



Announcement No. _____ 21 _____, s. 2020

ANNOUNCEMENT

FOR : HEADS OF CONSTITUTIONAL BODIES, DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT, LOCAL GOVERNMENT UNITS, GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS, AND STATE UNIVERSITIES AND COLLEGES

SUBJECT : 2020 National Children's Month Celebration

Pursuant to Republic Act No. 10661, s. 2015, the **Council for the Welfare of Children (CWC)**, **Department of Social Welfare and Development (DSWD)** and the **National Youth Commission (NYC)** will lead the annual **National Children's Month (NCM)** celebration in **November**.

With the theme "*Sama-samang Itaguyod Ang Karapatan ng Bawat Bata sa Panahon ng Pandemya!*", the event aims 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.

By virtue of Republic Act No. 10661, s. 2015, the NCM in the Philippines commemorates the adoption of the **United Nations Convention on the Rights of the Child (UN CRC)** on 20 November 1989. It seeks to instill its significance in the Filipino Consciousness.

To promote public awareness in the observance of the event, all government agencies are encouraged to extend their full support through the following activities:

- Uploading of the 2020 NCM banner design on the agency's respective websites and social media accounts;
- Conduct of livestream or posting of pre-recorded video recitation of the localized *Panatang Makabata* on the agency's respective websites and social media accounts on **November 3** as the scheduled NCM Kick-off (Note: CWC shall publish the translated copies of the *Panatang Makabata* into local dialects. Other versions or own translations of *Panatang Makabata* is prohibited);
- Follow CWC official social media accounts;
- Uploading of 2020 NCM advocacy materials in government agencies' website and social media accounts;
- Participate in NCM virtual events;

Bawat Kawani, Lingkod Bayani

- Organize virtual activities/events that may be relevant to the theme (agencies may email the details of their activity at paio@cw.gov.ph not later than **30 September 2020** for inclusion in the NCM Calendar of Activities); and,
- Submission of post-activity narrative report with photo/s to CWC not later than **18 December 2020**.

For details and downloading of 2020 NCM celebration advocacy materials, please visit:

- CWC website : www.cw.gov.ph
- Facebook account: /CWCgovph
- Twitter account: @CWC_govph
- Youtube channel: CWChildrenOfficial

For more information, agencies may coordinate with **Ms. Ruth Limson-Marayag** and/or **Ms. Celaine Cabrera, CWC Public Affairs and Information Office (PAIO)**, through email at paio@cw.gov.ph.


ALICIA dela ROSA-BALA
Chairperson

17 September 2020