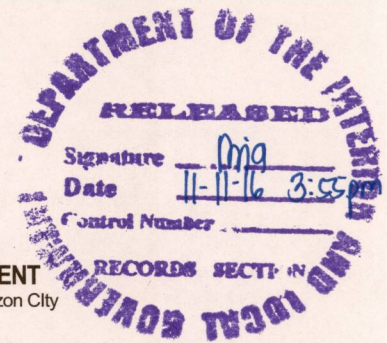




Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
DILG-NAPOLCOM Center, EDSA corner Quezon Avenue, West Triangle, Quezon City
<http://www.dilg.gov.ph>



November 11, 2016

MEMORANDUM CIRCULAR
NO. 2016-163

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 2016

The 24th 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.

This year's theme is "Isulong: Kalidad na Edukasyon Para sa lahat ng Bata!" which is aligned with Sustainability Development Goal (SDG) No. 4 "Ensure inclusive and equitable quality education and promote life-long learning opportunities for all."

Education plays an important role in helping children develop, reach their potentials, be able to engage meaningfully and build resilience. Ensuring the education of a child likewise promotes child protection by empowering them to build resiliency. Thus, provision of quality and relevant education to girls and boys decrease their risk of becoming victims of violence.

At the National Level, major activities are: (1) **Press Conference @Balitaan sa Rembrandt**, Quezon City on November 4, 2016; (2) **One Million Lapis Campaign and Guinness Book of World Record (GBWR) on Longest Line of Pencils @ SM MOA** on November 5, 2016; (3) **Child Road Safety Campaign** on November 10, 2016 with LTO, DOTC, IMBOA, PUJ-Pasang Masda, FEJODAP and PISTON, and; (4) **Araw ng mga Bata Part II** on November 20, 2016 (Culminating Activity) that includes turn-over ceremony of One Million Lapis to DepEd.

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:

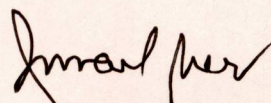
- Participation in the NCM major activities;
- Displaying of tarpaulin/streamer throughout November 2016;
- Conduct of Fora, Symposia, and Seminar on Education;
- Media Publicity (Radio, TV, On-line/Social Media, Broadsheet, etc.);
- Faith-based activities;
- Contest of talents for Children;
- Parade/Motorcade;
- Posting in the LGU's website and other social media account of the NCM theme for publicity and promotion, and;
- Other activities on children consistent with this year's theme

For more information relative to Children's Month celebration (e.g. children's month briefer and logo, proforma tarpaulin, etc.), please visit the website of the Council for the Welfare of Children (CWC) at www.cwc.gov.ph or CWC Facebook Community Fan Page "Bata Bida Ka".

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 by 2nd week of December 2016 for inclusion in the national report to be submitted to CWC.

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.


ISMAEL D. SUENO
Secretary

