



Republic of the Philippines
Department of Education

04 NOV 2019

DepEd MEMORANDUM

No. **161**, s. 2019

2019 NATIONAL OBSERVANCE OF THE FILIPINO VALUES MONTH

To: Undersecretaries
Assistant Secretaries
Bureau and Service Directors
Regional Directors
Minister, Basic, Higher and Technical Education, BARMM
Schools Division Superintendents
Public and Private Elementary and Secondary School Heads
All Others Concerned

1. The Department of Education (DepEd) joins the entire nation in the **2019 National Observance of the Filipino Values Month (FVM)** pursuant to Presidential Proclamation No. 479 dated October 7, 1994 titled **Declaring the Month of November of Every Year as Filipino Values Month**. It aims to mobilize all Filipinos for nation building through the practical exercise of human values in our daily lives as citizens and to awaken all to the power of these values in achieving the individual and national goals.
2. The theme of this year's celebration is *Pamilyang Pilipino Patatagin: Susi sa Paghubog ng Kabataang Maka-Diyos, Makatao, Makakalikasan at Makabansa*. It emphasizes the importance and critical role of the family in strengthening Filipino values and developing individuals who are pro-God, pro-people, pro-country, and pro-nature especially in this digital age.
3. Guidelines on the Conduct of the 2019 National Observance of the FVM are contained in the enclosure.
4. For more information, please contact the **Bureau of Learning Delivery-Teaching and Learning Division**, 4th Floor Bonifacio Building, Department of Education Central Office, DepEd Complex, Meralco Avenue, Pasig City at telephone No. (02) 8687-2988.
5. Immediate dissemination of this Memorandum is desired.


LEONOR MAGTOLIS BRIONES
Secretary

Encl.: As stated
Reference: DepEd Memorandum No. 166, s. 2018
To be indicated in the Perpetual Index
under the following subjects:

BUREAUS AND OFFICES
CELEBRATIONS AND FESTIVALS

SCHOOLS
VALUES EDUCATION

**GUIDELINES ON THE CONDUCT OF THE
2019 NATIONAL OBSERVANCE OF THE FILIPINO VALUES MONTH**

1. All schools, both public and private are enjoined to hold meaningful, simple and doable activities highlighting Filipino values which are anchored on the theme, ***Pamilyang Pilipino Patatagin: Susi sa Paghubog ng Kabataang Maka-Diyos, Makatao, Makakalikasan at Makabansa***. Said activities must not be limited to having contests or competitions, exhibits of talents and innovations on creative arts, symposia or seminars, film showing or stage play on current issues related to the theme, and acting out alternative interventions exemplifying positive Filipino values, but also incorporating values in lessons in all learning areas as we aspire to develop, manifest and advocate core Filipino values of *Maka-Diyos, Makatao, Makakalikasan at Makabansa*.
2. The Regional and Division Offices, and Schools, through consultation and collaboration with stakeholders, i.e. local officials, community organizations, parents and family members shall plan and include in their respective Regional Educational Development Plan (REDP), Division Educational Development Plan (DEDP), and School Improvement Plan (SIP) to facilitate its conduct in accordance with ***DepEd Order No. 9, s. 2015*** re: instituting measures to increase engage time-on task in teaching.
3. Family members and its representatives are encouraged to actively participate in the celebration through the conduct of Family Day and/or similar activities.
4. The Regional Offices shall submit to the Bureau of Learning Delivery (BLD) through the Teaching and Learning Division (TLD), not later than 31 January 2020, report that captures impact of the celebration of Filipino Values Month, which comprehensively describe the general nature of activities conducted, involvement of stakeholders, observation/findings, issues/concerns, and recommendations.
5. The BLD-TLD, in coordination with the Regional and Division Offices shall continuously support this FVM celebration through monitoring, provision of technical assistance, if needed, feedback and conducting review of the implementation of the aforementioned activity to ensure sustainability of promoting Filipino values all year round all to the best interest of our Filipino children.