



Republic of the Philippines  
**DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT**  
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April 17, 2018

**MEMORANDUM CIRCULAR**  
**NO. 2018-51**

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

**SUBJECT : 2018 NATIONAL HERITAGE MONTH (NHM) CELEBRATION IN MAY**

Pursuant to Presidential Proclamation No. 439, dated 11 August 2003, the National Commission for the Culture and the Arts (NCCA) spearheads the annual celebration of the National Heritage Month (NHM) every month of May in recognition of the need to create among the people consciousness, respect, and love for the legacies of Filipino cultural history.

This year, the celebration will have the theme: "Pambansang Pagkakaisa Para sa Pamana" to highlight the unifying force of a common heritage as a nation and underscore the need for national unity to ensure that such heritage is preserved for the enjoyment of future generations.

In view thereof, all Local Chief Executives (LCEs) are encouraged to participate in the commemoration of the 2018 NHM by undertaking simple and meaningful activities in their respective localities, such as, but not limited to, the following:

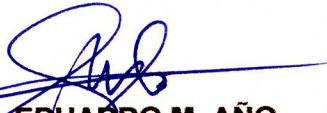
- Hanging of 2018 NHM official streamers, posting tarpaulins, streamers or banners in front of their respective offices throughout the month of May;
- Development, production and distribution of information, education, and communication (IEC) and advocacy materials which include collaterals designed by NCCA, and uploading of these materials in official website and social media accounts of the LGU;
- Participation in the online campaign thread about the observance by uploading photos, news features and other information relative to 2018 NHM using the official hashtags: #NHM2018, #ParaSaPamana, and #TagapangalagaNgPamana;
- Participation in the online advocacy: #TagapangalagaNgPamana from 1-20 May 2018. The said online advocacy is an NCCA initiative through social media enjoining citizens to share the idea of contributing to heritage preservation. Participants are requested to post photos of themselves via Facebook using the official hashtags for the celebration. From pre-evaluated posts, NCCA will select recipients of special prizes as simple token of appreciation for joining the online advocacy;

- Feature the LGUs' calendar of activities and activity implementation reports on the National Heritage Month advocacy materials in their official websites, social media accounts and publications, and send a link of the reports to NCCA through e-mail at [sch@ncca.gov.ph](mailto:sch@ncca.gov.ph) ; and,
- Organize and participate in heritage-related activities such as lecture demonstrations, conferences, fora, and film or visual arts exhibits, and clean-up drives in declared cultural and historical sites.

All DILG Regional Directors, ARMM Regional Secretary, Provincial and City Directors, and Field Officers are hereby directed to cause the widest dissemination of this issuance to all concerned local authorities within their respective areas of jurisdiction.

For more information, you may coordinate with the NCCA Cultural Heritage Section at telephone number (02) 527-2192 local 339, or through Ms. Eileen Rudi, NHM Project Coordinator, at mobile number 0926-062-6345 or thru e-mail address [sch@ncca.gov.ph](mailto:sch@ncca.gov.ph). You may also visit [www.ncca.gov.ph](http://www.ncca.gov.ph) for further details.

For information and guidance.

  
**USEC. EDUARDO M. AÑO**  
Officer-In-Charge, DILG

