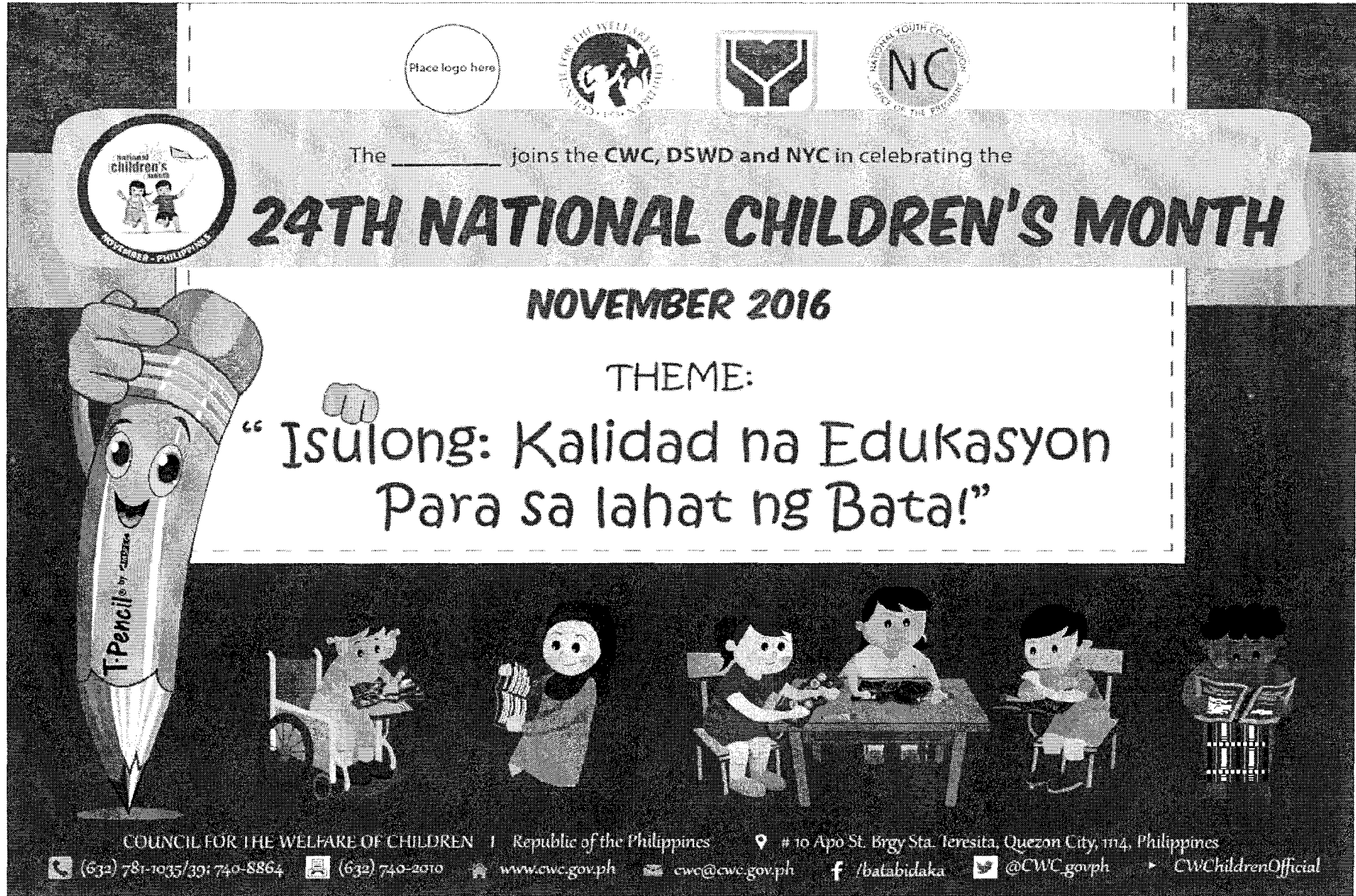
Encl.:
As stated

Reference:
DepEd Memorandum No.124, s. 2015

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

CELEBRATIONS AND FESTIVALS
LEARNERS
SCHOOLS
TEACHERS

(Enclosure to DepEd Memorandum 201, s. 2016)



Place logo here

The _____ joins the CWC, DSWD and NYC in celebrating the








24TH NATIONAL CHILDREN'S MONTH

NOVEMBER 2016

THEME:

“Isulong: Kalidad na Edukasyon Para sa lahat ng Bata!”

COUNCIL FOR THE WELFARE OF CHILDREN | Republic of the Philippines | # 10 Apo St. Brgy Sta. Ieresita, Quezon City, 1114, Philippines

 (632) 781-1035/39; 740-8864 |  (632) 740-2010 |  www.cwc.gov.ph |  cwc@cwc.gov.ph |  [/batabidaka](https://www.facebook.com/batabidaka) |  [@CWCgovph](https://twitter.com/CWCgovph) |  [CWChildrenOfficial](https://www.youtube.com/CWChildrenOfficial)