



Announcement No. 45, s. 2014

ANNOUNCEMENT

TO : ALL HEADS OF CONSTITUTIONAL BODIES, NATIONAL GOVERNMENT AGENCIES (NGAs), LOCAL GOVERNMENT UNITS (LGUs), GOVERNMENT-OWNED AND CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS (GOCCs), AND STATE UNIVERSITIES AND COLLEGES (SUCs)

SUBJECT : 22nd National Children's Month Celebration

This October 2014, the Council for the Welfare of Children is spearheading the month-long celebration of the 22nd National Children's Month (NCM) pursuant to Presidential Proclamation 267, series of 1993 with the theme "***Bata Kasali ka, Ikaw ay Mahalaga***".

This year's theme highlights children's rights to participation and encourages stakeholders to promote and advocate children's participation in decision-making process at all levels specifically at home, family and community.

In observance of this month-long celebration, all government agencies including their respective regional and field offices are enjoined to undertake the following activities/initiatives:

1. Provide at least 50 delegates during the "Awareness Walk on Children's Rights" (kick-off event) on October 4, 2014, 6:00 A.M.-10:00 A.M. at the Quirino Grandstand, Manila. This event will be held simultaneously at the national and regional levels through the Regional Sub-Committee for the Welfare of Children (RSCWC) and at all Local Government Units in partnership with the Liga ng Mga Barangay, the Vice – Mayors League of the Philippines and the Vice – Governors League of the Philippines;
2. Display of Children's Month Tarpaulin by end of September 2014. The design/template can be downloaded from the CWC website at www.cwc.gov.ph;
3. Issuance of Department Order, Memorandum Circular, Administrative Order and other office issuances;
4. Conduct of symposia, seminars, lectures, fora, summits, children's congress;

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5. Online campaign on the observance of children's month such as website advertisement and uploading of agency activities in [facebook.com/batabidaka](https://www.facebook.com/batabidaka);
6. Faith-based Activities;
7. Media advocacy;
8. Submission to CWC of agency's calendar of activities until August 29, 2014, template of which can be downloaded at www.cwc.gov.ph;
9. Other child NCM theme related activities; and
10. Submission of agency's accomplishment report for the children's month activities by 2nd week of November 2014.

For more information, you may contact the Public Affairs and Information Office of the Council for the Welfare of Children at 781-1039 local 1005/1006 or email melestal@gmail.com or cwc@cwc.gov.ph or visit www.cwc.gov.ph.


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Chairman

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