



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

11 Nov 2025

DIVISION MEMORANDUM

No. 649, s. 2025

**CELEBRATION OF 33rd NATIONAL CHILDREN'S MONTH (NCM) AND
NATIONAL STUDENTS' DAY (NSD) 2025**

To: Assistant Schools Division Superintendents
Chief- Curriculum Implementation Division (CID)
Chief- School Governance and Operations Division (SGOD)
Education Program Supervisors
Public Schools District Supervisors
Public School Heads
All Others Concerned

1. Pursuant to DepEd Memorandum OM-OUOOPS-2025-11-06533 issued by the Office of the Undersecretary for Governance and Operations on the celebration of the National Children's Month and National Students' Day 2025, this office joins the nation in celebrating with the theme: **"OSAEC-CSAEM Wakasan: Kaligtasan at Karapatan ng Bata, Ipaglaban!"**
2. This annual celebration aims to address the grave and growing issue of Online Sexual Abuse and Exploitation of Children and Child Sexual Abuse and Exploitation Materials (OSAEC-CSAEM).
3. In line with this, all schools are enjoined in conducting school - based activities aligned with the NCM and NSD objectives, such as but not limited to:
 - a. Recitation of Panatang Makabata in all Monday flag-raising ceremonies;
 - video record the recitation and post to your organization's official Facebook Page
 - b. Wearing blue-colored clothing every Friday of November to show support for the month-long celebration;
 - Capture a group photo wearing blue-colored clothing;
 - Upload the photo to your organization's official Facebook Page;
 - Use the hashtag #BlueKadaBiyernes in your caption.
 - c. Posting of the official NCM tarpaulin in schools;
 - d. Advocacy campaigns focusing on cybersafety, social media campaigns against OSAEC-CSAEM.
 - e. For the National Students' Day on November 17, 2025, a Key officials and learner - leaders in respective schools may signify their



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commitment to uphold learner rights and responsibilities through Signing a commitment wall or banner displayed conspicuously in schools and offices;

- f. Learners, through the SSLG and SELG, may organize learning sessions in the school to tackle issues and trends on the following suggested areas:
- Digital citizenship and online safety, particularly prevention of OSAEC-CSAEM
 - Mental health and well-being
 - Youth participation in governance
 - Other appropriate themes and areas

4. Schools are reminded to ensure that all activities are inclusive, child friendly, and conducted without disrupting classes, in adherence to existing DepEd policies and child protection guidelines.

5. The official 33rd NCM Toolkit, which includes the approved communication materials, is accessible at <https://tinyurl.com/25ncmcollaterals1>.

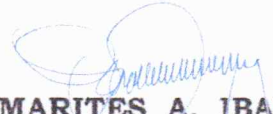
6. For monitoring and documentation purposes, all schools are directed to submit their one page narrative report with photo documentation through the following official links with a filename school_NCM2025 / school_NSD2025:

a. NCM Reports: <https://tinyurl.com/BatsProv2025NCM>

b. NSD Reports: <https://tinyurl.com/BatsProv2025NSD>.

7. Expenses relative to the conduct of this activity shall be charged against School MOOE/PTA/SSLG/SELG funds subject to the usual accounting and auditing rules.

8. For further details, you may contact Rosemarie J. Gonzales, Division LRPD Focal Person at rosemarie.gonzales004@deped.gov.ph and Frances M. Aguilar, Division Learner Formation Focal Person at frances.aguilar@deped.gov.ph.


MARITES A. IBÁÑEZ, CESO V
Schools Division Superintendent



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Encl.:

N / A

Reference:

As stated

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

Issuances

Division Memorandum

RJG / Celebration of the National Children's Month and National Students' Day 2025/111225-015/ 11-11-2025



Republika ng Pilipinas
Department of Education
OFFICE OF THE UNDERSECRETARY FOR GOVERNANCE AND OPERATIONS

MEMORANDUM

OM-OUGOPS-2025-11 - 0633

**TO : REGIONAL DIRECTORS
FOCAL PERSONS FOR LEARNER RIGHTS AND PROTECTION
ALL OTHERS CONCERNED**

FROM : MALCOLM S. GARMA
Undersecretary
Office of the Undersecretary for Governance and Operations



**SUBJECT : CELEBRATION OF THE NATIONAL CHILDREN'S MONTH AND
NATIONAL STUDENTS' DAY 2025**

DATE : October 28, 2025

The Department of Education (DepEd) joins the Council for Welfare of Children (CWC), the National Youth Commission (NYC), the Department of Social Welfare and Development (DSWD), local government units, and private organizations including the civil society, private enterprises, and nongovernment, civic, and people's organizations, and the whole nation in celebrating the National Children's Month (NCM) and the National Students' Day (NSD) 2025 with the theme, "**OSAEC-CSAEM Wakasan: Kaligtasan at Karapatan ng Bawat Batang Mag-aaral, Ipaglaban!**"

This year, the celebration of both the NCM and NSD shall be led by the Bureau of Learner Support Services (BLSS), through its Learner Rights and Protection Division (LRPD) and Youth Formation Division (YFD).

Background

The observance of the **NCM** is anchored in Republic Act (R.A.) No. 10661, which declared November as *Buwan ng mga Bata*. The celebration of the NCM is aligned with the Philippines' adoption of the United Nations Convention on the Rights of the Child (UNCRC) on November 20, 1989, to promote children's rights. Section 4 thereof mandates DepEd to facilitate and encourage the commemoration of the NCM in all schools, public and private, nationwide.

In observance of the **NSD**, R.A. No. 11369 designates November 17 of each year as a day to celebrate and recognize the vital role of students in nation-building. This annual celebration seeks to encourage active civic engagement and empower future leaders and changemakers. The observance of the NSD is also aligned with the



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principles of the UNCRC, which uphold the importance of student voices and their contributions to society. Further, the celebration of the NSD supports the United Nations Sustainable Development Goals, particularly Goal 4 on Quality Education, which promotes inclusive, equitable, and participatory learning environments.

For 2025, the NCM-NSD will focus on the roles of learners in reporting and preventing Online Sexual Abuse or Exploitation of Children and Child Sexual Abuse or Exploitation Materials (OSAEC-CSAEM). Under the UNCRC, every child has the right to be protected from all forms of sexual exploitation and abuse, harmful media, and violations of their privacy. In the digital age, these rights are increasingly challenged in new and complex ways.

The NCM also observes the **National Play Advocacy Week (NPAW)** every 3rd week of November. The NPAW is an annual week-long celebration dedicated to highlighting children's right to play and emphasizing its importance in their development and holistic well-being. Moreover, it is an initiative that encourages everyone to provide platforms where children can enjoy their right to play throughout the week.

Actionable Points

In this regard, all levels of DepEd governance, including schools and private basic education institutions, are encouraged to participate in the month-long celebration of the NCM. The same are encouraged to undertake programs and/or activities based on the recommended activities (see **Enclosure 1**) and may also initiate their activities within November.

As part of the culminating celebration of the NCM-NSD 2025, the BLSS, through the LRPD and YFD, will conduct an activity in Oriental Mindoro on **November 15-18, 2025**. The concerned Regional Focal Persons of the LRPD are invited to participate in providing services and conducting simultaneous discussions with the learners.

Documentation of Accomplishments

Schools and field offices shall submit their official documentation and activity reports through the following links:

- a. NCM- <https://tinyurl.com/NCM2025accomplishments>
- b. NSD- <https://tinyurl.com/NSD2025Activities>

Funding

The Regional Offices shall use the Program Support Funds downloaded (direct release) by the BLSS-LRPD for the celebration of the NCM and NSD.

For inquiries, please contact the BLSS through email at blss.od@deped.gov.ph.

For the consideration of the Regional Directors.



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ENCLOSURE 1

**LIST OF ACTIVITIES FOR THE CELEBRATION OF THE NATIONAL
CHILDREN'S MONTH AND NATIONAL STUDENTS' DAY 2025**

A. General Activities

ACTIVITY	SCHEDULE	REMARKS
Display banners/posters in Office Buildings	November 2025	Use of public spaces (e.g., lobbies, bulletin boards)
Recitation of the "Pangatang Makabata" (available in 38 Philippine native language translations and a Filipino Sign Language video interpretation)	November 2025	• Flag-raising ceremonies every Monday • Every opening ceremony of any child-focused/NCM activities
Conduct activities or support national-level events	November 2025	Use the Program Support Funds from the Bureau of Learner Support Services-Learner Rights and Protection Division
Demonstrate solidarity by wearing the NCM #BlueKadaBiyernes Advocacy Shirt Campaign	All Fridays of November 2025	The bluekada is an initiative designed to foster positive peer influence among children and strengthen our collective advocacy for child rights. This program aims to transform the traditional concept of "barkadahan" (friendship group) into a force for positive change by encouraging collective action in promoting children's rights. The Central, regional, schools division offices, schools, and private basic education institutions are encouraged to wear blue clothing every Friday in November. Organizations participating in this initiative are requested to:

ACTIVITY	SCHEDULE	REMARKS
		1. Capture a group photo wearing blue-colored clothing 2. Upload the photo to your organization's official Facebook Page 3. Tag or mention the Council for the Welfare of Children Facebook Page 4. Use the hashtag #BlueKadaBiyernes in your caption.

B. Recommended Activities (Thematic)

FOR THE SCHOOL AND EDUCATION SECTOR	
ACTIVITIES	DESCRIPTION
Nationwide CyberSafety Caravan	This aims to teach children and school personnel regarding safety in digital spaces, recognizing red flags when accessing online applications or websites, the reporting mechanisms for probable incidents of OSAEC-CSAEM, and identifying online behaviors of possible perpetrators. Schools, private organizations, and local government units may reach out to national government agencies, including law enforcement agencies, in organizing a CyberSafety Caravan.
Training of Trainers on OSAEC-CSAEM Prevention	This aims to train adults to facilitate future activities relevant to OSAEC-CSAEM prevention and empower adult participants as champions in the school and within the community.
TechTalk Seminar for Parents-Teachers Associations	The Seminar aims to help parents, guardians, and teachers build trust and create open communication with children in terms of their digital and social media use, and how to set healthy screen time and use of digital media.
FOR THE NATIONAL PLAY ADVOCACY WEEK (3rd Week of November)	
Sabayang Pambatang Palarong Pinoy (PPP)	Play is essential to a child's overall healthy development and well-being. To champion children's right to play, the PPP or the "Pambatang Palarong Pinoy" aims to promote traditional Filipino games, sports, or play activities at home or in any safe spaces

	available within the school and community. Schools and barangays are enjoined in the simultaneous conduct of the PPP on November 17, 2025 in observance of the National Play Advocacy Week (NPAW) on the 3rd Week of November.
Interactive Learning Game Stations	This is designed as a series of interactive game stations where children can exercise their right to play while building awareness on how to protect themselves from OSAEC-CSAEM. This can be set up as an outdoor or an indoor game where children can go explore each booth dedicated to teaching them the dangers of emojis and internet slang or abbreviations, spot the danger in online interactions using puzzles or flashcards, and where to seek help.
FOR THE NATIONAL STUDENTS' DAY (November 17, 2025) Suggested Simultaneous Activities on Monday, November 17, 2025 • Activities may be conducted at any day of the week or week-long, if applicable • Offices and schools may organize other activities not listed below, as long as such are aligned with theme and purpose of the National Students' Day 2025. • Offices and schools may also seek external stakeholders for partnerships that support the conduct of these activities.	
Pledge of Commitment	Key officials and learner-leaders in respective schools may signify their commitment to uphold learner rights and responsibilities through: 1. Signing a commitment wall or banner displayed conspicuously in schools and offices; 2. Launching a local online campaign on learner rights and responsibilities; and 3. Other appropriate activities.
Learner-led Forums and Dialogues	Learners, through the SSLG and SELG, may organize learning sessions in the school to tackle issues and trends on the following suggested areas: 1. Digital citizenship and online safety, particularly prevention of OSAEC-CSAEM 2. Mental health and well-being 3. Youth participation in governance 4. Other appropriate themes and areas
Online and In-Person Advocacy Campaign	Learners, through their school clubs and organizations, may conduct advocacy campaigns

	centering on issues and trends that concern learners in education, such as: 1. Prevention of OSAEC-CSAEM 2. Staying Safe Online 3. Anti-bullying and pro-social behavior 4. Anti-drugs and anti-vices 5. Other advocacies
Community Service Initiatives	Learners, teachers, and other personnel may conduct activities that directly benefit their immediate community, highlighting the contributions of learners and the youth in building and developing their communities.
Learner Innovation Fair	Learners, through their school clubs and organizations, may conduct a showcase of innovative products, ideas, and projects that benefit fellow learners, the school, and the community.

To access and download the **33rd National Children's Month materials/collaterals** (e.g. banner/ tarpaulin design, social media cover photo template, shirt design, 38 Philippine native language translations of the *Panatang Makabata*), please visit the following:

- a) Google Drive: tinyurl.com/25ncmcollaterals1
- b) CWC Website: cwc.gov.ph
- c) CWC Facebook Page: fb.com/CWCgovph

The Regional Offices may also consider the printing and distribution of advocacy materials on children's rights from I AM S.A.M. (Shaker and Mover) Foundation through this link: <https://tinyurl.com/IAMSAMNCM2025>.



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OFFICE OF THE UNDERSECRETARY FOR GOVERNANCE AND OPERATIONS

MEMORANDUM

OM-OUGOPS-2025-11.0633

FOR : ATTY. FATIMA LIPP D. PANDONTONGAN
Undersecretary and Chief of Staff
Office of the Secretary

Office of Exec. Trygve L. Olaver

FROM : MALCOLM S. GARMA
Undersecretary
Office of the Undersecretary for Governance and Operations

PETER IRVING C. CORVERA

SUBJECT : REQUEST FOR CLEARANCE TO ISSUE THE MEMORANDUM
FOR THE CELEBRATION OF THE NATIONAL CHILDREN'S
MONTH AND NATIONAL STUDENTS' DAY 2025

DATE : October 17, 2025

The Office of the Undersecretary for Governance and Operations, through the Bureau of Learner Support Services (BLSS), proposes to issue a Memorandum addressed to all Regional Offices to join the celebration of the National Children's Month (NCM) and National Students' Day (NSD) in solidarity with the Council for the Welfare of Children (CWC) and National Youth Commission (NYC).

Republic Act (R.A.) No. 10661 mandated DepEd to facilitate and encourage the commemoration of the NCM in all schools nationwide. Relatedly, R.A. No. 11369 designated November 17 of each year to celebrate the vital role of students in nation-building. For 2025, the CWC identified "**OSAEC-CSAEM Wakasan: Kaligtasan at Karapatan ng Bawat Batang Mag-aaral, Ipaglaban!**" as its theme. Hence, the NCM-NSD 2025 Celebration of DepEd will focus on the roles of learners in reporting and preventing Online Sexual Abuse or Exploitation of Children and Child Sexual Abuse or Exploitation Materials (OSAEC-CSAEM). The NCM also observes National Play Advocacy Week (NPAW) every third week of November to highlight the importance of play in the holistic development of children.

In view of the foregoing, this Office respectfully requests the favorable consideration of the Undersecretary and Chief of Staff.

For questions and/or concerns, your staff may contact this Office through email at ouops@deped.gov.ph (cc: blss.od@deped.gov.ph).

☐ Approved
☐ Disapproved
☐ Further Comments/Remarks



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