



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
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September 21, 2015

MEMORANDUM CIRCULAR

NO. 2015-110

TO : ALL PROVINCIAL GOVERNORS, CITY/MUNICIPAL MAYORS,
PUNONG BARANGAYS, DILG REGIONAL DIRECTORS AND OTHERS
CONCERNED

SUBJECT : CELEBRATION OF THE NATIONAL ATTENTION
DEFICIT/HYPERACTIVITY DISORDER (AD/HD) WEEK

Pursuant to Proclamation No. 472 (2003), every third week of October of each year shall be commemorated as the National Attention Deficit / Hyperactivity Disorder (AD/HD) Awareness Week.

ADHD is a chronic brain disorder with social academic and emotional impacts which affects millions of Filipinos nationwide. Lack of understanding of the mentioned disorder may result to misconceptions and social stigma which hinder access to effective treatment, increases the risk of co-morbid conditions and complications such as conduct disorder, oppositional defiant disorder and anti-social disorder. Further, unmitigated condition of AD/HD may lead to the increased incidence of out-of-school youths, child abuse and neglect.

On the other hand, most AD/HD have above-average intelligence and are highly creative, have deep stores of energy and have the ability to multi-task, thus have the potential to be more productive given the opportunities.

In view thereof, the National AD/HD Week celebration shall be held on October 18-24, 2015 nationwide with this year's theme "AD/HD: A Major Hidden Disability (Alamin, Tanggapin at Mahalin) which aims raise awareness on the neurobiological disorder which remains highly misunderstood by the general public.

All Local Government Units are therefore enjoined to support the observance by conducting fitting activities such as but not limited to the following:

- Motorcade
- Hanging of advocacy streamers/tarpaulins in strategic places
- Announcement of the AD/HD Week celebration during Flag Raising Ceremony
- Scientific Congress on Cerebral Palsy
- Arts Workshop and Exhibit
- Sensitivity Training
- Medical Mission

The layout/design of the AD/HD week streamer can be downloaded from the NCDA website <http://www.ncda.gov.ph>. For more information you may contact Mr. Rizalio R. Sanchez and/or Mr. Jayme J. Mariño of NCDA thru telephone nos. 951-5013, 932-6422 local 111 or thru email address: council@ncda.gov.ph.

All DILG Regional Directors are hereby directed to cause the widest dissemination of this Circular and extend necessary assistance.

For the information and guidance of all concerned.

By the Authority of the Secretary:



AUSTERE A. PANADERO

Undersecretary for Local Government

