



Republic of the Philippines  
**Department of Education**

23 OCT 2020

DepEd MEMORANDUM  
No. **068** , s. 2020

**2020 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 **2020 National Children's Month (NCM)**, also **the 28th NCM**, with the theme, *Sama-samang Itaguyod Ang Karapatan ng Bawat Bata sa Panahon ng Pandemya!*, this November 2020.
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 articulates the importance of the CRC to the Filipino consciousness. It mandates DepEd to facilitate and to encourage the celebration of the NCM in all public and private schools nationwide.
3. This year's celebration will focus on upholding children's rights in the context of the COVID-19 pandemic. It aims to:
  - a. intensify public awareness on children's rights, adequate care for children, and application of positive discipline in daily dealings with children;
  - b. promote further the institutionalization of a child-friendly environment and governance by promoting implementation and monitoring of child-related protocols at the sub-national levels;
  - c. provide a platform for discourse on persistent and arising issues pertaining to children's rights to survival, development, protection, and participation during and post COVID-19;
  - d. build the capacity of children as rights-holders to claim and protect their rights; and
  - e. build the capacity of duty-bearers to deliver their commitment and fulfill their obligations to protect children and fulfill the rights of children.
4. In view of the 2020 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 on the last week of October, and for the whole month of November:

a. Participation in major online activities of the 2020 NCM;

<b>Thematic Focus</b>	<b>Schedule</b>	<b>Online Activities</b>
NCM Pre-launch	October 28 (Wednesday)	<ul style="list-style-type: none"> <li>• <b>Talakayang Makabata:</b> The Virtual 2020 NCM Press Briefing</li> </ul>
NCM Kick-off Ceremony	November 03 (Tuesday)	<ul style="list-style-type: none"> <li>• Ecumenical Prayer</li> <li>• Singing of the National Anthem</li> <li>• <i>Sabayang Panatang Makabata</i> (Video Recitation from Various Agencies, Stakeholders/ Duty – bearers)</li> <li>• Message from the three Lead Agencies (CWC, DSWD and NYC)</li> <li>• Launch of Online NCM Contests: #HomeTogether TikTok Challenge and Family Home Mural Contest</li> </ul>
Survival Rights	November 04 (Wednesday)	<ul style="list-style-type: none"> <li>• <b>Webinar: PandeMIC Check:</b> The Local Experiences in Protecting Children and their Rights During COVID-19</li> </ul>
	November 05 (Thursday)	<ul style="list-style-type: none"> <li>• <b>Webinar: Minding Your Mental Health</b> <ul style="list-style-type: none"> <li>- Mindfulness for the Young</li> <li>- Minding Me-Time in the Midst of Parenting</li> </ul> </li> </ul>
	November 06 (Friday)	<ul style="list-style-type: none"> <li>• <b>Webinar on Survival Gardening</b> (Grow Your Own Food for Better Health and Nutrition)</li> <li>• <b>Friday Storytelling Session</b></li> </ul>
Development Rights	November 10 (Tuesday)	<ul style="list-style-type: none"> <li>• <b>Children's Online Talkshow: MAKABATANG BUHAY!</b> (Coping with Blended and Distance Education for Young Learners)</li> </ul>
	November 13 (Friday)	<ul style="list-style-type: none"> <li>• <b>Friday Film Viewing Session</b></li> </ul>
Participation Rights (National Play Advocacy Week)	November 16 (Wednesday)	<ul style="list-style-type: none"> <li>• <b>Watch Party:</b> Traditional and Innovative Indoor Filipino Games (Instructional Video with Children)</li> </ul>
	November 18	<ul style="list-style-type: none"> <li>• <b>The Impact of Child Participation:</b> Online <i>Kwentuhan</i> with Former Child Representatives</li> </ul>
	November 20 (Friday)	<ul style="list-style-type: none"> <li>• <b>Ugnayang Bayan 2020: A Human Rights Forum on Protecting Human Lives:</b> State of Children's Address (SOCA) by CWC</li> <li>• <b>Friday Storytelling Session</b></li> </ul>
Protection Rights (Juvenile Justice and Welfare Consciousness Week)	November 23–28	<ul style="list-style-type: none"> <li>• <b>Juvenile Justice and Welfare Consciousness Week Activities</b></li> </ul>
	November 25	<ul style="list-style-type: none"> <li>• <b>3rd Conference on Digital Parenting</b></li> </ul>
	November 26	<ul style="list-style-type: none"> <li>• <b>Advocacy Video on Positive Discipline</b></li> </ul>

	November 27	<ul style="list-style-type: none"> <li>• <b>Announcement of Winners: #HomeTogether TikTok Challenge and Family Home Mural Contest</b></li> <li>• <b>Friday Viewing Session</b></li> </ul>
Other Activities		<ul style="list-style-type: none"> <li>• <b>Translation and simultaneous launching of <i>Panatang Makabata</i> into native languages/dialects and Filipino Sign Language</b></li> <li>• Radio Streaming of Webinars</li> <li>• Release of 2020 NCM Facebook Profile Picture Frame, Cover Photo/Banner for Facebook and Twitter</li> <li>• Release of Memorandum Circulars/ Department Orders from CSC, DILG, and DepEd on the NCM Celebration</li> <li>• Outdoor Media/LED Wall promotional video-release</li> <li>• Radio/TV Guestings</li> <li>• Posting of 30-second, one minute solidarity messages from partners and children</li> </ul>

- b. Upload of banner design on the website and social media pages;
- c. Conduct of livestream or posting of pre-recorded video recitation of the localized *Panatang Makabata* on the official websites and social media pages on November 03 as the scheduled NCM Kick-Off;
- d. Subscription to the Facebook Page of the CWC ([www.facebook.com/CWCgovph](http://www.facebook.com/CWCgovph)) and Twitter account of CWC (@CWC\_govph) by clicking the like and follow buttons to be informed on the various activities for children and adults;
- e. Posting/sharing of all materials on the CWC Facebook and Twitter Page to the respective agency/organizational social media accounts;
- f. Posting/sharing of all materials posted on the CWC Facebook Page;
- g. Participation in the webinar series and other remote/virtual activities of the NCM;
- h. In-class discussion of children's rights in relation to COVID-19;
- i. Conduct of remote/virtual activities related to the focus and theme of the 2020 NCM; and
- j. Submission of post-activity narrative report with photos to CWC on December 18, 2020.

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

- a. Conduct of the Second National Summit on the Rights of the Child in Education on November 12-13, 2020, with the theme, *Isulong! Karapatan ng Bawat Bata sa Edukasyon sa Panahon ng COVID-19*. Focusing on rights-based education (RBE) in the context of this Department's Basic Education-Learning Continuity Plan (BE-LCP) in the Time of COVID-19, the online Summit will gather children-learners, DepEd officials, personnel and teachers from public and private schools, parents of learners, and representatives from, among others, other government agencies, civil society

organizations, international organizations, private companies, and media. The Summit aims to:

- i. build on the gains of the First National Summit on the Rights of the Child in Education held in November 2019;
    - ii. reinforce the continuing commitment of the Philippine government, including DepEd, and other stakeholders in upholding rights-based education (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-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-Conference with Children Participants for the Second National Summit on the Rights of the Child in Education on November 6, 2020, 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 in the context of the BE-LCP; 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).
6. Materials related to the 2020 NCM will be uploaded and may be accessed in the **Advocacy** tab/section of the CWC website: [www.cwc.gov.ph](http://www.cwc.gov.ph). The icon for the 2020 NCM and the *Panatang Makabata* are provided in Enclosure Nos. 1 and 2.
7. All expenses incurred by DepEd schools and field offices in the conduct of the activities celebrating the 28th National Children's Month shall be charged to local funds, subject to the usual accounting and auditing rules and regulations.
8. 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 18, 2020, to the CWC, through the CWC Secretariat, headed by Undersecretary Mary Mitzi Cajayon-Uy, CWC Executive Director.
9. For more information on the 2020 NCM celebration, please contact the **Council for the Welfare of Children**, No. 10 Apo Street, Sta. Mesa Heights, Quezon City, or through email addresses [paio\\_group@cwc.gov.ph](mailto:paio_group@cwc.gov.ph) and [cwc@cwc.gov.ph](mailto:cwc@cwc.gov.ph), or visit the website: [www.cwc.gov.ph](http://www.cwc.gov.ph). They may also be reached through their social media accounts such as Facebook Page: [www.facebook.com/CWCgovph](https://www.facebook.com/CWCgovph) or Twitter account: @CWC\_govph; or DepEd contact person **Atty. Gil Anthony Aquino**, Child Rights Senior Officer, through email at [gil.aquino002@deped.gov.ph](mailto:gil.aquino002@deped.gov.ph) (copy furnished [oula@deped.gov.ph](mailto:oula@deped.gov.ph)).

10. Immediate dissemination of this Memorandum is desired.

  
**LEONOR MAGTOLIS BRIONES**  
Secretary

Encls.:

As stated



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DEPED-OSEC-436659

Reference:

DepEd Memorandum No. 147, s. 2019

To be indicated in the Perpetual Index  
under the following subjects:

BUREAUS AND OFFICES  
CELEBRATIONS AND FESTIVALS  
CONTESTS  
LEARNERS  
SCHOOLS  
TEACHERS



(Enclosure No. 1 to DepEd Memorandum No. 068, s. 2020)





## Panatang Makabatà

Ako, si \_\_\_\_\_, bilang mamamayang Filipino, ay kinikilala ang kahalagahan ng mga bata sa lipunan.

Dahil dito, ako ay nangangakong isulong, protektahan, igalang, at pangalagaan ang karapatan ng bawat bata, anuman ang kaniyang kulay, kasarian, lahi, relihiyon, kultura, estado sa buhay, may kapansanan man o wala.

Upang matiyak ang kasiyahan ng mga bata, naniniwala akong nararapat na matamasa nila ang mga ito:

- Maisilang at magkaroon ng pangalan at nasyonalidad;
- May tahanan at pamilyang nag-aaruga nang tama;
- Naninirahan sa payapa at tahimik na lugar;
- May sapat na pagkain at malusog at aktibong pangangatawan;
- Mahubog at mapalago ang mga kakayahan sa pamamagitan ng edukasyon at pakikilahok;
- May mga oportunidad na maipahayag ang isip, pananaw, at damdamin;
- May proteksiyon laban sa pang-aabuso, panganib, at karahasan; at
- Maipagtatanggol at matutulungan ng pamahalaan sa lahat ng panahon.

Sa tulong ng Poong Maykapal, ito ay aking isasapuso at isasagawa ang lahat ng ito dahil ang mga bata ang pag-asa at siyang magpapaunlad sa ating bayan.



#BataProtektahan  
#KarahasanWakasan

