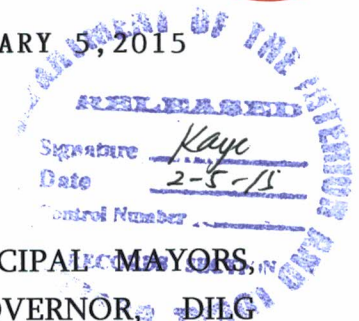




FEBRUARY 5, 2015

MEMORANDUM CIRCULAR

No. 2015-5



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

SUBJECT : OBSERVANCE OF THE 2015 ADOPTION CONSCIOUSNESS DAY
CELEBRATION

Article 20 of the UN Convention on the Rights of the Child provides that “State Parties shall, in accordance with their national laws, ensure alternative care for orphaned, abandoned and neglected children”.

Presidential Proclamation No. 72 dated February 3, 1999 declares the first Saturday of February of every year as “Adoption Consciousness Day” to call public attention to ensure nationwide awareness of the growing number of orphaned, abandoned or neglected Filipino children in need of permanent alternative wholesome family environment. This year’s celebration carries the theme “Legal na Ampon Ako: Anak na Totoo” (A Child Finds Worth In Legal Adoption).

Relative to this, all Local Chief Executives are hereby encouraged to spearhead the observance of this significant event in their respective jurisdiction by undertaking the following suggested activities to create more awareness on the importance of legal adoption:

- Hanging of streamers/posters in front of different offices (both public and private). Template can be downloaded at www.dswd.gov.ph
- Setting-up of a Help Desk on legal adoption process to be manned by LSWDO at the City/Municipal Hall
- Forum on Legal Adoption Processes
- Photo exhibit with life stories of successful adopted children

- Announcement of Adoption Consciousness Day Celebration during Monday's Flag Raising Ceremony
- Publicity through the tri-media

All DILG Regional Directors and field officers are likewise directed to cause the widest dissemination of this Circular and provide support as maybe necessary to ensure success of the celebration.

For information and guidance.



MAR ROXAS

Secretary 




DILG-OSEC OUTGOING 15-00296