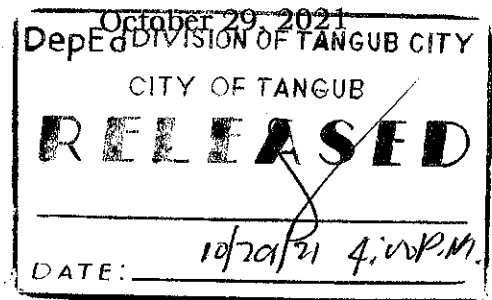




DIVISION MEMORANDUM


No. 316, s. 2021



DISSEMINATION OF DEPED MEMORANDUM NO. 075, S. 2021
(2021 National Children's Month Celebration)

To: Chief Education Supervisors (CID and SGOD)
District In-Charges
Elementary and Secondary School Heads
Supreme Pupil/Student Government (SPG/SSG) Teacher-Advisers
All Others Concerned
This Division

1. This Office disseminates DepEd Memorandum 075, s. 2021 titled "2021 National Children's Month Celebration" for information and reference of all concerned.
2. See attached DepEd Memorandum No. 075, s. 2021 for details.
3. Immediate and wide dissemination of this Memorandum is desired.


AGUSTINES E. CEPE, CESO V
Schools Division Superintendent

AEC/SGOD/abm/10-29-21





Republic of the Philippines
Department of Education

28 OCT 2021

DepEd MEMORANDUM
No. **075**, s. 2021

2021 NATIONAL CHILDREN'S MONTH CELEBRATION

To: Undersecretaries
Assistant Secretaries
Minister, Basic, Higher and Technical Education, BARMM
Bureau and Service Directors
Regional Directors
Schools Division Superintendents
Public and Private Elementary and Secondary School Heads
All Others Concerned

1. The Department of Education (DepEd) joins the Council for the Welfare of Children (CWC), other government agencies, and the whole nation in celebrating the **2021 National Children's Month (NCM)**, also the **29th NCM**, with the theme, ***New Normal Na Walang Iwanan: Karapatan ng Bawat Bata Ating Tutukan!***, this November 2021.
2. The celebration is pursuant to Republic Act No. 10661, titled **An Act Declaring the Month of November of Every Year as the National Children's Month**, which honors the ratification of the Convention on the Rights of the Child (CRC) by the United Nations General Assembly on November 20, 1989, and further instills the significance of the CRC in the Filipino consciousness, as well as to sustain the promotion and protection of children's rights. It mandates DepEd to facilitate and encourage the celebration of the NCM in all public and private schools nationwide.
3. Since the global onset of the COVID-19 Pandemic in 2020, environments where children thrive were disrupted and these have affected the rights of the children to survive, develop, to be protected and to participate safely and fully. The year 2021 poses great challenges and continuously aggravates the underlying issues on the realization of children's rights as the country reels from the prolonged consequences of the pandemic.
4. The 29th NCM focus and theme for this year will cover the myriad of issues on children's rights to survival, development, protection, and participation in the new normal setting. It aims to ensure that no child will be left behind, regardless of the situation. Particularly, the month-long celebration will take-off from the previous and current challenges, and learnings of the Philippines in terms of promoting and upholding children's rights.
5. With the ongoing COVID-19 Pandemic, the NCM activities will still strictly comply with the minimum health standards, and it shall utilize quad media (e.g., print media, broadcast media, outdoor media, and the social media) as tools in educating Filipinos on children's rights, parenting, and the concerns surrounding them.

6. This year's celebration is still anchored on the **3rd National Plan of Action for Children (NPAC) Goals** to progressively realize the rights of children:

- Goal 1: Children have a better quality and improved way of life;
- Goal 2: Children are well nourished, have healthy lives and are active learners with good quality education;
- Goal 3: Children are safe and free from violence, abuse, neglect, and exploitation; and
- Goal 4: Children are actively participating in decision-making processes affecting their lives according to their evolving capacities.

7. The four categories of children's rights will be covered per week of November:
- a. survival rights for the 1st week,
 - b. development rights for the 2nd week,
 - c. participation rights for the 3rd week, and
 - d. protection rights for the 4th week.

Special observances on children will also be observed simultaneously: the 3rd week of November as the National Play Advocacy Week (NPAW) led by the Philippine Play Coalition, and the Juvenile Justice and Welfare Consciousness Week led by the Juvenile Justice and Welfare Council (JJWC) every 4th week of November.

8. This year's celebration will focus on children's rights in the new normal. It aims to
- a. address the persistent and emerging issues on the rights of the children to survival, development, protection, and participation since the onset of the COVID-19 Pandemic in 2020 and currently in the new normal setting this 2021;
 - b. strengthen the implementation of child-led, child-friendly, and child sensitive activities; and
 - c. empower the children as rights-holders to claim and protect their rights and equip the duty-bearers to deliver their commitment and fulfill their obligations towards children.

9. In view of the 2021 NCM celebration and this year's theme, DepEd Central Office (CO), regional and schools division offices, and all public and private elementary and secondary schools, and attached agencies of DepEd are encouraged to undertake the following activities until November:

- a. Participate in the national online activities of the 2021 NCM on the following schedules:

Thematic Focus	Schedule	Activity	Where To View / Access
Weekly Activities	November 5, 12, 19, and 26 (every Friday) 5:00-6:30 p.m.	Screening of iWitness Documentaries	Zoom link: bit.ly/iWitnessNCM2021 <i>(Please follow the Council for the Welfare of Children – Official Facebook page for further information regarding this activity.)</i> Link: fb.com/CWCgovph
1st Week: Survival Rights	November 3 (Wednesday) 09:00-11:00 a.m.	NCM Kick-Off Ceremony	Facebook Page: Council for the Welfare of Children – Official Link: fb.com/CWCgovph

3rd Week: Participation Rights/ National Play Advocacy Week Celebration (NPAW)	November 15–20 (Monday to Saturday)	Play activities	Facebook Page: Philippine Play Coalition Link: fb.com/PhilippinePlayCoalition
3rd Week: Participation Rights/NPAW Celebration	November 15–20 (Monday to Saturday)	Activities on child participation	Facebook Page: Council for the Welfare of Children – Official Link: fb.com/CWCgovph
4th Week: Protection Rights/ Juvenile Justice and Welfare Consciousness (JJWC) Week	November 22–26 (Monday to Friday)	Week-long celebration of the JJWC Week	Facebook Page: Juvenile Justice and Welfare Council Link: fb.com/JJWCOfficial
4th Week: Protection Rights: JJWC Week	November 23 (Tuesday) 03:00–05:00 p.m.	4th Conference on Digital Parenting: Webinar on Digital Well- being <i>(for parents, caregivers, and adults dealing with children)</i>	Facebook Page: Council for the Welfare of Children – Official Link: fb.com/CWCgovph
4th Week: Protection Rights: JJWC Week	November 26 (Friday) 03:00–05:00 p.m.	NCM Culminating Ceremony and Awarding of the Winners of the NCM Logo- Making Contest	Facebook Page: Council for the Welfare of Children – Official Link: fb.com/CWCgovph

- b. At the discretion of the teacher and in accordance with the best interest of the child, excuse learners from their classes should they participate in any NCM activity at the national and/or regional level;
- c. Conduct livestream or post pre-recorded video recitation of the localized **Panatang Makabata**, a solemn oath on the promotion and protection of the rights of a child, on the official websites and social media pages on November 3, 2021 as the scheduled NCM Kick-Off;
- d. Upload the 2021 NCM banner design/cover photo on the official websites and social media accounts;
- e. Post or share all National Children's Month-related posts from the CWC Facebook Page to the official Facebook and Twitter Pages;
- f. Discuss in class the children's rights in relation to COVID-19; and
- g. Conduct or organize remote/virtual relevant activities related to the overall 2021 NCM focus and theme, as well in the observance of the National Play Advocacy Week (NPAW) on the 3rd Week of November led by the Philippine Play Coalition (PPC) and the Juvenile Justice and

Welfare Consciousness Week led by the Juvenile Justice and Welfare Council (JJWC) on the 4th week of November.

10. In line with the foregoing celebration, DepEd CO will undertake the following activities:

- a. Conduct of the Third National Summit on the Rights of the Child in Education on November 25–26, 2021, with the theme, ***Batang May K: Karapatan ng Bata sa Edukasyon, Katuwang ang Lahat sa Pagsulong!*** Focusing on rights-based education (RBE) in DepEd, the online Summit will gather children-learners, DepEd officials, personnel and teachers from public and private schools, parents of learners, and officials and representatives from other government agencies, civil society organizations, international organizations, private companies, and media. The Summit aims to
 - i. build on the gains of the Second National Summit on the Rights of the Child in Education held in November 2020;
 - ii. reinforce the continuing commitment of the Philippine government, including DepEd and the newly created Child Rights in Education Desk, and other stakeholders in upholding RBE in normal times and during the COVID-19 Pandemic;
 - iii. facilitate discussions and elicit recommendations on upholding RBE in normal times and during the COVID-19 Pandemic through a whole-of-school, whole-of-DepEd, whole-of-government, and whole-of-society approach; and
 - iv. ensure the participation of children in shaping policies and actions pertaining to RBE in normal times and during the COVID-19 Pandemic.
- b. Conduct of a Pre-Summit Conference with Children Participants for the Third National Summit on the Rights of the Child in Education on **November 17, 2021** to help the children participants prepare for the Summit, as well as to elicit suggestions from them regarding the conduct of the Summit.
- c. Development and posting of collaterals pertaining to the promotion of the rights of the child in education and the celebration of the NCM, such as website/social media banners.
- d. Issuance of stories and press releases written by children on the topic of their rights; and
- e. Implementation of social media campaign creating awareness on the rights of the child, with regular uploads to DepEd social media platforms of infographics using a child-friendly interpretation of the rights of the child, e.g., *karapatan mag-aral* (right to education), *karapatan makilahok* (right to participate and have one's views heard), and *karapatan maglaro* (right to play and leisure).

11. Materials related to the 2021 NCM (e.g., banner design/cover photo template, shirt design, Philippine native language translations of the *Panatang Makabata*) may be accessed and downloaded through the following links:

Google Drive: bit.ly/2021NCMcollaterals
CWC website: www.cwc.gov.ph
Facebook Page: fb.com/CWCgovph
Twitter Page: @CWC_govph
YouTube channel: CWChildrenOfficial

12. All expenses incurred by DepEd schools and field offices in the conduct of the activities celebrating the 29th National Children's Month shall be charged to local funds, subject to the usual accounting and auditing rules and regulations.

13. Schools and offices are requested to submit a report to document the activities undertaken by their respective units during the National Children's Month. Reports shall be submitted on December 17, 2021 to the CWC Secretariat, through email at paio@cwc.gov.ph, copy furnished the Child Rights in Education Desk-Office (CREDe) of the Undersecretary for Legal Affairs, Department of Education through Mr. Paulo Anthony J. Mendoza of CREDe through email at paulo.mendoza001@deped.gov.ph (cc: childrights@deped.gov.ph and oula@deped.gov.ph).

14. For more information on the 2021 NCM Celebration, please contact the following:

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Unit Head, Council for the Welfare of Children Public Affairs
and Information Office

Email Addresses: elbardillon@cwc.gov.ph and paio@cwc.gov.ph

Telephone No.: (02) 8461-65-53

Facebook Page: [fb.com/CWCgovph](https://www.facebook.com/CWCgovph)

Twitter Page: [@CWC_govph](https://twitter.com/CWC_govph)

YouTube Channel: [CWChildrenOfficial](https://www.youtube.com/channel/UCWChildrenOfficial)

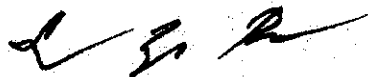
Ms. Jinkee Gem P. Pasion

Executive Assistant II, Office of the Undersecretary for Legal Affairs
Department of Education

Email Addresses: jinkee.pasion@deped.gov.ph

(cc: oula@deped.gov.ph)

15. Immediate dissemination of this Memorandum is desired.



LEONOR MAGTOLIS BRIONES

Secretary

Reference:

DepEd Memorandum No. 068, s. 2020

To be indicated in the Perpetual Index

under the following subjects:

BUREAUS AND OFFICES
CELEBRATIONS AND FESTIVALS
CONTESTS
LEARNERS
SCHOOLS
TEACHERS



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