



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

DepEd - Division of Batangas
RECORDS SECTION

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Doc. No.: R0-130055 ak
By: NOV 16 2023 Time: 1:12

UNNUMBERED MEMORANDUM

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 and Private Elementary and Secondary School Heads
All Others Concerned

FROM : *marites*
MARITES A. IBANEZ, CESO V
Schools Division Superintendent

SUBJECT: **GUIDANCE FOR THE CELEBRATION OF THE 31ST NATIONAL CHILDREN'S MONTH**

DATE : November 15, 2022

Attached is the DepEd Memorandum, dated October 20, 2023, titled **Guidance for the Celebration of the 31st Children's Month**, with the theme, **Healthy, Nourished, Sheltered: Ensuring the Right to Life for All**.

Anent to this, public and private schools are encouraged to watch during their free time saved live stream thru CWC FB Page and deliver the Panatang Makabata during the flag ceremony to be recited by all duty bearer. A 2min video or narrative report shall be submitted through <https://bit.ly/DepEdBatsProv2023NCM> google drive link with the filename pattern **2023NCMPublic/Private<Name of School><Sub-Office>.pdf/avi** until December 1, 2023.

For your guidance and compliance.





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MEMORANDUM

FOR : All Regional Directors
Education Support Services Division Chiefs
School Governance and Operations Division
Public Affairs Unit (PAU) of Regional Offices
All Others Concerned

[Signature]
FROM : ATTY. REVSEE A. ESCOBEDO
Undersecretary for Operations

SUBJECT : Guidance for the Celebration of the 31st National Children's Month

DATE : October 20, 2023

The Department of Education (DepEd) joins the Council for the 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 31st National Children's Month (NCM), with the theme, **Healthy, Nourished, Sheltered: Ensuring the Right to Life for All.**"

The NCM is annually celebrated every November pursuant to Republic Act (RA) No. 10661, titled **An Act Declaring the Month of November of Every Year as the National Children's Month**, commemorating the adoption of the United Nations Convention on the Rights of the Child (UNCRC) on November 20, 1989, seeking to promote the protection of children's rights. Section 4 thereof mandates DepEd to facilitate and encourage the commemoration of the NCM in all schools, public and private, nationwide.

This year's 31st NCM will highlight the importance of access to available and quality healthcare for children, focusing on the following:

- Promotion of evidence-based and inclusive healthcare and nutrition services and interventions for children;
- Equipping our children, their parents, and caregivers with the right information to prevent healthcare misinformation and disinformation;
- Encourage and facilitate health-seeking behavior among families and communities.

The World Health Organization, defined health as *"a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity."* Meanwhile, nutrition is integral to health and development as improved nutrition



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correlates to better infant, child, and mental health, safer pregnancy and childbirth, decreased risk of non-communicable diseases, immunity, and longer life.

The same is in line with the 2030 Agenda for Sustainable Development, specifically item 3 of the Sustainable Development Goal which aims to ensure health and well-being for all, and this includes the achievement of universal health coverage and improved access to safe and effective medicines and vaccines.

With the enactment of RA 11223 otherwise known as the "Universal Health Care Law, the Philippines has been achieving substantial progress in improving the health of the Filipinos. The law aims to ensure that every Filipino is healthy and protected from health hazards and risks, and with access to inexpensive, high-standard, and easily accessible health care at all levels of the health system.

Article 24 of the United Nations Convention on the Rights of the Child (UNCRC) declares that every child has the right to the best and most accessible healthcare services. As a State Party to this Convention, the Philippine government is mandated to protect and promote the right to health and instill health consciousness, this is further enunciated in Article II of the 1987 Constitution, which provides that the "right to health is a fundamental principle guaranteed by the State." The state is further obligated to guarantee the right of pregnant women and children to adequate food, care, and nutrition.

The Council for the Welfare of the Children (CWC), as the monitoring body of the country, conducted an online survey for children last February 2023, followed by a validation. "NCM-Children's Brainstorming Session (NCM-CBS), the intention is to cull out the recommendations from children on the focus and theme for the national observances affecting them, which includes the NCM. Through this endeavor, the children were able to propose activities at the national, regional, and local levels.

Relatedly, this year's theme is the result of the consultations conducted. Similarly, it is in line with the National Economic and Development Authority's 25-year vision or the "Ambisyon Natin 2040," which highlighted the country's poor healthcare relating it to the lack of access to medical or healthcare facilities, no support for prevention/maintenance medications with health insurance as PhilHealth only covering a minor portion of hospitalization, and public facilities with no supplies.

In a bid to support this vision, the CWC will leverage National Children's Month as an opportunity to gradually achieve this vision. This will be complemented by the recommendations of the children during the 2023 NCM-CBS with activities that will enable children as rights holders and parents, families, government agencies, non-government organizations, local government units, academe, and private institutions as duty-bearers to participate in improving the state of health care and nutrition.

This year's NCM will cover four categories of children's rights per week of November, namely: survival rights (1st week), development rights (2nd week), participation



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rights/national play advocacy (3rd week), and protection rights/juvenile justice consciousness (4th week). Special celebrations for children will also be observed simultaneously:

- **3rd week of November:** National Play Advocacy Week (NPAW) led by the Philippine Play Coalition; and
- **4th week of November:** The Juvenile Justice and Welfare Consciousness Week led by the Juvenile Justice and Welfare Council (JJWC)

In addition, the CWC will host the following supporting activities:

- a) Social Media Campaign encouraging individuals and organizations to join the online campaign using the 2023 NCM photo frame on Facebook, Instagram, and/or Twitter in their profile picture, including a customized template caption, which reads, "*Ako si (pangalan), at ngayong #BuwanNgMgaBata, #LusogSaPaglaki ang aking hanapad para sa lahat ng bata!*"
- b) #BlueKadaBiyernes Campaign enjoining everyone to wear blue-colored clothing every Friday of November to show support for the month-long celebration, joining organizations are requested to:
 - i. Capture a group photo wearing blue-colored clothing
 - ii. Upload the photo to your organization's official Facebook Page
 - iii. Tag or mention the CWC Facebook Page
 - iv. Use the hashtag #BlueKadaBiyernes in the caption
- c) Panatang Makabata individuals/organizations conducting NCM activities are requested to deliver the *Panatang Makabata* in their opening ceremonies.

In view of the 2023 NCM celebrations, the DepEd Central Office (CO) through the Learner Rights and Protection Office (LRPO), regional and schools division offices, all public and private elementary and secondary schools, and attached agencies of the DepEd are encouraged to undertake the following activities for November:

Activity	Target Participants	Platform/Venue	Schedule
Talakayang Makabata: The 31 st NCM Press Conference	Media and duty-bearers	Face-to-Face via CWC Facebook Page	October 24, 2023 9:00AM - 12:00NN
31 st National Children's Month (NCM) Kick-off Ceremony	CWC Partners	City Government of Valenzuela	November 6, 2023 8:00AM - 12:00NN



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Development Rights: Children, TBA TBA Launching of parents, and Pubmats/Instructional care-givers guide for Low-Cost Vegetable Recipes				
Participation Rights/ National Play Advocacy Week (NPAW)	Children	TBA		TBA
6 th Conference on Parenting in the Digital Age	Duty- bearers		Virtual via CWC Facebook Page	November 20, 2023 2:00PM - 4:00PM
Online Learning Session on Health and Protection Rights	Duty- bearers		Virtual via CWC Facebook Page	November 22, 2023 2:00PM - 4:00PM
18-day Campaign to End Violence Against Women and their Children	Duty- bearers and Rights- holders		TBA	November 25, 2023
31 st National Children's Month (NCM) Culminating Ceremony	Duty- bearers and Rights holders		Face-to-Face TBA	November 28, 2023

In line with the foregoing celebration, the DepEd Central Office through the Learner Rights and Protection Office (LRPO) shall undertake the following activities:

- a. **Kick-Off Program** in Celebration of the 31st National Children's Month, on November 11, 2023, Saturday at 9:00 am to be conducted live and streamed via the DepEd Philippines and LRPO Facebook pages. The kick-off program shall focus its discussion on the implementation of Republic Act No. 11930 or "An Act Punishing Online Sexual Abuse or Exploitation of Children (OSAEC), Penalizing the Production, Distribution, Possession, and Access of Child Sexual Abuse or Exploitation Materials (CSAEM)," and its recently enacted Implementing Rules and Regulations (IRR). The topic is intended to address the rising cases of online exploitation in children, as such, we the DepEd LRPO have invited our learners, teachers, parents, and other stakeholders to attend the online kick-off program.
- b. **Culminating Program** on November 27-30, 2023, will be conducted, the 4-day session will include a discussion on the following policies:
 - (1) Enhanced Learner Protection Policy



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- (2) Guidelines on the Implementation of the Safe Spaces Act in Basic Education
- (3) DepEd Policy on Child in Situations of Armed Conflict
- (4) Validation for the CPS Manual

The 4 day session aims to bolster the knowledge of our implementers, teaching and non-teaching personnel about the recent issuances dedicated to protecting our learners, and further encourage their advocacy of developing and delivering positive results for our learners' well-being.

Further, in support of the 31st NCM, the LRPO has downloaded funds to the DepEd Regional Offices to ensure the conduct of their localized Children's Month activities in line with this year's theme. Guidelines and details on the use of the funds shall be issued to ensure compliance with the accounting and auditing rules and regulations.

Schools and offices are requested to submit a report to document the activities undertaken during the 31st National Children's Month. The Reports are required to be submitted on December 22, 2023, to the Learner Rights and Protection Office (LRPO) at email lrpo@deped.gov.ph

For more information on the 20223 NCM Celebrations, please contact:

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For guidance and immediate dissemination to the field.