



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>



NATIONAL HERITAGE MONTH (NHM) CELEBRATION IN MAY 2020

Memorandum Circular No: 2020 - 076

Date: 23 APR 2020

1. Background

Pursuant to President Proclamation No. 439, the National Heritage Month (NHM) is annually celebrated during the month of May. This is in recognition of the need to create among the people a consciousness, respect and love for the legacies of Filipino cultural history.

For the year 2020, the celebration will carry the theme, "Mga Kuwentong Pamana" (Stories of Heritage) to highlight the important role of sharing knowledge, experiences and stories of different aspects of Filipino Heritage in fostering cultural learning and appreciation within the Filipino society.

2. Purpose

The purpose of this policy is to promote public awareness in the observance of National Heritage Month in May 2020.

3. Scope/Coverage

This Memorandum Circular covers 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.

4. Policy Content and Guidelines

To highlight the unifying force of a common heritage as a nation, all concerned are encouraged to undertake relative activities, such as:

- i. Hanging of 2020 NHM official streamers and/or NHM official posters in all government agencies, including regional offices and local government units;
- ii. Development, production and distribution of information, education and communication materials for 2020 NHM which include collaterals designed by NCCA;

- iii. Participation in the online campaign thread about the celebration by uploading National Heritage Month advocacy materials including photos, news features and other information relative to NHM 2020 including collaterals designed by NCCA (i.e. 2020 NHM poster, 2020 NHM infographics) in the government agencies' website and social media accounts using the hashtags: #NHM2020 and #MgaKuwentongPamana;
- iv. For more information on how to participate in the NHM celebration, you may visit the NHM microsite at: <https://ncca.gov.ph/national-heritage-month-2020/>

5. Effectivity

This Memorandum Circular shall take effect immediately.

6. Approving Authority


EDUARDO M. AÑO
Secretary



7. Feedback

For more information, you may coordinate with the NCCA Cultural Heritage Section at telephone number (02) 8527-2192 local 324, or through Ms Eileen Rudi at mobile number +6392 6062 6345 or e-mail at nhmsecretariat@gmail.com. You may also visit www.ncca.gov.ph for further details.