



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
 DILG-NAPOLCOM Center, EDSA corner Quezon Avenue, Quezon City
<http://www.dilg.gov.ph>

**MEMORANDUM CIRCULAR**

06 OCT 2020

No. 2020-130

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

SUBJECT: OBSERVANCE OF THE 2020 NATIONAL CHILDREN'S MONTH (NCM)

By virtue of Republic Act 10661, the National Children's Month (NCM) in the Philippines, in commemoration with the adoption of the United Nations Convention on the Rights of the Child (UN CRC) on 20 November 1989, is celebrated every November. The month-long observance that seeks to instill its significance in the Filipino consciousness is spearheaded by the Council for the Welfare of Children (CWC), National Youth Commission (NYC) and the Department of Social Welfare and Development (DSWD) with the support of the CWC Board member agencies.

This year's 28th NCM theme is "***Sama-samang Itaguyod Ang Karapatan ng Bawat Bata sa Panahon ng Pandemya!***". It focuses on Upholding Children's Rights During the Pandemic, such as the Coronavirus Disease of 2019 (COVID-19). This is in compliance with the national and local directives on the pandemic pursuant to Proclamation No. 929 from the Office of the President.

The 2020 NCM theme specifically aims to:

- 1) Intensify public awareness and knowledge on children's rights, adequate care and protection for children, and application of positive discipline in daily dealings with children;

- 2) Empower children to protect themselves and report experience of abuse;
- 3) Promote further the institutionalization of a child-friendly environment and government by advocating the implementation and monitoring of child-related protocols at the sub-national levels; and
- 4) Guide Local Government Units (LGUs) to efficiently deliver their expected roles and functions.

In this regard, all Local Chief Executives (LCEs) are hereby enjoined to support and spearhead the observance of the 2020 NCM celebration in their respective jurisdiction by conducting different undertakings consistent with this year's theme, such as but not limited to:

- 1) Hanging of tarpaulin/streamers about the Children's Month and uploading the banner design on your respective websites and official social media pages;
- 2) Conduct of the following by utilizing the applicable quad media:
 - a. Local kick-off of the NCM simultaneously with the national kick-off on 03 November 2020 by posting a live or pre-recorded video recitation of the **Panatang Makabata on the LGU's official website/ social media pages.**
 - b. Orientation/discussions and/or awareness campaign that are aligned with the theme of the celebration; and
 - c. Relevant activities to observe the **National Play Advocacy Week on the 3rd Week of November**; and the **2020 Juvenile Justice and Welfare Consciousness Week on the 4th week of November.**
- 3) Participate in the Webinar series and other remote/virtual activities of the NCM to be hosted by the CWC and partner agencies.


In compliance with the "new normal" requirements and the minimum health standards during COVID-19 Pandemic, the use of quad media (print, broadcast, outdoor media, and the social media) in the observance of the NCM is highly recommended as it will serve as a tool in educating Filipinos on children's rights, parenting, and other concerns affecting children.

You are encouraged to **visit the CWC website (www.cwc.gov.ph) and subscribe to its Facebook Page (facebook.com/CWCgovph) and Twitter Page (@CWC_govph) by clicking the like and follow buttons** to access copies of the regional native language/ dialect translations of the Panatang Makabata, 2020 NCM Icon, template for the

tarpaulin/streamer, resource materials, webinar schedules, and other related activities for the celebration.

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; provide technical assistance, if necessary; and submit to DILG Central Office through the National Barangay Operations Office (nboocdd2019@gmail.com) all post activity report on LGUs compliance to this Memorandum Circular, not later than 2nd week of December 2020.

For compliance.


EDUARDO M. AÑO
Secretary 