



REPUBLIC OF THE PHILIPPINES  
**DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT**  
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October 14, 2015

MEMORANDUM CIRCULAR

NO. 2015-123

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 2015

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The 23<sup>rd</sup> National Children's Month (NCM) Celebration in November 2015 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. Previously we celebrate NCM during October of every year through Presidential Proclamation 267 series of 1993.

This year's theme which is "Komunidad at Pamahalaan Magkaisa, Pang-aabuso sa Bata Wakasan na!" highlights the protection rights of children against all forms of abuse and discrimination to encourage stakeholders to promote and advocate the protection of children at the family, schools, community, institution, organization and other settings.

At the National Level, major activities are: (1) A kick-off event entitled "Zumbata on Child Protection!" in partnership with SM Cares on October 10, 2015 at SM North Edsa, and to be held also in other SM Malls nationwide; (2) Press Conference on November 6; (3) Launch of the Story Book on Children on November 12; (4) Showcase of Talents on Child Protection! at SM Skydome with performances from Asia's Got Talent; and (5) National Summit on Children (culminating event) on November 20, 2015.

At the Local Level, all Local Chief Executives (LCEs), as Chair of the Local Council for the Protection of Children (LCPCs), are hereby enjoined to support and spearhead the Children's Month Celebration in their respective jurisdiction by conducting different undertakings within the month of November, consistent with the theme such as, but not limited to, the following:

- Participation in the NCM major activities;
- Displaying of tarpaulin/streamer
- Posting in the LGU's website and other social media account of the NCM theme for the publicity and promotion (please refer to CWC website at [www.cwc.gov.ph](http://www.cwc.gov.ph) and facebook.com/batabidaka fan page)
- Fora on Child Protection
- Media Publicity (Radio, TV, Online/Social Media, Broadsheet, etc.)
- Contest of talents for children;
- Parade/Motorcade; 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.

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.

  
MEL SENEN S. SARMIENTO

Secretary 

