



Republic of the Philippines
Department of Education
REGION VI – Western Visayas
SCHOOLS DIVISION OF SAGAY CITY

1305-697

Division **MEMORANDUM**
No. 550 s., 2022

NOV 08 2022

CELEBRATION OF THE 30TH NATIONAL CHILDREN'S MONTH

To: OIC, Assistant Schools Division Superintendent
SGOD & CID Chiefs
All Public Schools District Supervisors
All School Heads
All Child Protection Focal Person
All Guidance Counselors
All SSG Advisers & Officers
All Others Concerned

1. Pursuant to DepEd Memo. No. 103 s. 2022 dated November 4, 2022, issued by the Central Office entitled: "2022 National Children's Month Celebration", SDO Sagay City through the Youth Formation Division strongly encourages all concerned especially the schools' Child Protection Focal Person to participate in this month-long celebration with the theme: "*Kalusugan, Kaisipan at Kapakanan ng Bawat Bata Ating Tutukan!*" **Kick-off Program is on November 9, 2022 @ 9:00 am**; link shall be provided on the same day through SDO Sagay YFD official group chat.
2. The activity shall focus on the following topics:
 - a. Bullying Prevention and Safeguarding of Learners,
 - b. Safe Spaces in the School Setting and in the Context of our Learners, and\
 - c. Child Participation and Youth Concerns in Child Protection.
3. The target participants are all students, especially Supreme Student Government (SSG) and Supreme Pupils Government (SPG) Advisers and Officers, and School Guidance Counselors.
4. For more clarifications, contact Mark John V. Flores, Project Development Officer I at +639638739669.
5. Immediate dissemination of and compliance with this Memorandum is desired.

MARSETTE D. SABBALUCA, CESO VI
Schools Division Superintendent

SAMUEL J. MALAYO

Education Program Supervisor
Officer-in-Charge

Office of the Asst. Schools Division Superintendent
In-charge of the Division

Encl: As Stated
Reference: DepED Memo No. 103, s. 2022
To be included in the Perpetual Index
Under the following subjects:

Youth Formation Division
MJVF/SGOD- 11/8/2022

Virtual Orientation



Address: Quezon Street, Poblacion I, Sagay City, Negros Occidental
Telephone No: (034) 488-02-15 to 16; 722-36-78; 722-21-95
Email Address: sagay.city001@deped.gov.ph



Republic of the Philippines
Department of Education

04 NOV 2022

DepEd MEMORANDUM
No. **103**, s. 2022

2022 NATIONAL CHILDREN'S MONTH CELEBRATION

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

1. 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 **30th National Children's Month (NCM)**, with the theme, *Kalusugan, Kaisipan, at Kapakanan ng Bawat Bata Atin Tutukan!*
2. The **NCM** is **annually celebrated every November** pursuant to **Republic Act 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.
3. Section 4 thereof mandates DepEd to facilitate and encourage the commemoration of the NCM in all schools, public and private, nationwide. This year, the 30th NCM anniversary will focus on the **mental health and well-being of the children**. According to the World Health Organization, health, in general, is **a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity**. Particularly, mental health is an integral and essential component of health while well-being frames health as a positive aspiration.
4. Moreover, the COVID-19 Pandemic induced higher levels of stress within families and households, and it challenged not only their physical health care but also access to mental health services and programs.
5. In 2019, the National Center for Mental Health (NCMH) Crisis Hotline, reported that of the 4,239 callers served, 5.21 percent (221) of callers were children and were referred to a psychiatrist, psychologist, or in the hospital services of NCMH. Alarming, it received an increase in the average daily calls from 32 to 27 in their Crisis Hotline where 9.7 percent is suicide-related and 251 of the callers were minors over the course of the pandemic.
6. 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 rights (3rd week), and protection rights (4th week). Special celebrations for children will also be observed simultaneously:

- a. **1st Week of November:** NCM Kick-Off Ceremony and the start of Weekly Documentaries/Video Screenings on Mental Health;
- b. **2nd Week of November:** DepEd NCM National, Regional, District, Division, and School Level Activities;
- c. **3rd Week of November:** National Play Advocacy Week (NPAW) led by the Philippine Play Coalition; and
- d. **4th Week of November:** The Juvenile Justice and Welfare Consciousness Week led by the Juvenile Justice and Welfare Council (JJWC).

7. In addition, the 30th NCM aims to

- a. acknowledge the magnitude of the mental health concerns among children pre and during the COVID-19 Pandemic;
- b. meet and improve the mental health needs of Filipino children since the onset of the COVID-19 Pandemic through activities that responds to the categories of children's rights to survival, development, participation, and protection; and
- c. converge efforts and services, and share the good practices to fill the knowledge gaps of the local government units, government agencies, and nongovernment organizations in addressing the mental health concerns of the children.

8. In view of the 2022 NCM celebrations and this year's theme, DepEd Central Office (CO), regional and school division offices, all public and private elementary and secondary schools, and attached agencies of DepEd are encouraged to undertake the following activities for November:

Thematic Focus	Schedule	Activity	Where to View/Access
Weekly activities	November 4, 11, and 18 (4:00–6:00 p.m.)	Documentaries/video screenings on mental health	Available exclusively up to a maximum of 300 pax. For further details, please follow the Council for the Welfare of the Children-Official Facebook Page for further information. Link: Fb.com/CWCgov.ph
1st Week Survival Rights	November 3, Thursday (9:00 a.m.–2:00 p.m.)	NCM Kick-Off Ceremony: Launching of the CWC <i>MAKABATA</i> Helpline 1383, Mental Health Literary Pieces for Children, National Play Advocacy Week (NPAW) Toolkit, and Video Documentaries on the Success Stories of Local Government Units (LGUs) on Child	Face to Face and live stream via CWC Facebook-Official Link: Fb.com/CWCgovph

		Participation and Local Council for the Protection of Children	
2nd Week Development Rights	November 7-12	DepEd Child Protection Unit (CPU)	Kick-off event of the National Children's Month Regional Offices and per school Link: fb.com/Department of Education.ph fb.com/deped.cpu/
3rd Week Participation Rights and National Play Advocacy Week	November 13-19	Simultaneous Physical Education (P.E.) Session on the 3rd Week of November Mindfulness Play Day (November 19, 2022)	Face to Face activity. Please also see the Philippine Play Coalition Facebook Page for other activities. Link: fb.com/CWCgovph
4th Week Protection Rights and Juvenile Justice Welfare Consciousness Week	November 21-25 November 22	JJWC Week-Long Activities 5th Conference on Digital Parenting (Webinar on Cyberbullying)	CWC Facebook live stream Link: fb.com/CWCgov.ph CWChildrenOfficial
Finale	November 25 (a.m.)	National Day of Prayer for the Children and Launching of the Interfaith Prayer for Children	World Vision and CWC Facebook Page
	November 25 (p.m.)	Culminating Ceremony: Announcement of Winners for the NCM Jingle Making Contest, Launching of the 19 th Congress CWC Legislative Agenda of Children (CLAC) Compendium, Children in Situations of Armed Conflict (CSAC), and Recognition of Partners	Face to Face and live stream via CWC Facebook-Official Link: fb.com/CWCgovph
	End of November 2022	DepEd Child Protection Unit – Culminating Program	Venue to be announced at a later date Face to Face Activity and live stream via DepEd Philippines and

			CPU Facebook Pages
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9. In line with the foregoing celebration, DepEd CO through the Child Protection Unit (CPU) shall undertake the following activities:

- a. Kick-Off Program in Celebration of the 30th National Children's Month on November 9, 2022, at 9:00 a.m. to be conducted and livestreamed via the DepEd Philippines and CPU Facebook Pages. The kick-off program shall focus on the following topics:
 - i. Bullying Prevention and Safeguarding of Learners,
 - ii. Safe Spaces in the School Setting and in the Context of our Learners, and
 - iii. Child Participation and Youth Concerns in Child Protection.
- b. Culminating Program in Celebration of the National Children's Month by end of November 2022, with venue to be announced at a later date. This will be conducted as a Face to Face Activity and live-streamed via the DepEd Philippines and CPU Facebook Pages. The event will launch and introduce the new structure of Child Protection Unit, the CPU's Digitalization initiatives through the Child Protection Unit Website and Contact Center, and its projects and programs.
- c. The CPU shall also officially launch its Contact Center, a helpline exclusively dedicated to addressing learners' concerns, particularly those involving abuse, violence, exploitation, and similar acts analogous thereto.
- d. Likewise, in support of School Year 2022-2023 with the transition from a blended learning setting to in-person classes, it is essential to provide all the necessary support and help for the learners to build coping mechanisms for this change.

Thus, to ensure the right of every learner to be safe in school, the CPU will launch its Bullying Prevention Advocacy Campaign, with the theme,

#KasamaKa: BaLiK-Aral
(Boses, Lakas ng Kabataan at Komunidad sa Balik-Aral)

Ligtas na Paaralan, Sama-samang Pangalagaan!
KasamaAko, KasamaKayo, KasamaTayo

The campaign shall focus on three core aspects:

- i. *KasamaAko (Adbokasiya Para sa Sarili)*
 - ii. *KasamaKayo (Adbokasiya Para sa Kapwa)*
 - iii. *KasamaTayo (Adbokasiya Tungo sa Pagbabago)*
- (1) To bolster the abovementioned campaign, IEC and advocacy materials shall be made available for dissemination in schools and in the field via: <https://bit.ly/CPUAdvocacyandIEC>; and
 - (2) Further, the CPU announces its initiative to recognize the schools that have continuously upheld the learners' rights and lead in shaping a learning environment that equips the learners to hone their intellectual faculties and enables them to become responsible and productive members of their community and society.

10. The objectives of the program include:

- a. To ensure the functionality of the child protection committees (CPC);
- b. To encourage schools to develop their localized child protection policies;
- c. To inspire the members of the CPC and the teachers to know the Child Protection Policy and their role as guardians and partners towards its development;
- d. To raise teachers' morale and motivation, and mobilization of community support for education; and
- e. To promote learner empowerment and participation of the youth in advocating for their rights and protection.

11. This program aims to recognize schools that deliver positive results for the learners' well-being. Schools will be assessed based on criteria aligned with the Child Protection Policy Implementation Checklist, principles and objectives of a child-friendly school, focusing on child's rights, health, protection, and learners' participation.

12. In support of the 30th NCM, the CPU shall download funds to DepEd schools and field offices to ensure the conduct of activities in line with the NCM. Guidelines and details on the use of the funds shall be issued to ensure compliance with the accounting and auditing rules and regulations.

13. The Schools Division CPU Focal Persons are requested to submit to the Regional Office their Accomplishment and Financial Reports, documented with photos and/or videos during the conduct of the activities, duly signed by the Schools Division Superintendent. The Regional CPU Focal Person is requested to consolidate all reports submitted by the Divisions. The reports are required to be submitted on **December 12, 2022**, to the Child Protection Unit at email cpu@deped.gov.ph

14. Materials related to the 2022 NCM (e.g., banner design/ cover photo template, shirt design, Philippine native language translations of the *Panatang Makabata*), may be accessed and downloaded through the following links:

- a. NCM Materials/Template Designs: bit.ly/NCM30Materials,
- b. CWC website: cwc.gov.ph,
- c. Facebook Page: fb.com/CWCgovph,
- d. Twitter Page: [@CWC_govph](https://twitter.com/CWC_govph), and
- e. YouTube channel: CWChildrenOfficial

15. For more information on the 2022 NCM Celebrations, please contact the following:

Mr. Elinio L. Bardillon

Information Officer IV, Public Affairs and Information Office
Council for the Welfare of Children
Telephone Number: (02) 8461-6553
Email Addresses: elbardillon@cwc.gov.ph or childrensmnth.ph@gmail.com

Ms. Celaine Cabrera

Information Officer II, Public Affairs and Information Office
Council for the Welfare of Children
Telephone Number: (02) 8461-65-53
Email Address: childrensmnth.ph@gmail.com

Ms. Janis Escandor-Enguerra

Senior Technical Assistant III
Child Protection Unit
Email Address: janis.enguerra@deped.gov.ph
(cc: cpu@deped.gov.ph)

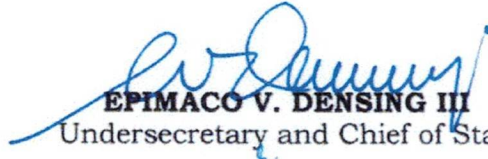
Mr. Harvey Dollente

Technical Assistant II

Child Protection Unit
Email Address: harvey.dollente@deped.gov.ph
(cc: cpu@deped.gov.ph)

16. Immediate dissemination of this Memorandum is desired.

By Authority of the Secretary:


EPIMACO V. DENSING III
Undersecretary and Chief of Staff

Reference:

DepEd Memorandum No. 075, s. 2021

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

BUREAUS AND OFFICES
CAMPAIGN
CELEBRATIONS AND FESTIVALS
LEARNERS
PROGRAMS
RIGHTS
SCHOOLS
TEACHERS



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