



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>



25 SEP 2019

**MEMORANDUM CIRCULAR**

No. 2019-160

**TO :** ALL PROVINCIAL GOVERNORS, CITY/MUNICIPAL MAYORS, PUNONG BARANGAYS, DILG REGIONAL DIRECTORS, BARMM CHIEF MINISTER, BARMM MINISTER OF LOCAL GOVERNMENT, AND OTHERS CONCERNED

**SUBJECT :** CELEBRATION OF NATIONAL CHILDREN'S MONTH IN NOVEMBER 2019

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Pursuant to Republic Act No. 10661 otherwise known as the "National Children's Month Act", the Council for the Welfare of Children (CWC), Department of Social Welfare and Development (DSWD) and the National Youth Commission (NYC) lead the annual celebration of the National Children's Month (NCM) every November.

This year marks the 30<sup>th</sup> anniversary of the United Nations Convention on the Rights of the Child (UN CRC) and the 27<sup>th</sup> celebration of the National Children's Month, which commemorates the adoption of UN CRC on 20 November 1989.

With the theme, "Karapatang Pambata: Patuloy na Pahalagahan at Gampanan Tungo sa Magandang Kinabukasan", this year's celebration aims to recognize the gains and successes of the Philippines in the promotion and protection of children's rights.

In this regard, all Local Chief Executives (LCEs) are hereby enjoined to support and spearhead the conduct of Children's Month Celebration in their respective jurisdiction by simultaneously conducting a kick-off with the National Kick-off on 06 November 2019 (Wednesday), 7:00AM onwards, and by conducting different undertakings consistent with the theme within the month of November, such as but not limited to:

- Hanging of tarpaulins/streamers about the Children's Month Celebration;
- Recitation of "Panatang Makabata" a solemn oath on the promotion and protection of the rights of a child during flag ceremony every Mondays of November (Panatang Makabata can be accessed in the "Advocacy" section of the CWC website at [www.cwc.gov.ph](http://www.cwc.gov.ph));
- Development, production, and distribution of Information, Education and Communication (IEC) materials and other collaterals developed by CWC;
- Posting of the NCM official logo and the 2019 theme, audio visual presentation, and other NCM advocacy materials on the websites and official social media accounts;

- Conduct of organizational activity related to the focus and theme of the 2019 NCM and submission of activity details by emailing at [paio@cw.gov.ph](mailto:paio@cw.gov.ph) for inclusion in the official 27<sup>th</sup> NCM Calendar of activities; and
- Participation to the NCM major activities and NCM-related activities nationwide:
  - Kick-off event: 06 November 2019
  - National Play Awareness Week: 17-23 November
  - Ako Para Sa Bata International Conference in Manila: 19-20 November

For more information about the NCM celebration, kindly visit the CWC website: [www.cw.gov.ph](http://www.cw.gov.ph), Facebook account: /CWCgovph, Twitter account: @CWC\_govph, and Youtube channel: CWChildrenOfficial.

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 2<sup>nd</sup> week of December 2019 for inclusion in the national report to be submitted to the CWC.

All DILG Regional Directors, Field Officers, and BARMM Minister of Local Government shall cause the widest dissemination of this Circular, coordinate with the 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.

  
**EDUARDO M. AÑO**  
Secretary



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