



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
SCHOOLS DIVISION OF BATANGAS

22 October 2025

DIVISION MEMORANDUM
No. 602 s. 2025

2025 DIVISION OBSERVANCE OF THE FILIPINO VALUES MONTH

TO: Office of the Schools Division Superintendent
Office of the Assistant Schools Division Superintendent
Curriculum Implementation Division
Schools Governance and Operations Division
Public Elementary and Secondary School Heads
All Others Concerned

1. In accordance with Presidential Proclamation No. 479 (October 24, 1994), November is designated as Filipino Values Month to promote Filipino culture and ideals—Maka-Diyos, Maka-Tao, Makakalikasan, and Makabansa. The Schools Division of Batangas Province, through the Curriculum Implementation Division, encourages all schools to hold meaningful activities that instill these values and strengthen the moral foundation of the youth. The celebration is supported by Republic Acts 8491, 10533, and 11476, which emphasize nationalism, integrate values education into the curriculum, and include Good Manners and Right Conduct in learning programs. Implementation is guided by DepEd Order No. 26, s. 2023, ensuring coordinated observance across all schools.
2. This year's division theme, ***Serbisyo at Mabuting Asal: Pamilya at Trabaho, Magkasabay sa Pagpapakatao***, embodies the MATATAG agenda of the Department of Education, which emphasizes nurturing core Filipino values—integrity, respect, and empathy—to build responsible, compassionate, and value-driven individuals. In celebration of Filipino Values Month, schools across the division are encouraged to implement activities that highlight how these values are cultivated at home and practiced in the workplace, reinforcing the continuous journey of Filipino values in daily life.
3. The activities will actively engage learners from all grade levels—elementary, junior high school (JHS), and senior high school (SHS)—along with their teachers, teaching-related staff, and non-teaching personnel, providing opportunities to showcase their creativity and talents across various platforms. These activities are designed to highlight Filipino values through meaningful and age-appropriate experiences.
4. At the conclusion of Filipino Values Month, schools as well as different offices including SDO may hold a simple culminating activity to present the outputs of their learners and personnel. Enclosed is the suggested matrix of activities, carefully tailored for each key stage and grade level.



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5. All school heads are requested to submit a narrative report with pictures on the conduct of the month-long activities on or before December 9, 2024 through this drive link or qrcode:
<https://tinyurl.com/FVMBATANGAS2025>



6. Further, on the first school day of November, the Esp Department will lead a discussion on the background and history of the Filipino Values Month Celebration. This session aims to provide participants with a comprehensive understanding of the significance of this celebration, highlighting its roots and the cultural values it seeks to promote. The presentation will utilize slides available in the EspMATICapsule, which can be accessed at [EspMATICapsule](<https://sites.google.com/depd.gov.ph/esp-capsule-sdobatangas/home>). The purpose of this discussion is to educate participants about the importance of Filipino values and their relevance to personal and community development, foster appreciation for the cultural heritage that shapes Filipino identity, and inspire reflection on how these values can be embodied and promoted in daily life. Additionally, it will set the tone for the month's activities and initiatives, ensuring they are grounded in the celebration's core themes.

7. Division Office personnel will also take part in the Filipino Values Month celebration through office-based activities held every Monday after the morning assembly. These activities aim to promote Filipino values both at home and in the workplace. Employees are encouraged to live out serbisyo at mabuting asal by showing teamwork, respect, and ethical service, reflecting how values learned from family guide their actions at work. For the detailed list of activities, please refer to the enclosed document.

8. Further, Division Office will have a special activity on November 25, 2025 titled ***"Kape at Pandesal: Coffee Table Talk Show" with the theme "Serbisyo at Mabuting Asal: Pamilya at Trabaho, Magkasabay sa Pagpapakatao."*** This interactive talk show aims to promote meaningful conversations on how values practiced at home influence one's service and relationships at work. Through sharing personal experiences over coffee and *pandesal*, employees are encouraged to reflect on the balance between family and professional life, highlighting kindness, integrity, and unity in both settings.

9. The event mentioned above will be aired live on the DepEd Tayo – DepEd Batangas Province Official Facebook Page to inspire a wider audience and promote the continued practice of Filipino values in both home and workplace environments. In this regard, attached are the members of TWG and their series of activities. Additionally, this memorandum serves as travel order of the members of the TWG.

10. All expenses to be incurred shall be charged against local MOOE and other available funds, subject to the usual accounting and auditing rules and regulations.



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11. Immediate and wide dissemination of this memorandum is earnestly desired.


MARITES A. IBANEZ, CESO V
Schools Division Superintendent *dmr*

Encl.: As Stated.

Reference: Presidential Proclamation No. 479, DepEd Order No. 26, s. 2023

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

Issuances- Division Memorandum

MLJCB/2025 DIVISION OBSERVANCE OF THE FILIPINO VALUES MONTH/S2-112995/10/22/2025



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Kape at Pandesal Year 2
FILIPINO – VALUES MONTH CELEBRATION 2025

Theme:
Serbisyo at Mabuting Asal: Pamilya at Trabaho, Magkasabay sa Pagpapakatao

***MATRIX OF ACTIVITIES

Grade Level	Suggested Activity	Explanation
Kindergarten	Gallery of Best Hug Learners draw or share photos of their best hug moments with family members, showing love and care.	Introduces young learners to the importance of affection, kindness, and love within the family as the foundation of <i>mabuting asal</i> .
Grade 1	My Helping Hands at Home Learners draw or tell stories of how they help their family through simple acts like cleaning or caring for siblings.	Encourages young children to value <i>serbisyo</i> and helpfulness as part of being a good family member.
Grade 2	Family Values Collage Learners create a collage showing the values practiced in their family, such as love, respect, and cooperation.	Helps learners recognize that values are first learned and lived within the home.
Grade 3	Letter of Thanks to My Family Learners write a short letter expressing gratitude to their family for teaching and showing good values.	Strengthens gratitude and appreciation for parents and guardians as models of <i>mabuting asal</i> .
Grade 4	Family Values Interview Learners interview parents or grandparents about values they learned growing up and how these are passed on today.	Promotes intergenerational sharing of wisdom and understanding of Filipino family traditions.
Grade 5	Home Acts of Service Challenge Learners complete simple acts of service at home (e.g., cleaning, assisting elders) and reflect on their experience.	Encourages learners to see <i>serbisyo</i> as a joyful expression of love within the family.



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Grade 6	Pamilya Ko, Inspirasyon Ko Poster-Making Learners design posters depicting their family as a source of inspiration and good values.	Builds pride and appreciation for one's family while promoting creativity and value expression.
Grade 7	Family Story of Kindness Learners write or narrate a true story of kindness shown by a family member.	Highlights real-life examples of values in action, inspiring learners to emulate good deeds.
Grade 8	Family Time Journal Learners record quality moments with their family and reflect on what they learned about cooperation and empathy.	Encourages family bonding and awareness that meaningful time together nurtures good character.
Grade 9	Pamilyang Maka-Tao, Maka-Diyos Video Clip Learners produce a short video showing how their family practices faith, respect, and empathy daily.	Promotes reflection on spiritual and moral values within the home using creative expression.
Grade 10	Pamilya Ko, Inspirasyon Ko Mural Learners collaboratively paint a mural illustrating their family as a symbol of <i>serbisyo</i> and <i>mabuting asal</i> .	Encourages teamwork and creativity while reinforcing pride in family and Filipino values.
Grade 11	Family and Career Talk Learners interview a family member about how family values guide their career or professional choices.	Builds awareness of how values learned at home influence future success and ethical decision-making.
Grade 12	Pamilya at Trabaho: Handog Ko sa Kinabukasan Reflection Portfolio Learners compile essays, photos, or artworks showing how family values shape their goals and service to others.	Integrates reflection and self-awareness, showing how family values prepare learners for adult life and responsible citizenship.
<i>Group</i>	Suggested Activity	Explanation
<i>Teachers</i>	Pamilya Ko, Inspirasyon Ko sa Pagtuturo Sharing Session Teachers share short reflections or stories on how their family values	Promotes appreciation of how love and discipline learned at home influence professional values and teaching excellence.



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	inspire their passion and dedication to teaching.	
<i>Teaching-Related Personnel</i>	Values in Action: Service Beyond Duty Showcase Staff present short anecdotes or creative outputs showing how family values guide them in assisting teachers and learners.	Highlights the connection between <i>serbisyo</i> and <i>mabuting asal</i> through everyday acts of support and care in the learning environment.
<i>Non-Teaching Personnel</i>	Family-Inspired Workplace Values Wall of Commitment Personnel post pledges or reflections on how values learned from family can be applied to their work.	Strengthens the sense of integrity, teamwork, and compassion in office tasks by rooting them in family values.
<i>Division Office Personnel</i>	Pamilya at Trabaho: Sama-Samang Pagpapakatao Monday Reflection Series Every Monday, personnel share brief reflections or messages connecting family experiences with professional service.	Encourages unity, empathy, and ethical service among employees, reinforcing the balance between family and work life guided by Filipino values.

*** The matrix above is just a suggested set of culminating activities good for each week of the whole month. The schools, together with their ESP head teachers, coordinators, and teachers, are **free** to design their own culminating program and activities highlighting their creativity and talents.



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Technical Working Group

Name	Position	School
Nina Dimaculangan	Principal IV	San Pascual CS
Rundolph Abanto	Principal III	CENTEX Batangas
Ernani A. Catapat	Information Technology Officer	SDO Batangas
John Lester L. Gabo	Administrative Assistant III	SDO Batangas
Ma Leticia Jose C. Basilan	Education Program Supervisor	SDO Batangas
Anselma M.Ebero	Librarian II	SDO Batangas
Elizalde L. Piol	Division Information Officer	SDO Batangas
Erron M. De Torres	Administrative Aide VI	SDO Batangas
Andrea G. Cleofe	Clerk II	SDO Batangas
Maybe M. Bueno	PDO II - Youth	SDO Batangas