



Republic of the Philippines
Department of Education
Region XI
SCHOOLS DIVISION OF DIGOS CITY

OFFICE OF THE SCHOOLS DIVISION SUPERINTENDENT

DIVISION MEMORANDUM

SGOD-2022- 114

To: : Youth Formation Coordinators
All Public School Heads for Elementary and Secondary Schools

Subject : **CONDUCT OF 30TH NATIONAL CHILDREN'S MONTH**

Date : November 24, 2022

1. Pursuant to **Regional Memorandum ESSD-2022-232** " and to **DepEd Order No. 34 s. 2022, the School Calendar and Activities for the School Year 2022-2023**, this office hereby directs all Public School Heads for Elementary and Secondary schools to conduct **School-Based Children's Month celebration** with the theme, "**Kalusugan, Kaisipan, at Kapakanan ng Bawat Bata Ating Tutukan**", this November 2022.
2. The celebration is pursuant to Republic Act No. 10661 or the "National Children's Month Act" the Department of Education (DepEd) through the Child Protection Unit (CPU) partners with the Council for the welfare of Children (CWC) for the celebration of the 30th Month (NCM).
3. In relation to this, all Public Elementary and Secondary schools are requested to conduct the following suggested activities given that there will be no disruption of classes and shall be conducted every Friday afternoon.
 1. Vaccination Drive, Dental and Medical Mission;
 2. Activities for Self-care, Health and Wellness Practices in Schools;
 3. Poster Making Activities per school;
 4. Information Drive on Child Rights Advocacy entitled "**Ako ay Mag-aaral; Mga Karapatan sa Paaralan, Isulong at Panindigan**"
 5. Anti-Bullying Campaign in School.
4. Immediate and wide dissemination of this Memorandum is desired.

For and in the absence of the
Schools Division Superintendent:


CLARENCE S. PILLERIN

Public Schools District Supervisor
Officer In-Charge

11.24.22

Enclosed: As stated
SGOD/mlps

DepEd Schools Division of Digos City
RECORDS SECTION

RELEASED

DATE: NOV 24 2022 TIME: 10:53am

BY: 



Roxas Street cor. Lopez Jaena Street, Zone II, Digos City 8002

(082) 553-8396 | (082) 553-8376 | (082) 553-9170 | (082) 553-8375

(082) 553-8396 | (082) 553-8376

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Department of Education
DAVAO REGION

DepEd Schools Division of Digos
RECORDS SECTION

RECEIVED 93764
NOV 03 2022 TIME 3:44
BY: _____

Office of the Regional Director

REGIONAL MEMORANDUM
ESSD-2022-232

To : Schools Division Superintendents

Subject: CONDUCT OF 30th NATIONAL CHILDREN'S MONTH

Date : November 2, 2022

Attached is the Memorandum from the Office of the Undersecretary for Governance and Field Operations dated **October 12, 2022**, entitled "**Conduct of the Child Protection Unit (CPU) 30th National Children's Month Regional Activities**".

Pursuant to Republic Act No. 10661 or the "National Children's Month Act," the Department of Education (DepEd) through the Child Protection Unit (CPU) partners with the Council for the Welfare of Children (CWC) for the celebration of the 30th National Children's Month (NCM).

For this year, the theme will be "**Kalusugan, Kaisipan, at Kapakanan ng Bawat Bata Ating Tutukan!**", which focuses on the mental health and well-being of the children as the crucial issues at present which need attention and response in the local and national levels of governance.

Specifically, the month-long celebration aims:

1. To acknowledge the magnitude of the mental health concerns among children pre and during the COVID-19 pandemic;
2. To meet and improve the mental health needs of Filipino children since the onset of the COVID-19 pandemic through activities that respond to the categories of children's rights to survival, development, protection, and participation; and
3. To converge efforts and services and share the good practices to find the knowledge gaps of the local government units, government agencies, and non-government organizations in addressing the children's mental health concerns.

In line with this, all Schools Division Offices (SDOs), and schools are requested to conduct the following suggested activities:

1. Vaccination Drive, Dental and Medical Mission;
2. Activities for Self-Care, Health, and Wellness Practices in Schools;
3. Poster Making Activities per school;
4. Information Drive on Child Rights Advocacy entitled: "**Ako ay Mag-aaral: Mga Karapatan sa Paaralan, Isulong at Panindigan**"; and
 - a. IEC Material/s to be provided by CPU – poster of child rights



Address: F. Torres St., Davao City (8000)
Telephone Nos.: (082) 291-1665; (082) 221-6147

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Office of the Regional Director

- b. To be posted on transparency/bulletin board – SDOs, and schools
- 5. Anti-Bullying Campaign in Schools (Details on attached Annex A).**
- Anchored on the theme and core aspects of the CPU Anti-Bullying Advocacy Campaign;
 - IEC materials, pub mats, and social media cards for information dissemination in schools and for use in the official social media platforms of the field offices; and
 - Conduct orientations in schools on Bullying and Bullying Prevention.

Further, all SDO Child Protection Focal Persons are requested to act on the following action points:

- Kick-off NCM Celebration (1st Week of November)**
 - Disseminate to lower counterparts the mechanics of the NCM-Logo Making Contest as uploaded on the CWC Facebook Page;
 - Recite the Panatang Makabata using any of the 38 available Philippine native language translations or the Filipino Sign Language interpretation every Monday, during flag ceremonies and opening ceremonies of child-focused activities;
 - Upload the official NCM banner/cover photo on the official websites and social media pages; and
 - Adopt, disseminate, and localize NCM-related memoranda.
- During the NCM Celebration (Whole Month of November)**
 - Tag or mention the CWC Facebook page in all NCM-related social media posts;
 - Attend the CWC/RSCWC-led national and regional NCM activities as live-streamed on the CWC and RSCWC Facebook pages, or as invited in face-to-face activities; and
 - Conduct NCM activities that will not coincide with the schedule of the National NCM Kick-Off Ceremony on November 3, 2022 (Thursday) at 9:00 am, if possible.
- Post-NCM Celebration (December)**
 - All SDOs shall develop and submit a post-NCM activity write-up/article with a maximum of 300 words including photos with caption not later than December 12, 2022 (Monday) to stephenmark.castres@deped.gov.ph.

All reference materials (e.g., banner design/cover photo template, shirt design, Philippine native language translations of the Panatang Makabata) can be accessed via: bit.ly/NCM30Materials.

Immediate and wide dissemination of this Memorandum is desired.

Enclosed: As stated
ROE/smtc

ALLAN G. FARFAZO
Director IV



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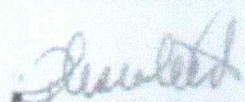
Republic of the Philippines
Department of Education

OFFICE OF THE UNDERSECRETARY FOR GOVERNANCE AND FIELD OPERATIONS

MEMORANDUM

OUGFO No. 2022-

TO : All Regional Directors
ESSD Chiefs
Legal Unit of Regional Offices
Public Affairs Unit (PAU) of Regional Offices
All Others Concerned

FROM : 
ATTY. REVSEE A. ESCOBEDO
Undersecretary
Governance and Field Operations

SUBJECT : **Conduct of the Child Protection Unit (CPU) 30th National Children's Month Regional Activities**

DATE : October 12, 2022

Pursuant to Republic Act No. 10661 or the "National Children's Month Act," the Department of Education (DepEd) through the Child Protection Unit (CPU) partners with the Council for the Welfare of Children (CWC) for the celebration of the 30th National Children's Month (NCM).

For this year, the theme will be "**Kalusugan, Kaisipan, at Kapakanan ng Bawat Bata Ating Tutukan!**", focusing on the mental health and well-being of the children as the crucial issues at present which need attention and response in the local and national levels of governance.

The CPU respectfully requests the assistance of the Regional Offices (ROs), Schools Division Offices (SDOs), and Schools for the conduct of the following activities in the field offices:

1. Vaccination Drive, Dental and Medical Mission
2. Activities for Self-Care, Health and Wellness Practices in Schools
3. Poster Making Activity per School
4. Information Drive on Child Rights Advocacy entitled:
"Ako ay Mag-Aaara! Mga Karapatan sa Paaralan, Isulong at Panindigan"
 - o IEC Material/s to be provided by CPU – poster of child rights



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- To be posted in transparency/bulletin board – ROs, SDOs, Schools
- 5. Anti-Bullying Campaign in Schools (*Details on attached Annex A*)
 - Anchored on the theme and core aspects of the CPU Anti-Bullying Advocacy Campaign
 - IEC materials, pub mats, and social media cards for information dissemination in schools and for use in the official social media platforms of the field offices
 - Conduct orientations in schools on Bullying and Bullying Prevention

In view thereof, the CPU **will organize a coordination meeting with the ESSD Chief/CPU Focal per Region, Legal Unit, and Public Affairs Unit (PAU) Representatives** to discuss the details and the planning of the proposed activities. The schedule of the said meeting will be communicated directly to the ESSD CPU Focal Persons at the earliest possible time.

Your cooperation in this endeavor is highly appreciated and we look forward to working with all of you, as we pursue our shared goal to provide quality, enabling, and liberating basic education to Filipino learners.

For your information and guidance.

Thank you very much.



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Annex A

**DEPED CHILD PROTECTION UNIT (CPU)
ANTI-BULLYING ADVOCACY CAMPAIGN**

In our shared goal of ensuring every student's right to feel safe – and be safe in school and in the community, the Child Protection Unit will launch their Anti-Bullying Campaign with the theme:

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

Ligtas na Paaralan, Sama-samang Pangalagaan!
Kasama Ako, Kasama Kayo, Kasama Tayo

The campaign focuses on three core aspects:

KasamaAko (Adbokasiya Para sa Sarili)

Empowering our learners to know their rights, speaking up for oneself, express their ideas and needs, and take action. When learners know that there are options for regaining control or changing a difficult situation, they gain the resilience to move through the obstacles these situations bring.

KasamaKayo (Adbokasiya Para sa Kapwa)

If you witness bullying, you have the power to make a difference.
How? By advocating for others!
The one thing anyone can do to help is show support for the person being bullied. Encourage others to come together against bullying and unite for kindness, acceptance, and inclusion.

Kasama Tayo (Adbokasiya Tungo sa Pagbabago)

We are often asked “what can we do to help?”
Every contribution—whether it’s taking part in a school or community event, looking out for someone being bullied, or raising awareness through conversation - makes a difference and changes lives. Look for ways to get involved!

• **Conduct of Orientations on Bullying and Bullying Prevention**

- Defining the problem of Bullying
- Types of bullying



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- Long-term effects of bullying
 - for the children who are victimized and the children who bully
- Localized school policies on Anti-Bullying and Bullying Prevention
- Raising awareness
 - Educate and engage the learners, parents, school personnel, and the community, on the issue of bullying and youth violence
 - Provide accurate knowledge and information with a balanced approach to issues so that learners and adults can shift the focus from fearing an issue to actively identifying problem-solving approaches to address it

• **Taking the PLEDGE**

For learners, parents, teachers, school personnel, and the community

What is the Anti-Bullying Pledge?

Your pledge:

- Says that you care and shows that you are against bullying and united for kindness, acceptance, and inclusion
- Strengthens our purpose and uniting those who want everyone to feel safe at school, in the community, and online

Samples:

I pledge to...

support others who have been hurt or harmed, treat others kindness, be more accepting of people's differences, and help include those who are left out.

I care because...

all people are equal.
I want people to be treated how they want to be treated.
because bullying is wrong.

Learners, parents, teachers, and school personnel are enjoined to write their own Pledges, in support of and to strengthen the school's Anti-Bullying Campaign. These Pledges are requested to be posted/put up in the classrooms, as a constant reminder to our school community why we care and to uphold the Pledges we made.

• **Anti-Bullying Advocacy and IEC Materials**

IEC materials, pub mats, and social media cards will be available for information dissemination in schools and for use in the official social media platforms of the field offices.

The IEC materials can be accessed through the link below:



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o <https://bit.ly/CPUAdvocacyandIEC>

• **Child Protection Advocacy and IEC Materials**

The CPU, in partnership with Stairway Foundation, Inc., developed IEC materials for dissemination in schools and other relevant offices. These include FAQs about the Child Protection Unit and information on Child Protection Core Aspects.

The IEC materials can be accessed through the link below:

o <https://bit.ly/CPUAdvocacyandIEC>

All schools, through the Regional and Division Offices, are highly encouraged to implement and conduct their own Anti-Bullying / Bullying Prevention activities and advocacy programs, strategies and interventions, anchored on the theme and core aspects of the Anti-Bullying Campaign.

The **Schools Division CPU Focal** persons are requested to **consolidate and submit to the Regional CPU Focal** the following:

- o Brief narrative report of the activities and programs from the school level
- o Photos/documentation of the activities and programs conducted in the school level
- o Photos of Pledges from learners, teachers, school personnel, and community representatives, which will be included in the CPU video presentation to be aired in the DepEd Philippines and CPU Facebook page as highlights of the 30th National Children's Month celebration.

The Regional CPU Focal shall include the Anti-Bullying/Bullying Prevention activity documentation in the consolidated Accomplishment and Financial Report to be submitted to the CPU through the email address: cpu@deped.gov.ph, by December 12, 2022, as stated in the separately issued Guidelines.

For your guidance and information.

Renee Boy Binondo <rscwc_region11@cwv.gov.ph> Wed, Oct 26, 2022 at 1:50 PM
To: jjwc11@jjwrc.gov.ph, DILG LGCDD XI <dilgxi.lgcdd@gmail.com>, dilgregion11@yahoo.com, DOH11 Davao <doh11davao@gmail.com>, DOH XI-Family Health Cluster <dchdfhc@yahoo.com>, nncro11@gmail.com, Terry Ungson <terry.ungson@nnc.gov.ph>, DepEd XI Davao Region <region11@deped.gov.ph>, "RED Abel James I. Monteagudo" <darfoxi.ored@gmail.com>, Reg Ele <pro11_wcpd@yahoo.com>, Ord PRO11 <ordpro11.pnp@gmail.com>, Commission on Human Rights Region XI <chrdavao@yahoo.com>, PIA Region XI <pia.smindanao@gmail.com>, Jeanevive Abangan <jeanevive.abangan@pia.gov.ph>, CMO 10ID <g7_10id@yahoo.com>, dole11davao@yahoo.com, dole11tssd@gmail.com, Eloisa Batac <batac.eloisa@gmail.com>, consorciaronquillo@gmail.com, SOCC DAVAO <soccdavao@gmail.com>, dilgregion11@gmail.com, NEDA Regional Office XI <nro11@neda.gov.ph>, nedaxi_davao@yahoo.com, nycdavao@nyc.gov.ph, mayjeedelacruz@gmail.com, orp11@doj.gov.ph, Planning RO XI <pprd.region11@deped.gov.ph>, shaila.pallete@nnc.gov.ph, RJJWC XI Secretariat <rjjwc11secretariat@gmail.com>

22-939
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21 October 2022

FOR: MEMBERS/PARTNERS/NETWORKS AND LINKAGES
REGIONAL SUB-COMMITTEE FOR THE WELFARE OF CHILDREN XI
FROM: THE REGIONAL CHAIRPERSON
REGIONAL SUB-COMMITTEE FOR THE WELFARE OF CHILDREN XI
SUBJECT: THE 30TH NATIONAL CHILDREN'S MONTH (NCM) CELEBRATION

By virtue of Republic Act No. 10661 also known as National Children's Month (NCM), this celebration is observed every November to commemorate the adoption of the United Nations Convention on the Rights of the Child (UN CRC) on 20 November 1989. It seeks to instill its significance in the Filipino consciousness, as well as sustain the promotion and protection of children's rights. Section 3 of the law states that the Council for the Welfare of Children (CWC), National Youth Commission (NYC), and the Department of Social Welfare and Development (DSWD) are the lead agencies of NCM every November.

According to the National Center for Mental Health (NCMH), suicide-related calls grew three times during the pandemic, and its Crisis Hotline received an increase in the daily calls from 32 to 27. Overall, 9.7% is suicide-related and 251 of the callers were minors.

Following the concerns experienced by the children since the onset of the COVID-19 pandemic, the Council for the Welfare of Children (CWC) with the Consuela Zobel Alger Foundation initiated the Kuwentuhan (Learning/ Consultation Sessions with Children) during the 29th National Children's Month (NCM) in November 2021. In this activity, child participants themselves shared the most pressing issues for them at present, and this resulted to their consensus recommendation for the 30th NCM to focus on *mental health and well-being of children*. This recommendation was also supported by the result of the NCM post-event evaluation, and the concurrence of the National Steering Committee on Child Rights Advocacy (NSC-CRA), Technical Management Group (TMG), and the CWC Board led to the adoption of the 30th NCM theme "*Kalusugan, Kaisipan, at Kapakanan ng Bawat Bata Ating Tutukan!*"

According to the World Health Organization (WHO), 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.

Mental health has been a growing concern among children before and during the COVID - 19 pandemic. It induced higher levels of stress within their families or household, limited their access to mental health services and programs, and challenged their access and means of participation. Hence, the NCM's focus and the theme will uncover how mental health cuts across children's right to survival, development, protection, and participation, and how we can collectively call for actionable changes crucial to children's overall well-being.

Special celebrations on children will also be simultaneously observed: the 3rd week of November as the National Play Advocacy Week led by the Philippine Play Coalition, and the Juvenile Justice and Welfare Consciousness Week led by the Juvenile Justice and Welfare Council in the 4th week of November.

Specifically, the month-long celebration aims to:

a) To acknowledge the magnitude of the mental health concerns among children pre and during the COVID-19 pandemic;

b) To meet and improve the mental health needs of Filipino children since the onset of the COVID-19 pandemic through activities that respond to the categories of children's rights to survival, development, protection, and participation; and

c) To converge efforts and services, and share the good practices to find the knowledge gaps of the local government units, government agencies, and non-government organizations in addressing the mental health concerns of the children.

Attached is the 30th NCM Concept Note, for your reference. All reference materials (e.g. banner design/ cover photo template, shirt design, Philippine native language translations of the Panatang Makabata) can be accessed via: bit.ly/NCM30Materials.

In this regard, this is to respectfully request the following action points from the MEMBERS:

I. KICK-OFF NCM CELEBRATION (1st Week of November):

1. CONCEPTUALIZE AND SUBMIT the details of the Local initiated NCM activities using the attached event brief template not later than 4 November (Friday);
2. PARTICIPATE in all CWC/RSCWC internal coordination meetings for NCM national and regional activities;
3. DISSEMINATE to lower counterparts the mechanics of the NCM-Logo Making Contest as uploaded on the CWC Facebook Page;
4. RECITE the Panatang Makabata using any of the 38 available Philippine native language translations or the Filipino Sign Language interpretation every Monday, during Flag Ceremonies and opening ceremonies of any child-focused activities;
5. UPLOAD the official NCM banner/cover photo on the website and social media pages and
6. ADOPT, DISSEMINATE, AND LOCALIZE NCM-related memoranda issued by relevant national agencies;

II. DURING THE NCM CELEBRATION (NOVEMBER):

1. TAG OR MENTION the CWC Facebook Page in all NCM-related social media posts;
2. ATTEND the CWC/RSCWC-Led national and regional NCM activities as live-streamed on the CWC and RSCWC Facebook Page, or as invited in face-to-face activities; and
3. CONDUCT AGENCY NCM activities that will not coincide with the schedule of the National NCM Kick-Off Ceremony on 03 November 2022 (Wednesday) at 09:00 AM, if possible.

III. POST-NCM CELEBRATION (DECEMBER):

1. DEVELOP AND SUBMIT a post-NCM activity write-up/article with a maximum of 300 words and photos with caption not later than 16 December 2022 (Friday) to rscwc_region11@cwc.gov.ph or at reneeboy.binondo@gmail.com (Please see attached sample).

For any concerns or clarifications, please address them to Mr. Bhong Binondo, CWC Regional Coordinator of the RSCWC Davao Region, via: reneeboy.binondo@gmail.com or at rscwc_region11@cwc.gov.ph.

Thank you very much and we look forward to your favorable response.

Very truly yours,

COORDINATOR, WENESSA B. COC-ONG