



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

October 16, 2024

DIVISION MEMORANDUM

No. 488 s. 2024

2024 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*, issued on October 24, 1994, which designates November as Filipino Values Month and seeks to promote the strengthening of Filipino culture, values, and ideals—Maka-Diyos, Maka-Tao, Makakalikasan, and Makabansa—the Schools Division of Batangas Province, through the Curriculum Implementation Division, encourages all public and private schools to conduct meaningful school-based activities throughout the month of November. This celebration aligns with the national mandate to promote Filipino values and reinforce the moral foundation of our youth. It is further supported by *Republic Act No. 8491*, which highlights the significance of nationalism and values, *Republic Act No. 10533* (Enhanced Basic Education Act of 2013), which incorporates values education into the curriculum, and *Republic Act No. 11476* (GMRC and Values Education Act), ensuring the inclusion of Good Manners and Right Conduct in the curriculum. The celebration is further guided by *DepEd Order No. 26, s. 2023*, which outlines the implementation of activities for Filipino Values Month across all schools.
2. This year's division theme, "**MATATAG na Puso at Diwa: Inklusibong Pagpapakatao, Determinadong Bayanihan, Positibong Kinabukasan**" (*Resilient Heart and Spirit: Inclusive Humanity, Determined Cooperation, Positive Future*), reflects the MATATAG agenda of the Department of Education, which prioritizes the strengthening of core Filipino values—integrity, respect, and empathy—towards building an inclusive, determined, and optimistic future. As we celebrate Filipino Values Month, schools across the region are encouraged to participate by implementing activities that emphasize the importance of Filipino values.
3. The activities will actively involve learners from all grade levels (elementary and secondary: JHS and SHS), along with their teachers, teaching related staff and non teaching personnel, in showcasing their creativity and talents across various platforms. These activities are designed to highlight Filipino values through engaging, meaningful experiences appropriate for each grade level. At the end of the Filipino Values Month, schools can have simple culminating activity to showcase the outputs of their learners. Enclosed is the suggested matrix of activities, specifically



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tailored for each key stage and grade level.

4. 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://bit.ly/4dQS254>



5. 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/dep.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.

6. On the other hand, Division Office personnel will also have their own Filipino Values Month celebration. This will include office-based activities that will take place every Monday after the morning assembly. These activities are designed to highlight and promote core Filipino values within the workplace, fostering camaraderie, ethical leadership, and teamwork among staff. Employees are encouraged to participate actively and embody the values of Maka-Diyos, Maka-Tao, Makakalikasan, and Makabansa in their daily professional interactions. For a detailed list of activities, please refer to the enclosed document.

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


MARITES A. IBANEZ, CESO V
Schools Division Superintendent

MLCB/2024 DIVISION OBSERVANCE OF THE FILIPINO VALUES
MONTH/R2-137785/10/16/2024



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FILIPINO – VALUES MONTH CELEBRATION 2024
Theme: **MATATAG na Puso at Diwa: Inklusibong Pagpapakatao, Determinadong Bayanihan, Positibong Kinabukasan**

***MATRIX OF ACTIVITIES

| Grade Level | Suggested Activities | Explanation |
|--|---|---|
| Kindergarten; Grades 1 to 3 (Elementary) | "Bayanihan Art Collaboration" | Students will collaboratively create a large mural reflecting Filipino values like cooperation and unity. This fosters teamwork and creativity. |
| | Storytelling of Filipino Folk Tales | Teachers will read traditional Filipino folk tales that emphasize important values like honesty, kindness, and bravery. |
| | Positivity Tree Project | Students will write positive notes about their peers, family, or teachers and display them on a tree, promoting kindness and appreciation for others. |
| Grades 4 to 6 (Elementary) | "Pamana ng Lahi" Cultural Showcase | Students will present traditional Filipino dances, songs, or displays that celebrate Filipino cultural heritage and values, encouraging pride in their roots. |
| | Poster Making Contest | A contest where students create posters illustrating the four core values: Maka-Diyos, Maka-Tao, Makakalikasan, and Makabansa, promoting creativity and critical thinking. |
| | Salamat Po Gratitude Wall | Students will write gratitude notes to people who have positively impacted their lives, fostering appreciation and respect for others. |
| | Debate on "Modern Technology vs. Traditional Filipino Values" | A debate where students discuss the balance between modern technology and preserving traditional Filipino values, enhancing critical thinking and public speaking skills. |
| Junior High School (JHS) | Bayanihan Para sa Barangay | A community service activity where students work together to support their local community, fostering a sense of cooperation and civic responsibility. |
| | Values Film Viewing and Reflection | Students will watch a Filipino film that focuses on values, followed by reflection discussions to |



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| Grade Level | Suggested Activities | Explanation |
|--------------------------|--|--|
| | | deepen their understanding of those values in daily life. |
| Senior High School (SHS) | Values Exhibit | Students will set up an exhibit showcasing how Filipino values are applied in various aspects of modern life, such as in the workplace or community, encouraging creativity and awareness of real-world applications. |
| | Symposium on Filipino Values | A symposium where students, teachers, and guest speakers discuss contemporary issues in society and how Filipino values can address them, fostering a deeper understanding of their importance. |
| | Hugot Lines for Values Contest | Students will create “hugot” lines or one-liners that creatively express Filipino values in a modern context, encouraging fun and engagement. |
| Teachers | Values-Inspired Lesson Planning Workshop | Teachers will participate in a workshop/LAC that helps them incorporate Filipino values into their lesson plans, promoting values education across all subjects. |
| | Ethical Leadership LAC | A LAC session on ethical leadership, emphasizing the importance of Filipino values in classroom management and school leadership, inspiring teachers to lead by example. |
| | Teacher Recognition Day | A special day dedicated to recognizing teachers who exemplify Filipino values in their daily interactions and teaching methods, boosting morale and motivation. |
| | Team-Building and Camaraderie Activities | Team-building activities designed to promote cooperation, inclusivity, and unity among teachers , helping foster a positive and collaborative work environment. |
| Non-Teaching Personnel | Values Reflection Sessions | Non-teaching personnel will gather for brief reflection sessions to discuss how core Filipino values can be applied in their work, fostering a deeper connection to values of Maka-Diyos, Maka-Tao, Makakalikasan, and Makabansa. |
| | Bayanihan Office Challenge | A fun challenge where different office teams work together to complete tasks that promote |



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| Grade Level | Suggested Activities | Explanation |
|-----------------------------------|--|--|
| | | cooperation, problem-solving, and the spirit of bayanihan. |
| | Values in Action Workshop | A workshop aimed at helping staff recognize how Filipino values can be infused into their day-to-day work, improving professional relationships and workplace ethics. |
| Teaching-Related Personnel | Values Integration Session | A session focused on integrating Filipino values into various subject areas , ensuring a comprehensive approach to values education. |
| | Civic Responsibility and Leadership Forum | A forum that discusses the role of teachers in fostering civic responsibility and ethical leadership among students, emphasizing the importance of values in education. |
| Division Office Personnel | Monday Values Reflection Sessions | Every Monday, Division Office personnel will gather for a brief reflection session to discuss how core Filipino values can be applied in their work, fostering a deeper connection to the values of Maka-Diyos, Maka-Tao, Makakalikasan, and Makabansa. |
| | Bayanihan Office Challenge | A fun challenge where different office teams work together to complete tasks that promote cooperation, problem-solving, and the spirit of bayanihan. |
| | Values in Action Coffee Table Talk | A Coffee Table Talk aimed at helping staff recognize how Filipino values can be infused into their day-to-day work, improving professional relationships and workplace ethics. |

*** 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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