

Office of the President  
of the Philippines  
Malacañang



September 13, 2012

**MEMORANDUM CIRCULAR**

**No. 2012-152**

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

**SUBJECT : 2012 FAMILY WEEK CELEBRATION**

Presidential Proclamation No. 60, dated September 18, 1992, mandates the observance of the National Family Week every September of each year.

This year's Family Week will be on September 22-29, 2012, which carries the theme: "Ensuring Work and Family Balance". This special event aims to increase awareness on various family issues, enhance effectiveness of local, regional and national efforts to carry out specific programs concerning families by generating new activities and strengthening existing ones; and promote collaboration among national and regional non-government organizations in support to multi-sectoral activities.

To make this year's event meaningful, all Local Chief Executives (LCEs) are encouraged to support the celebration of Family Week within their respective areas of jurisdiction by undertaking activities such as, but not limited to the following:

- Hanging of streamers in front of different offices (public or private), the template of which can be downloaded from DSWD website [www.dswd.gov.ph/](http://www.dswd.gov.ph/) .
- Motorcade
- Film showing promoting family solidarity
- Publicity through the tri-media

Likewise, Proclamation No. 326 dated January 26, 2012, "Declaring the Fourth Monday of September of Every Year as "Kainang Pamilya Mahalaga" Day and Amending Proclamation No. 1895 (S. 2009) was issued to encourage parents to

frequently eat dinner with their children and be involved in their children's lives as simple and effective ways to raise happy, healthy and successful children.

Hence, all LCEs are also encouraged to observe the "Famealy Day" on September 24, 2012, and allow their local officials, employees, and functionaries to leave their respective offices early on the said date to join their families for dinner in observance of "Kainang Pamilya Mahalaga Day".

The use of local funds for the expenses to be incurred during the said event is hereby authorized, subject to the availability thereof and to the usual accounting and auditing rules and regulations and provided further that the 20% Development Fund shall not be utilized for this purpose.

DILG Regional Directors and Field Officers shall cause the widest dissemination of this Circular and submit report to the SILG, through the National Barangay Operations Office (NBOO), on activities undertaken in their respective areas. The report will be forwarded to National Committee on the Filipino Family (NCFF), through DSWD.

For information, guidance and compliance.

**PAQUITO N. OCHOA, JR.**  
**Executive Secretary** *vt*