



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>



## OBSERVANCE OF THE 2020 ADOPTION CONSCIOUSNESS DAY CELEBRATION

Memorandum Circular No. 2020-016

Date: 31 JAN 2020

### 1.0 Background

- 1.1 Article 20 of the UN Convention on the Rights of the Child provides that “State Parties shall, in accordance with their national laws, ensure alternative care for orphaned, abandoned and neglected children”.
- 1.2 Presidential Proclamation No. 72 dated February 3, 1999 declares the first Saturday of February of every year as “Adoption Consciousness Day” to call public attention to create nationwide awareness of the growing number of orphaned, abandoned or neglected Filipino children in need of permanent alternative wholesome family environment This year’s celebration carries the theme, *“Pagmamahal Palaganapin, Legal na Pag-aampon Ating Gawin! (Spread Unconditional Love Through Legal Adoption)”*.

### 2.0 Purpose

This Circular enjoins Local Government Units (LGUs), and all DILG offices, to support the said celebration.

### 3.0 Scope/Coverage

All Provincial Governors, City/Municipal Mayors, Punong Barangays, The BARMM Governor, DILG Regional Directors And Field Officers, The BARMM DILG Regional Secretary And Others Concerned

### 4.0 Policy Content and Guidelines

4.1 All Local Chief Executives are encouraged to:

- 4.1.1 Spearhead the observance of this significant event in their respective jurisdiction by undertaking the following suggested activities to intensify public awareness on the importance of legal adoption and create a concerted effort to address the increasing number of sites that encourage online adoption which is absolutely illegal:
  - Hanging of streamers/posters in front of different offices (both public and private). Template can be downloaded at [www.dswd.gov.ph](http://www.dswd.gov.ph)

- Setting-up of a Help Desk on legal adoption process to be manned by LSWDO at the City/Municipal Hall
- Forum on Legal Adoption Processes
- Photo exhibit with life stories of successful adopted children
- Announcement of Adoption Consciousness Day Celebration during Monday's Flag Raising Ceremony
- Publicity through the tri-media

4.2 All DILG Regional Directors and field officers are hereby directed to cause the immediate and widest dissemination of this Memorandum Circular to all LGUs within their respective jurisdiction and provide support as maybe necessary to ensure success of the celebration.

### 5.0 Effectivity

This Memorandum Circular shall take effect immediately

### 6.0 Reference

- Article 20 of the UN Convention on the Rights of the Child
- Presidential Proclamation No. 72 series of 1999

### 7.0 Approving Authority

  
EDUARDO M. AÑO  
Secretary



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