



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>



## MEMORANDUM CIRCULAR

NO: 2020-104

**TO :** ALL PROVINCIAL GOVERNORS, CITY AND MUNICIPAL MAYORS, PUNONG BARANGAYS, DILG REGIONAL/ PROVINCIAL/ CITY DIRECTORS, DILG BARMM CHIEF MINISTER, CLUSTER LEADERS, C/MLGOOS AND ALL OTHERS CONCERNED

**SUBJECT :** ADVISORY FOR THE POSTING OF THE 100 MILLIONTH SYMBOLIC BABIES RELATED PHOTOS, BANNERS AND SOCIAL MEDIA CARDS

**DATE :** 22 JUL 2020

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The Commission on Population and Development (POPCOM), together with the Department of Health (DOH) and Philippine Health Insurance Corporation (PHIC), witnessed the births of the 100 Millionth Symbolic Babies in the country last July 27, 2014. This demographic event highlighted the importance of ensuring the well-being of each Filipino within the context of increasing population. Each baby symbolizes the capacity of the government to provide the desired quality of life of each Filipino.

On **July 27, 2020**, as part of POPCOM's monitoring of the 100 Millionth Babies, these symbolic babies will be tracked to determine the emerging development concerns reflected in the lives of the babies, now a child. Said monitoring task will be led by the POPCOM Central and Regional Offices and Local Government Units (LGUs).

To complement the efforts of the various national government agencies (NGAs) in the advocacy of this event, you are hereby requested to **post the 100<sup>th</sup> Millionth Baby related photos and banners on your**

**respective website and social media account.** POPCOM will be providing the social media cards on July 23, 2020. Clear copies of reference materials could be accessed at the Google Drive [tiny.cc/100MillionthBabies](https://tiny.cc/100MillionthBabies).

All DILG Regional Directors and the BARMM Minister for Local Government are hereby directed to cause the widest advocacy of this event to the concerned authorities within their areas of jurisdiction.

For the information and guidance of all concerned.

  
**EDUARDO M. AÑO**  
Secretary





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