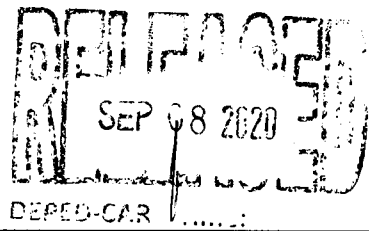




Republic of the Philippines  
**Department of Education**  
Cordillera Administrative Region



Office of the Regional Director

Regional Memorandum  
No. 275-2020

September 7, 2020

**CELEBRATION OF 2020 NATIONAL CHILDREN'S MONTH**

To: **Schools Division Superintendents**  
**Regional Youth Formation Officer**  
**Division Child Protection Specialists/Coordinators**  
**Division Youth Formation Officers/Coordinators**  
**All others concerned**

1. This November 2020 marks the 28<sup>th</sup> anniversary of the **National Childrens Month (NCM)** with the theme "**Sama-samang Itaguyod Ang Karapatan ng Bawat Bata sa Panahon ng Pandemya**". In the same year, COVID-19 has disrupted the environments where children thrive and these disruptions affect the rights of the children to survive, develop, to be protected and participate safely and fully. The distress within the families coupled with restricted movements exacerbated the risks of the children to neglect, exploitative labor, social exclusion, physical, sexual, psychological, offline and online sexual abuse, which existed long before COVID-19.
2. The 2020 NCM shall FOCUS on "**Upholding Children's Rights During the Pandemic like COVID-19**" to promote the protection of all children and their rights at all times, provide practical support to parents and caregivers on how to care for children and themselves during the pandemic, empower children to protect themselves and report experience of abuse.
3. With the foregoing, all **Schools Division Offices** are to actively participate in the activities set by the **Council for Welfare of Children (CWC)**. The **Regional Youth Formation Officer** and **Regional Child Protection Coordinator or Focal Person** shall monitor the activities to be conducted at the Division-level and the **Division Child Protection Coordinator or Focal Person** and **Division Youth Formation Officer** shall monitor the participation of the schools and LGU's. Furthermore, the Regional Office shall coordinate with the **Regional Committees/ Sub -- Committees for the Welfare of Children (RCs/SCWCs)** in complying the **CWC Memorandum 01 September 2020**.

**For information and dissemination.**

  
**MAY B. ECLAR, PhD, CESO V**  
Regional Director

ORD-LU-VBP-mcbs



**Address:** Wangal, La Trinidad, Benguet, 2601  
**Contact Number:** Tel: (074)422-1318 | Fax: (074)422-4074  
**Website:** www.depedcar.ph | Email: car@deped.gov.ph



ISO 9001:2015 Certified  
Quality Management System  
DE-50500784 QM15



# National Children's Month

## Panatang Makabatà

Ako, si (*banggitin ang pangalan*), bílang mamamayang Filipino, ay kinikilala ang kahalagahan ng mga bata sa lipunan.

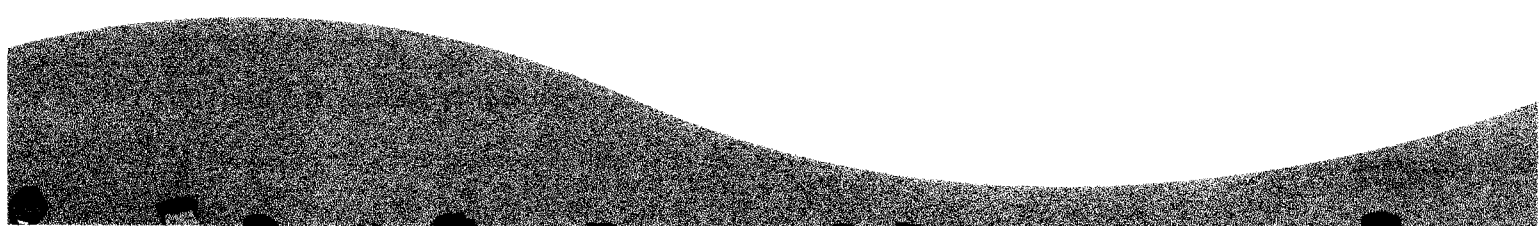
Dahil dito, ako ay nangangakong isulong, protektahan, igalang, at pangalagaan ang karapatan ng bawat bata sa lahat ng panahon, anumang uri ng pangangailangan, kasarian, lahi, relihiyon, kultura, estado sa búhay, may kapansanan man o wala.

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

- Maisilang at mabigyan ng sapat na pangangailangan upang mabuhay ng maayos;
- Lumago ang kaalaman, kakayahan at talento;
- Maproteksyunan sa anumang uri ng pang-aabuso, panganiib, at karahasan;
- Makalahok sa mga gawain patungkol sa mga bata; at
- Maipagtatanggol at matutulungan ng pamahalaan anumang oras.

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

###



## CONCEPT NOTE

### TITLE OF ACTIVITY: 2020 National Children's Month Celebration

#### I. BACKGROUND AND RATIONALE

On March 16, Presidential Proclamation No. 929 declared the Philippines in a State of Calamity due to the danger posed by the alarming number of coronavirus disease 2019 (COVID-19) cases. This imposed various states of community quarantine all over the country.

COVID-19 is an infectious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), a new strain of virus first detected in 2019 and is known to target a person's respiratory system. What started as a health crisis has evolved into an economic, humanitarian, and development crisis where access to basic and essential services has been limited to curb viral transmission. People all over the world bear the effect of the crisis where adults who usually provide for their families face loss of livelihood and income.

According to the United Nation's Policy Brief on COVID-19 and Children, *"there are three main ways children are affected by the crisis and this includes infection with the virus itself, immediate socioeconomic impacts of measures to stop virus transmission and end the pandemic, and the potential longer-term effects of delayed implementation of the Sustainable Development Goals."*

The enhanced community quarantine (ECQ) situation restricted people's movement with overcrowding in the homes, increased the number of people who experienced absence or loss of income to buy basic essentials for the family, and induced higher level of stress and anxiety brought by COVID 19. By this, children may encounter forms of violence right within the family, especially in already violent or dysfunctional families.

Particularly, COVID-19 has disrupted the environments where children thrive and these disruptions affect the rights of the children to survive, develop, to be protected and participate safely and fully. The distress within the families exacerbated the risks of children to neglect, exploitative labor, social exclusion, physical, sexual, psychological, offline and online sexual abuse, which existed long before COVID-19.

The 2015 National Baseline Study on Violence Against Children (NBS – VAC) revealed that most Filipino children experience and are vulnerable to physical, psychosocial and sexual violence in any setting, but it is significantly high in the home. A disturbing 3 in 5 children suffer one or two forms of violence at home, while parents and other members of the family (brothers, cousins, and sisters) are often the perpetrators of abuse.

The systematic literature review of the drivers of violence in the Philippines showed that social norms around the use of and effectiveness of discipline, authoritarian parenting, parent's levels of education, parental histories of physical abuse when they were growing up combined with financial stress and substance misuse as risk factors for physical violence in the home. While the lack of supervision, single headed households and absent parents increases the vulnerability of children to sexual violence at home.

Alarmingly, duration of quarantine and further imposition of lockdowns increases the vulnerability of children to violence where they are trapped inside the homes they share together with their perpetrators and may not be able to seek immediate protection or help because of their limited access to people whom they trust or seek help from.

Data also showed that children have been badly affected by and has experienced violence in the midst of emergency situations in the country such as sexual violence and exploitation during the Zamboanga siege in 2013 and Typhoon Haiyan in 2013.

Further, with this current pandemic, parents and caregivers are striving to balance income generation, child – care, and self – care now more than ever. With the premise mentioned above,

the 2020 National Children's Month shall focus on "Upholding Children's Rights During the Pandemic like COVID-19" to promote protection of all children and their rights, provide practical support to parents and caregivers on how to care for children and themselves during the pandemic, empower children to protect themselves and report experience of abuse and guide LGUs to efficiently deliver their expected roles and functions.

By virtue of Republic Act 10661, the National Children's Month (NCM) in the Philippines commemorates the adoption of the UN CRC on 20 November 1989, is annually celebrated every November. It seeks to instill its significance in the Filipino consciousness.

This November 2020 marks the 28<sup>th</sup> anniversary of the NCM. In compliance with the new normal condition and strict compliance with the minimum health standards, the NCM observance shall utilize quad media (i.e. print media, broadcast media, outdoor media, and the social media) as a tool in tackling and educating Filipinos on children's rights, parenting, and the concerns surrounding them.

This year's celebration shall continuously anchor 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.

In addition, the observance will be aligned to the key result areas of the Philippine Plan of Action to End Violence Against Children (PPAEVAC)

1. Parents and caregivers are aware of and practicing evidence-based parenting skills and positive discipline towards building a safe, nurturing and protective environment.
2. Children and adolescent demonstrate personal skills in managing risks, protecting themselves from violence, reporting their experience of violence, and seeking professional help when needed.
3. All children in need of special protection have access to appropriate and quality protective, social, mental, health, legal, economic, and judicial services ensuring that violence and trauma are prevented from recurring.
4. Well-developed and effectively managed monitoring and evaluation system is in-place.
5. All VAC-related laws are in-place and are effectively enforced.
6. Multi-stakeholder child protection structures and systems at the national, provincial, municipal, city and barangay levels are operational and effectively functioning.

## II. 2020 NCM FOCUS AND THEME

This year's NCM celebration will **FOCUS** on *Upholding Children's Rights During the Pandemic Like COVID-19*, with the **THEME** *Sama-samang Itaguyod Ang Karapatan ng Bawat Bata sa Panahon ng Pandemya!*

## III. OBJECTIVES

The 2020 NCM aims to stimulate advocacy and public information on upholding child rights amid COVID-19. Specifically, it aims to:

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

- 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;
- Build the capacity of children as rights-holders to claim and protect their rights; and
- Build the capacity of duty-bearers to deliver their commitment and fulfil their obligations to protect children and fulfill rights of children.

**IV. WEEKLY THEMATIC FOCUS:**

The 2020 NCM shall focus on the four categories of children's rights per week. Following the weekly format of last year's NCM, the pre-launch activity is the **Talakayang Makabata: The Virtual NCM Press Conference** on the last week of October. On the month of November, the activities are as follows:

Schedule	Thematic Focus	ONLINE ACTIVITIES
Nov. 03	NCM Kick – Off	<ul style="list-style-type: none"> <li>• <b>Sabayang Panatang Makabata (Video Presentation from Various Agencies, Stakeholders/ Duty – bearers)</b> <ul style="list-style-type: none"> <li>- With 30 – Secunder to 1 minute introductory message from CWC, NYC, and DSWD</li> </ul> </li> </ul>
Week 1	Survival Rights	<ul style="list-style-type: none"> <li>• <b>Webinar: PandeMIC Check: The Local Experience of Chief Executives in Protecting Children and their Rights</b> <ul style="list-style-type: none"> <li>- Introductory topic: Child Rights and Role of Duty-Bearers</li> <li>- UNCRC: to be presented by a child representative</li> </ul> </li> <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> <li>• <b>Webinar on Survival Gardening (Nutrition and Food Security during the Pandemic)</b></li> </ul>
Week 2	Development Rights	<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>
Week 3	Participation Rights (National Play Advocacy Week)	<ul style="list-style-type: none"> <li>• <b>Watch Party:</b> Traditional and Innovative Indoor Filipino Games (Instructional Video with Children)</li> <li>• <b>Webinar: The Impact of Child Participation:</b> Kwentuhan with Former CWC Child Representatives (grown-up adults to share their experiences as child leaders and how it impacted their lives)</li> </ul>
Week 4	Protection Rights (Juvenile Justice and Welfare Consciousness Week)	<ul style="list-style-type: none"> <li>• <b>Juvenile Justice and Welfare Consciousness Week Activities</b></li> <li>• <b>Virtual Townhall on the Online Sexual Explotation of Children: The "TrickTalk" of TikTok and Other Predatory Online Platforms to Abuse and Exploit Children</b></li> <li>• <b>Webinar on the Parenting for Lifelong Health – Masayang Pamilya</b></li> </ul>

**V. OTHER ACTIVITIES:**

- Development of Inter – faith Prayer of Children
- Translation of and simultaneous launching of Panatang Makabata into native languages/ dialects (e.g. Ilocano, Cebuano, Hiligaynon, Waray, Kapampangan)
- Storytelling Sessions
- Thematic Film Viewing Session every Fridays of November
- Radio Streaming of Webinars
- Release of 2020 NCM Facebook Profile Picture Frame
- Release of 2020 NCM Cover Photo/ Banner for Facebook and Twitter
- Release of Memorandum Circulars/ Department Orders on the 2020 NCM Celebration
- Outdoor Media/ LED Wall promotional video - release
- Posting of 30 second – 1 minute solidarity messages from partners and children.

**VI. WAYS TO CELEBRATE THE 2020 NATIONAL CHILDREN’S MONTH**

- **Sharing/ posting** of the NCM – related advocacy materials on the websites and official social media accounts;
- **Recitation of “Panatang Makabata”** a solemn oath on the promotion and protection of the rights of a child during flag ceremonies every Mondays of November;
- **Development, production and distribution of Information, Education and Communication (IEC) materials** and other collaterals to include those developed by CWC;
- **Conduct of organizational activity** related to the focus and theme of the 2019 NCM and submission of activity details by emailing at [paio@cwcc.gov.ph](mailto:paio@cwcc.gov.ph) for inclusion in the NCM Calendar of Activities; and
- **Participation in all NCM major activities and NCM-related activities** nationwide.



Republic of the Philippines  
**COUNCIL FOR THE WELFARE OF CHILDREN**

---

---

**MEMORANDUM**  
**01 September 2020**

**FOR: THE CHAIRPERSONS  
REGIONAL COMMITTEES/ REGIONAL SUB-COMMITTEES  
FOR THE WELFARE OF CHILDREN (RCs/SCWCs)**

**FROM: THE CWC EXECUTIVE DIRECTOR V**

**SUBJECT: THE 2020 NATIONAL CHILDREN'S MONTH CELEBRATION**

---

**This November 2020 marks the 28<sup>th</sup> anniversary of the National Children's Month (NCM).** In the same year, COVID-19 has disrupted the environments where children thrive and these disruptions affect the rights of the children to survive, develop, to be protected and participate safely and fully. The distress within the families coupled with restricted movements exacerbated the risks of the children to neglect, exploitative labor, social exclusion, physical, sexual, psychological, offline and online sexual abuse, which existed long before COVID-19. Further, with this current pandemic, parents and caregivers are striving to balance income generation, child – care, and self – care now more than ever.

With the premise mentioned above, the 2020 NCM shall **FOCUS** on “**Upholding Children's Rights During the Pandemic like COVID-19**” to promote the protection of all children and their rights at all times, provide practical support to parents and caregivers on how to care for children and themselves during the pandemic, empower children to protect themselves and report experience of abuse, and equip LGUs to efficiently deliver their expected roles and functions in protecting children.

As approved by the Council Board in its August 05 meeting, the 2020 NCM shall carry the **THEME** “**Sama-samang Itaguyod Ang Karapatan ng Bawat Bata sa Panahon ng Pandemya**”.

This is our opportunity to:

- Intensify public awareness on children's rights, adequate care for children, and application of positive discipline in daily dealings with children;
- 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;
- 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;
- Build the capacity of children as rights-holders to claim and protect their rights; and
- Build the capacity of duty-bearers to deliver their commitment and fulfil their obligations to protect children and fulfill rights of children.

**In line with this, may we please request the Regional Committees/ Sub – Committees for the Welfare of Children (RCs/SCWCs) to:**

- Provide the translation for the Filipino Version of the Panatang Makabata into the native languages/dialects used per region like Bikol, Ilocano, Cebuano, Kampampangan, Pangasinan

and Waray, due on 23 September 2020. (Note: A separate Memorandum shall be emailed detailing this matter);

- Submit the pre – recorded RC/SCWC video recitation of the Panatang Makabata as applicable in your region not later than **09 October 2020 (Friday)**. Zoom and other video teleconferencing platforms can be used in recording the video recitation.
- Develop and submit a concept note for the activity/ies to be conducted per RC/SCWC as these will be included in the 2020 NCM Calendar of Activities. **Concept Notes should be submitted not be later than 23 September 2020 (Friday)**;
- **Submit list of LGUs who will participate in the Sabayang Panatang Makabata on November 03 as the 2020 NCM Kick- Off for promotional and recognition purposes.**
- Conduct a livestream or post the pre – recorded video recitation of Panatang Makabata on the websites and social media pages of all RC/SCWC members during the Kick – Off. (Note: Filipino translation should be used as a subtitle for the recitation of Panatang Makabata into a native language/ dialect, and the Official Facebook Account of CWC should be tagged when posting/ uploading this);
- Participate in all remote/ virtual NCM activities;
- Like and share all materials posted on the CWC Facebook Page; and
- Submit a post – activity narrative report with photo/s (detailing the who, why, when, where, and how) to CWC not later than **18 December 2020 (Friday)** to [paio@cw.gov.ph](mailto:paio@cw.gov.ph) and [lid@cw.gov.ph](mailto:lid@cw.gov.ph).

All materials related to the 2020 NCM can soon be accessed by clicking “**ADVOCACY**” from the **Navigation Bar of the CWC website ([www.cw.gov.ph](http://www.cw.gov.ph))**. From the “**ADVOCACY**” tab, kindly go through the **drop-down menu of the Children’s Month and click the year 2020**.

For more information about the NCM celebration, please regularly visit the social media accounts of CWC: **Facebook account: /CWCgovph**, **Twitter account: @CWC\_govph**, and **YouTube channel: CWChildrenOfficial**.

**NCM-related advocacy materials will be uploaded the soonest.**

Should you have any queries or concerns, please do not hesitate to coordinate with Ms. Ruth Limson – Marayag or Ms. Celaine Cabrera of the **CWC Public Affairs and Information Office (PAIO)** through email at [paio@cw.gov.ph](mailto:paio@cw.gov.ph).

We look forward to your favorable response on our request.

  
**UNDERSECRETARY MARY MITZI CAJAYON – UY**  
Executive Director V

CWC251M/PAIO

cac/mreim