



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
DILG-NAPOLCOM Center, EDSA corner Quezon Avenue, West Triangle, Quezon City
Telephone Nos. 925.03.56 • Telefax 927.78.52 • O.D. 929.92.35
WWW.DILG.GOV.PH



September 29, 2016

MEMORANDUM CIRCULAR
No. 2016-134

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

SUBJECT : 2016 CELEBRATION OF THE NATIONAL ATTENTION
DEFICIT/HYPERACTIVITY DISORDER (AD/HD) WEEK

In accordance 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 one of the most common neurodevelopmental disorders of childhood. It is usually diagnosed in childhood and often lasts into adulthood. Children or persons with AD/HD may have trouble paying attention, controlling impulsive behaviors or otherwise act without thinking about what the result will be and they tend to be overly active.

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.

In view thereof, the National AD/HD Week celebration shall be held on October 16-22, 2016 nationwide with this year's theme "Turning Disability into This Ability" which aims to raise awareness on the neurobiological disorder which remains highly misunderstood by the general public.

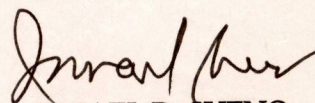
All Local Government Units are therefore enjoined to support the observance by conducting fitting activities such as but not limited to the following:

- Motorcade
- Hanging of advocacy streamers/tarpaulins in strategic places
- Announcement of the AD/HD Week celebration during Flag Raising Ceremony
- Arts Workshop and Exhibit
- Sensitivity Training
- Seminar on Drug Abuse Prevention
- 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.


ISMAEL D. SUENO
Secretary *js*

