



Announcement No. 51, s. 2018

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 : 2018 National Children's Month Celebration

The Council for the Welfare of Children (CWC) in collaboration with the Department of Social Welfare and Development (DSWD) and the National Youth Commission (NYC) shall lead the observance of **National Children's Month (NCM)** with the theme "*ISULONG: TAMANG PAG-AARUGA PARA SA LAHAT NG BATA*", in **November** pursuant to Republic Act 10661, s. 2015 or the "National Children's Month Act".

This 2018 marks the 26th NCM celebration in the Philippines and the launch of the Philippine Plan of Action to End Violence Against Children (PPAEVAC) which translates the findings of the 2015 National Baseline Study on Violence Against Children (NBS-VAC) into specific action.

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

- Display of the 26th NCM official streamer in the agency's premises including Regional and Field Offices;
- Recite the "Panatang Makabata" on the Flag Raising Ceremony of November 5, 2018 (Monday) as the date of the NCM Kick-Off Celebration;
- Development, production and distribution of Information, Education and Communication (IEC) materials for the 26th NCM which include collaterals developed by CWC;
- Posting of the NCM official logo and the 26th NCM theme, audio visual presentation and other NCM advocacy materials in government agencies' website and social media accounts;
- Organize activities or events that may be relevant to the theme (agencies may encode the details of their activities through the link: bit.ly/2018NCM or submit through email at paio@cw.gov.ph for inclusion in the official 26th NCM Calendar of Activities); and,
- Participate in all NCM major activities and NCM-related activities nationwide.

Please visit the CWC website: www.cw.gov.ph, Facebook Account: /CWCgovph, Twitter account: @CWC_govph, and YouTube channel: CWChildrenOfficial for details and to download copies of NCM related advocacy materials.



Bawat Kawani, Lingkod Bayani

For more information, you may coordinate with **Ms. Celaine Cabrera** and **Mr. Marco Gamboa**, Public Affairs and Information Office, at telephone number 781-1039 local 1005-1006 or through email at paio@cwc.gov.ph.


ALICIA dela ROSA-BALA
Chairperson

05 OCT 2018