



Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
DILG-NAPOLCOM Center, EDSA cor. Quezon Avenue, West Triangle, Quezon City
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MEMORANDUM CIRCULAR

January 26, 2017

No. 2017-14

TO : ALL PROVINCIAL GOVERNORS, REGIONAL GOVERNOR OF ARMM,
CITY MAYORS, MUNICIPAL MAYORS, PUNONG BARANGAYS, AND
DILG REGIONAL DIRECTORS AND OTHERS CONCERNED

SUBJECT : LEGAL ADOPTION CAMPAIGN

Article 20 (3) 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."

Article 3 of PD 603 provides that "The State upholds the right of every child to a wholesome family life that will provide him/her with love, care, understanding, guidance, and counselling, moral and maternity security, [and that] in cases, however, of a dependent or abandoned child, he/she will be provided with the nearest substitute at home."

It is the policy of the state to protect and strengthen the family and as such, it is only proper for the State to ensure that each child be given the chance to enjoy the sense of security, formation of identity and comfort that being part of the family may bring.

Relative thereto, the country celebrates the Adoption Consciousness Month on February of every year to ensure nationwide awareness of the growing number of orphaned, abandoned or neglected Filipino children in need of alternative wholesome family environment.

For 2017, the **Adoption Consciousness Month** with the theme "**Pagmamahal Palaganapin, Legal na Pag-aampon Ating Gawin!**" or "**Spread Unconditional Love through Legal Adoption**" encourages families to undergo legal adoption in order to protect the welfare of adopted children from discrimination because they are accorded with the same rights as that of biological children.

In view of the foregoing, all Local Chief Executives (LCEs) and others concerned are hereby encouraged to undertake the following suggested activities:

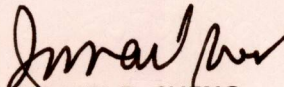
- a) Display / hanging of streamers, posters, and other information materials in conspicuous places;

- b) Briefing during the flag raising ceremony;
- c) Organizing fora or conducting seminars; among others.

For related information, and provision of event posters, all concerned are hereby advised to contact Ms. Cessna Macula, NOC Secretariat- DSWD, through Telephone No. (02) -951-7438 or via email address at adoption@dswd.gov.ph.

Furthermore, all DILG Regional Directors and Field Offices are requested to cause the widest dissemination of this issuance to all local government units and others concerned in their areas of jurisdiction and extend the necessary assistance in the promotion of the program.

For the information and guidance of all concerned.


ISMAEL D. SUENO
Secretary 