



Republic of the Philippines
Department of Education

04 APR 2019

DepEd MEMORANDUM
No. **044** s. 2019

2019 NATIONAL HERITAGE MONTH

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

1. The National Commission for Culture and the Arts (NCCA), through the Subcommission on Cultural Heritage (SCH) will spearhead the celebration of the **2019 National Heritage Month (NHM)** with the theme *Mga Pinuno Para sa Pamana* (Leaders for Heritage) this coming May. The celebration is pursuant to Presidential Proclamation No. 439 dated August 11, 2003 entitled **Declaring the Month of May of Every Year as National Heritage Month.**

2. The celebration aims to:

- a. create in the people a consciousness, respect, and love for the legacies of Filipino cultural history;
- b. raise material support for the protection of tangible and intangible things;
- c. strengthen awareness of cultural heritage sites, structures, and landscapes, and encourage participation in the preservation of these cultural legacies through various activities such as performing arts at these sites and/or visual art and fashion exhibits, thematic culinary events, as well as popular folk food fairs, design retrospectives and competitions, media and literary events, and homage to living traditions and intangible heritage; and
- d. project, promote, and celebrate the Filipino multicultural traditions and indigenous peoples culture.

3. DepEd offices and schools are enjoined to support and undertake activities such as music/dance/theater performances, film and visual arts exhibits, visits to museums or cultural sites, or any other forms relevant to the theme. The 2019 NHM official streamers and other related collaterals are requested to be displayed at their respective areas throughout the month of May.

4. Regional Offices (ROs) and Schools Division Offices (SDOs) are also encouraged to join the #TanglawNgPamana Audio-Visual Presentation Contest organized by the NCCA. The said initiative aims to contribute to the awareness of the Filipinos on heritage and increase participation of various sectors in preserving the Filipino culture.

5. The participation of ROs, SDOs, and schools in the online campaign thread about the observance by uploading photos, news features and other information relative to NHM 2019 to their social media accounts and websites using the hashtags #NHM2019 and #TanglawNgPamana is highly encouraged as well. This includes the NHM 2019 collaterals made by NCCA such as NHM poster and infographics.

6. The agencies/local government units (LGUs) organizing their own NHM 2019 activities are also requested to send the following information to nhmsecretariat@gmail.com for inclusion in the 2019 NHM Calendar of events:

- a. Host Agency/LGU Name,
- b. Event Title,
- c. Date and Time,
- d. Venue (exact location), and
- e. Contact details in case of public queries.

7. The activity implementation reports will be sent to nhmsecretariat@gmail.com in word document file with the following details for inclusion in the NHM 2019 Souvenir Program:

- a. Name of Agency/Office/LGU,
- b. Date of Activity, and
- c. Venue of Activity.

8. For more information, please contact **Ms. Eileen Rudi** of the Cultural Heritage Section, National Commission for Culture and the Arts (NCCA), 633 General Luna Street, Intramuros, Manila through email at nhmsecretariat@gmail.com or at telephone no. (02) 527-2192 local 339, and mobile phone no. 0926-062-6345.

9. Immediate dissemination of this Memorandum is desired.


LEONOR MAGTOLIS BRIONES
Secretary

Reference:

DepEd Memorandum No. 080, s. 2018

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

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