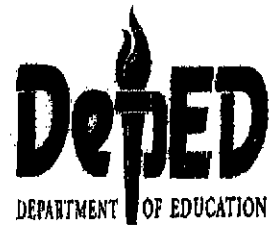




REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
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DepED MEMORANDUM
No. 389, s. 2004

SEP 17 2004

NATIONAL CHILDREN'S MONTH CELEBRATION

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Directors of Services/Centers and Head of Units
Regional Directors
Schools Division/City Superintendents
Vocational School Principals
Heads, Public and Private Elementary and Secondary Schools

1. This Department joins the Council for the Welfare of Children (CWC) in celebrating the 12th year of Children's Month this October with the theme **Bright Child: Bunga ng Mapagkalingang Pamilya**.
2. The month-long celebration aims to give recognition to the role of a nurturing family in producing a Bright Child. All schools therefore, are encouraged to undertake the following activities:
 - a. hang streamer carrying the year's theme in strategic places in the school. (Enclosed is a pro-forma streamer for ready reference);
 - b. conduct seminar-workshops/fora on children's welfare;
 - c. intensify the Teacher-Child-Parent Approach to strengthen health and nutrition education;
 - d. conduct mobile services (medical, library services) to areas where children congregate on the streets, urban temporary shelter areas and rural areas;
 - e. integrate the rights of children in appropriate learning areas to heighten awareness on the prevention of child abuse and exploitation; and
 - f. organize child-friendly activities.
3. All regional and division offices, in coordination with other government and non-government organizations, shall take the lead in planning appropriate activities for the celebration.
4. Immediate dissemination of this Memorandum is desired.

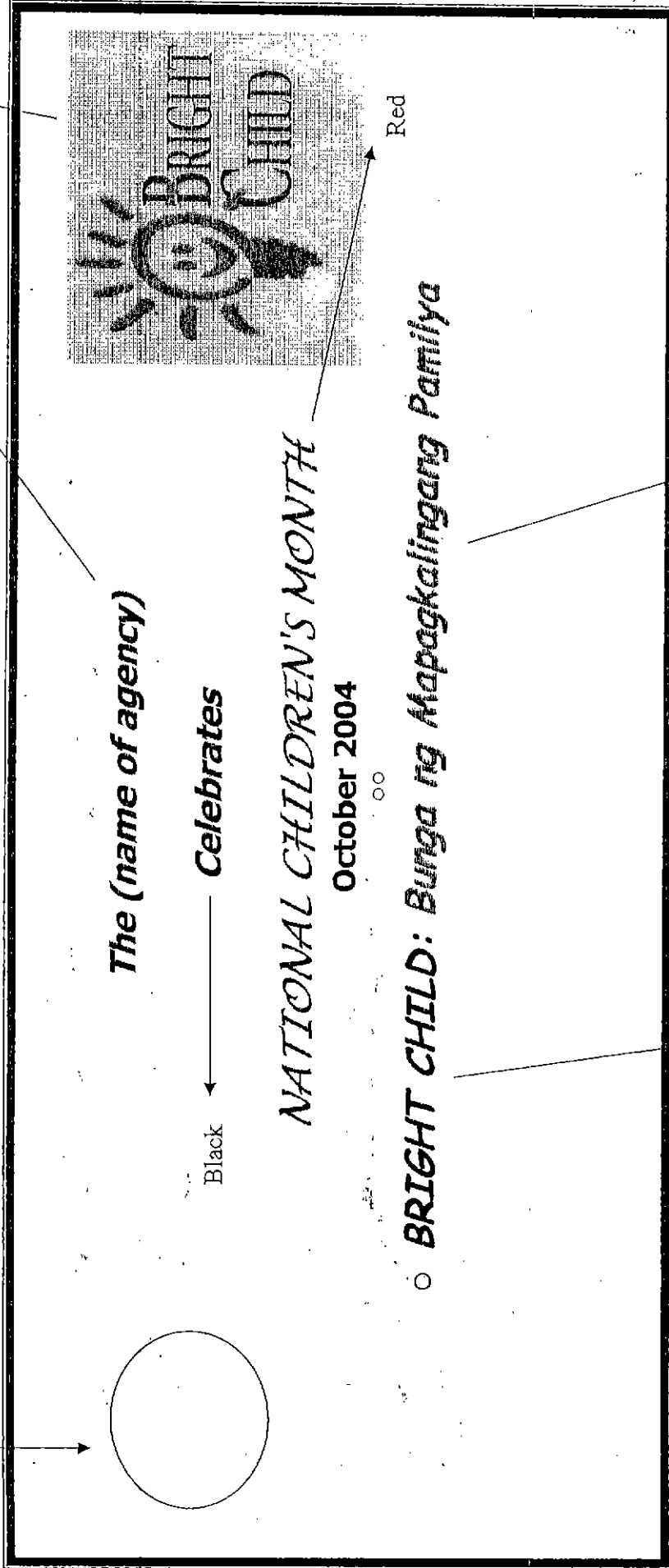

FLORENCIO B. ABAD
Secretary

Streamer size: 1 yard by 5

agency's logo

Green

Bright Child Logo



Gold / Yellow

Red