



**REPUBLIC OF THE PHILIPPINES**  
**DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT**  
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<http://www.dilg.gov.ph>

**MEMORANDUM CIRCULAR**  
**NO. 2017-143**

**October 24, 2017**

**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 2017

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The 25<sup>th</sup> National Children's Month (NCM) Celebration in November 2017 is pursuant to Republic Act 10661, otherwise known as "National Children's Month Act". The declaration commemorates the adoption of the Convention on the Rights of the Child by the United Nations General Assembly on November 20, 1989 and seeks to instill its significance in the Filipino consciousness.

This year's theme is "Bata: Iligtas sa Droga" which is aligned with the President's campaign against Illegal Drugs. In order to further ensure inclusivity in the celebration of this year's NCM, genuine participation of children from the different groups/sectors (e.g. IP children, children with disability, streetchildren, etc.) must be observed.

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:

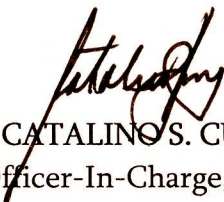
- Participation in the NCM major activities;
- Displaying of tarpaulin/streamer throughout November 2017;
- Conduct of Fora, Symposia, and Seminar on Education;
- Media Publicity (Radio, TV, On-line/Social Media, Broadsheet, etc.);
- Faith-based activities;
- Contest of talents for Children;
- Parade/Motorcade;

- Posting in the LGU's website and other social media account of the NCM theme for publicity and promotion, and;
- Other activities on children consistent with this year's theme

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 2<sup>nd</sup> week of December 2017 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.

  
CATALINO S. CUY  
Officer-In-Charge, DILG



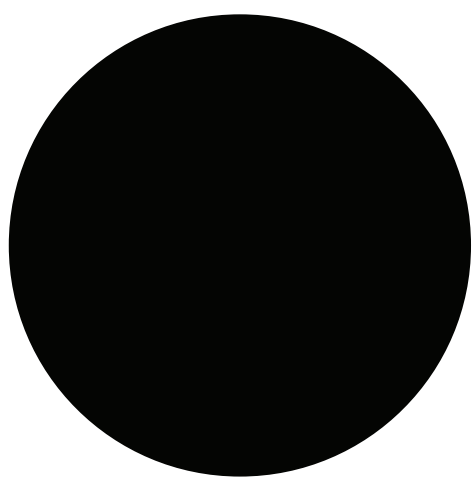
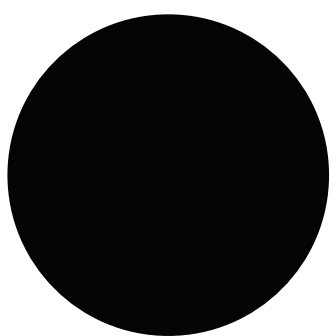
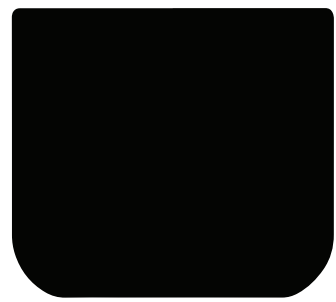


# 25<sup>th</sup> NATIONAL CHILDREN'S MONTH

NOVEMBER 2017

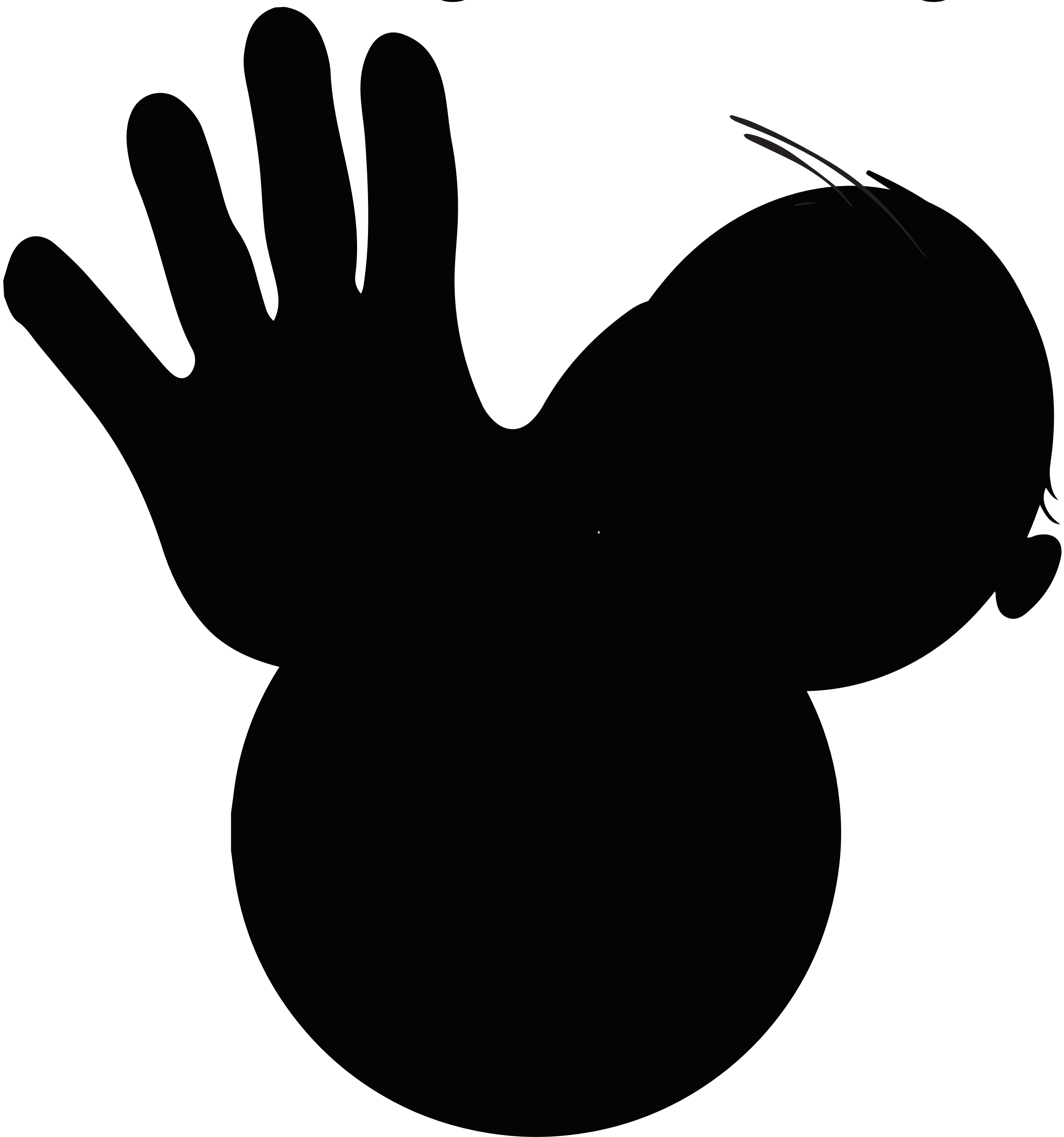
## “BATA: Iligtas sa Droga!”





**25<sup>th</sup> NATIONAL CHILDREN'S MONTH**  
**NOVEMBER 2017**

**“BATA: Iligtas sa Droga!”**





The \_\_\_\_\_ joins the **CWC, DSWD and NYC** in celebrating the



# 25<sup>th</sup> NATIONAL CHILDREN'S MONTH

NOVEMBER 2017

## “BATA: Iligtas sa Droga!”

