



Republic of the Philippines

DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
DILG-NAPOLCOM Center, EDSA corner Quezon Avenue, West Triangle, Quezon City
<http://www.dilg.gov.ph>



MEMORANDUM CIRCULAR
NO. 2018-185

October 26, 2018

TO : ALL PROVINCIAL GOVERNORS, CITY AND MUNICIPAL MAYORS, PUNONG BARANGAYS, THE ARMM GOVERNOR AND DILG ARMM REGIONAL SECRETARY, DILG REGIONAL DIRECTORS/FIELD OFFICERS AND OTHERS CONCERNED

SUBJECT : CELEBRATION OF NATIONAL CHILDREN'S MONTH IN NOVEMBER 2018

Pursuant to Republic Act No. 10661 otherwise known as "National Children's Month Act", the Council for the Welfare of Children (CWC), Department of Social Welfare and Development (DSWD) and the National Youth Commission (NYC) leads the annual celebration of the National Children's Month (NCM) every November.

This year marks the 26th NCM celebration in the Philippines and the launch of the Philippine Plan of Action to End Violence Against Children (PPAEVAC) which translates the findings of the 2015 National Baseline Study on Violence Against Children (NBS-VAC) into specific action.

According to the said study, most Filipino children are vulnerable to physical, psychological and sexual violence at home. In addition, 2 out of 5 children experienced cyber violence due to risky online behavior and lack of supervision when using internet.

This year, the agreed theme is "**ISULONG: TAMANG PAG-AARUGA PARA SA LAHAT NG BATA**" which focuses on positive parenting, to support the key strategies of the PPAEVAC and its implementation.

In this regard, all Local Chief Executives (LCEs) are hereby enjoined to support and spearhead the conduct of Children's Month Celebration in their respective jurisdiction by conducting different undertakings consistent with the theme within the month of November, such as but not limited to:

- **Hanging of Tarpaulin/streamers** of the 26th NCM;
- **Recitation of the "Panatang Makabata** on the Flag Raising Ceremony of 05 November 2018 (Monday) as the date of NCM Kick-Off Celebration. **Panatang Makabata** can be accessed in the "Advocacy" Section of the CWC website at www.cwc.gov.ph;

- **Development, production and distribution** of Information, Education and Communication (**IEC**) **materials** and other collaterals developed by CWC;
- Posting of the NCM official logo and 26th NCM theme, audit visual presentation, and other NCM advocacy materials on the websites and its official social media accounts;
- Conduct of organization activity related to the focus and theme of the 26th NCMM and submission of activity details by encoding it through the link: bit.ly/2018NCM or emailing at paio@cwcc.gov.ph for inclusion in the official 26th NCM Calendar of Activities;
- Participation in all NCM major activities and NCM-related activities nationwide.

All cities and municipalities shall submit post activity reports to the DILG Regional Office through the DILG Provincial Office which shall be forwarded to the National Barangay Operations Office (NBOO), DILG Central Office by 2nd week of December 2018 for inclusion in the national report to be submitted to the Council for the Welfare of Children (CWC).

All DILG Regional Directors and Field Officers shall cause the widest dissemination of this Circular, coordinate with the Local Chief Executives (LCEs) in their respective jurisdiction to ensure active involvement of all concerned, and provide technical assistance if necessary.

For the information and guidance of all concerned.


EDUARDO M. AÑO
Officer-In-Charge



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