



Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

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MEMORANDUM CIRCULAR
No. 2012 - 163

October 11, 2012

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

SUBJECT : OBSERVANCE OF NATIONAL CHILDREN'S MONTH IN OCTOBER 2012

Proclamation No. 267, dated September 30, 1993, declared the month of October of every year as the National Children's Month, in recognition of the Filipino children as the most valuable asset of the nation and their vital role in nation-building pursuant to Section 13, Article II of the Constitution.

With the advent of new major media devices for socialization, the theme of this year's National Children's Month celebration "Bright Child ay siguraduhin, responsableng pamamahayag ay palaganapin!" is a result of the current communication revolution, wherein mass media has become a powerful medium in moral and values formation

All Local Chief Executives (LCEs), as Chairs of the Local Councils for the Protection of Children (LCPCs) are hereby enjoined to support and spearhead the Children's Month's celebration in their respective jurisdiction by undertaking activities consistent with the theme such as, but not limited to, the following:

- Simultaneous nationwide singing of children's rights community song entitled Here I Am One Small voice (English version) or "Narito ang Munting Puso"/Bright Child Song by children and adults in their respective localities on October 1, 2012. The song can be accessed thru Youtube.
- Hanging of streamers carrying this year's theme (The children's month poster is downloadable from CWC website at www.cwc.gov.ph);
- Conduct of seminar/workshops/fora where the LCEs shall deliver their annual State of the Children's Report or situationer on children;
- Include brief discussion on RA 9344 during the Barangay Assembly Day on October 14, 2012 or any day within the 3rd week of the month. (Juvenile Justice and Welfare Consciousness Week is celebrated on the 3rd week of October);



Suggested topics related to RA 9344 are as follows:

I. LGUs major mandates per RA 9344

1. Section 15 – Establishment of Local Council for the Protection of Children (LCPC) and allocation of 1% Internal Revenue Allotment for the strengthening and implementation of programs, projects and activities of the LCPC/BCPC
2. Section 16 – Appointment of Licensed Local Social Welfare and Development Officer
3. Section 18 – Development and implementation of Comprehensive Local Juvenile Intervention Program
4. Section 49 – Establishment of Youth Detention Homes for CICL

II. Allocation of 1% IRA for LCPC/BCPC per DILG MC No. 2012-120 that contains the list of programs, projects and activities that can be funded by the 1% IRA (copy of the MC can be downloaded from www.dilg.gov.ph).

- Organizing child-friendly activities for the general public (e.g. art contest, children's fair, photo exhibit, film showing, camping, etc.);
- Bringing of mobile services (medical mission, library services) to such areas where children congregate as in the streets and temporary shelter in urban and rural areas; and
- Facebook presence to show child profile pictures and Random Act of Kindness to children (in pictures or video)

All LGUs shall submit a report on the activities undertaken to the Council for the Welfare of Children (CWC) through the Regional Sub-Committee for the Welfare of Children (RSCWC) within one (1) month after the said event.

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

For the information and guidance of all concerned.


MAR ROXAS
Secretary



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