



AUG 30 2007

DepED MEMORANDUM
No. 349 , s. 2007

2007 NATIONAL LITERACY CONFERENCE

To: Bureau Directors
Directors of Services/Centers and Heads of Units
Regional Directors
Schools Division/City Superintendents

1. In celebration of the annual Literacy Week, the Department of Education (DepED), through the Literacy Coordinating Council (LCC), in cooperation and coordination with other Government Organizations (GOs), Local Government Units (LGUs), Private Organizations (POs) and Non-Government Organizations (NGOs), will hold the National Literacy Conference for the year 2007 at the Grand Boulevard Hotel, #1990 Roxas Boulevard, Manila on September 19-21, 2007. Since the annual Literacy Awards has been held in abeyance this year on account of the on-going impact evaluation, there will be no awarding ceremonies during the conference.
2. The theme of the conference is "Functional Literacy for All: To Live Long and Live Well in a Healthy Philippines".
3. The objectives of the conference are to:
 - a. recognize the critical link between functional literacy and health status towards a healthy Philippines;
 - b. identify health policies and programs that address health literacy needs of the population; and
 - c. serve as a venue for sharing experiences in engaging community organizations and the public in literacy skills development and health literacy efforts.
4. The following participants are expected to attend the conference:
 - a. Bureau, Center and Regional Directors or their representatives;
 - b. Bureau/Regional Chiefs, supervisors and coordinators of the Alternative Learning System;
 - c. Schools Division Superintendents especially those from provinces with the lowest literacy rates;
 - d. Officer of other government agencies with extension programs involving literacy or continuing education;

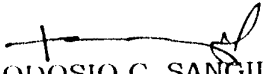
- e. Heads and members of Non-Government Organizations (NGOs) involved in universalizing literacy in every region;
- f. Heads of Local Government Units (LGUs) and officers involved in the universalization of literacy (Barangay Chairmen, Barangay Health Workers and etc.);
- g. Heads of Private/Corporate Foundations with interest in education or literacy; and
- h. Heads and members of academic institutions.

5. This is a live-in conference. Participants are requested to register on September 19, 2007 from 9:00 a.m. to 8:00 p.m. and stay overnight on September 21, 2007.

6. A registration fee of Five Thousand Pesos (PhP5,000.00) will be charged each participant to cover expenses for meals, accommodation, handouts, kits and other workshop supplies and materials. Meals shall be served starting with lunch on September 19, 2007 and ending with dinner on September 21, 2007. Transportation and other incidental expenses of the participants shall be charged to local funds, subject to the usual accounting and auditing rules and regulations. Enclosed is the tentative program of activities.

7. It is requested that the names of participants be sent to Dr. Norma L. Salcedo, Head, LCC Secretariat at Room 413, 4th Floor, Mabini Building, DepED Complex, Meralco Avenue, Pasig City or through telefax nos. 631-0590/631-0579 and tel. nos. 631-0567/635-9996 not later than September 10, 2007.

8. Immediate and wide dissemination of this Memorandum is desired.


TEODOSIO C. SANGIL, JR.
Undersecretary
Officer-in-Charge

Encl.: As stated

Reference: DepED Memorandum: No. 309, s. 2006

Allotment: 1- -(D.O. 50-97)

To be indicated in the Perpetual Index
under the following subjects:

CELEBRATIONS & FESTIVALS
CONFERENCES
NONFORMAL EDUCATION

Maticar/DM-Literacy Conference
08-21-07

National Literacy Conference

September 19-21, 2007

Tentative Program of Activities

Conference Theme: Functional Literacy for ALL: To Live Long and Live Well in a Healthy Philippines

Day 1, September 19, 2007, Tuesday

- Mr. Wilfredo A. Catangui
Mr. Benedicto T. Tambis
Officers of the Day

- 9:00 a.m.– 8:00 p.m. - Registration of Participants
3:00 p.m. - Video Presentation

- Tips on Good Health

Day 2, September 20, Wednesday

- Ms. Marianne C. Centeno
Ms. Ma. Teresita C. Manlolo
Officers of the Day

➤ 8:30 – 9:30 a.m. OPENING PROGRAM

- Entrance of the Colors - Manila City Schools Division
- National Anthem and Invocation - Philippine Normal University Chorale
- Welcome Remarks - **Hon. Alfredo S. Lim**
Mayor
City of Manila
- Opening Remarks - **Hon. Ramon C. Bacani**
Undersecretary, Department of Education
Chairman, Literacy Coordinating Council
- Greetings - **Hon. Conrado A. Limcaoco, Jr.**
Director-General
Philippine Information Agency
Member, LCC
- **Hon. Alan Peter Cayetano**
Senator
Chairman, Committee on Education
Philippine Senate
Member, LCC
- Introduction of Participants - **Dr. Norma L. Salcedo**
Head, LCC Secretariat
- Conference Overview - **Ms. Emelyn Q. Libunao**
Staff Director
Inter-agency Projects Division
Philippine Information Agency

- 9:30 – 10:00 COFFEE BREAK

➤ 10:00 – 10:20 - **Plenary Session I**

Convenor : **Dr. Edna B. Azurin**
Representative
Non-Government Organizations Involved
In Literacy
Member, LCC
President, Philippine National Red Cross
Quezon City Chapter

Address: *“To Live Well and Live Long in a Healthy Philippines”*

- **Dr. Juan M. Flavier**
Former Senator
Former Member, Literacy Coordinating Council

➤ 10:20 - 12:00 - **Plenary Session II:**

Talk Show: *“Functional Literacy for All: A Tool for Good Health and Wellness”*

Convenor/Moderator: **Dr. Edicio de la Torre**
President
E-net and Education for Life Foundation

Rapporteur: **Ms. Sharon Lyn B. dela Torre**
Senior Economic Development Specialist
Social Development Staff
National Economic and Development Authority

➤ **Panelists:**

- *“Literacy and Health of the Poor”*
Dr. Jaime Galvez Tan
University of the Philippines
- *“Literacy and Health of the Middle Class”*
Dr. Florentino Solon
Director
Nutrition Foundation of the Philippines
- *“Literacy and Health of the Adolescent”*
Dr. Carolina S. Guerrero
Director IV
Bureau of Alternative Learning System
Department of Education
- *“Literacy and Health of the Elderly”*
Ms. Jane Ortega
Former Mayor
San Fernando City, La Union
- *“Literacy and Health of Women”*
Ms. Ines Fernandez
Executive Director
Arugaan
Board Member, E-net Philippines

- “Economics of Good Health and Wellness

Dr. Ofelia Alcantara
 Consultant, Health Reform Agenda
 Department of Health

OPEN FORUM

12:00 – 1:30 p.m. - **LUNCH BREAK**

1:30 – 3:00 - **Plenary Session III**

Convenor/Moderator: **Mr. Horace R. Cruda**
 Committee Secretary
 Committee on Education
 Philippine Senate

Rapporteur: **Ms. Virginia S. Clavel**
 Local Government Operation Officer V
 Bureau of Local Government and Development
 Department of the Interior and Local Government

➤ Echoes from Research:

- *Literacy Mapping of the Fifth and Sixth Class Municipalities: “Implications for Literacy for Good Health”*

Dr. Leothiny Clavel
 Professor, University of the Philippines

- *Impact Evaluation of the National Literacy Awards: “Implications for Literacy and Health.”*

Dr. Milagros D. Ibe
 Dean, Miriam College

OPEN FORUM

3:00 – 3:20 - **COFFEE BREAK**

3:20 – 5:30 - **Break Out Sessions** - Convenor: **Dr. Minda C. Sutaria**
 Consultant, LCC

- **Red Group** - Facilitator: **Dr. Zenaida T. Domingo**
 Consultant
 SEAMEO-INNOTECH

Rapporteur: **Mr. Julio Jaime**
 President
 Barangay Councilors League of the
 Philippines (BCLP)

- **White Group** - Facilitator: **Mr. Manuel Q. Gotis**
 Director
 Bureau of Local Government
 and Development, DILG

Rapporteur: **Dr. Josefina E. San Juan**
NGO Representative

▪ Blue Group - Facilitator: **Mr. Ramon R. Tuazon**
Vice-President
Asian Institute of Journalism

Rapporteur: **Ms. Elizabeth C. Cuisia**
Senior Information Officer
Inter-agency Projects Division
Philippine Information Agency

Day 3, September 21, Thursday

	-		-	Ms. Analiza S. Dy Ms. Zerlan A. Torres <i>Officers of the Day</i>
8:30 – 8:45 a.m.	-	Summing Up	-	Ms. Erlinda M. Capones Director Social Development Staff National Economic and Development Authority
8:45 – 9:30	-	Presentation of Group Output	-	Ms. Ma. Josefina R. Ricafort Committee Secretary Committee on Basic Education and Culture House of Representatives
9:30 – 10:00	-	Coffee Break		
10:00 – 10:20	-	Messages	-	Ambassador Preciosa S. Soliven Secretary General, UNACOM Philippines
10:20 – 10:40	-			Hon. Del R. de Guzman Congressman, 2 nd District Marikina Chairman Committee on Basic Education and Culture House of Representatives
10:40 – 11:00	-	Musical Number	-	
11:00 – 11:10	-	Introduction of the Keynote Speaker	-	Atty. Lutgardo B. Bardo President Philippine Normal University
11:10 – 11:30	-	Address -- <i>“Functional Literacy for All: To Live Long and Live Well in a Healthy Philippines”</i>		Hon. Jesli A. Lapus Secretary Department of Education
12:00 – 1:30	-	Lunch Break		

- 2:00 – 3:30 - Musical Number
- Launching of LCC Projects:
- *Literacy Workers’ Mini-Guide for Promoting Good Health* - Dr. Ethel Valenzuela
Specialist and Head, Research and Studies Unit
SEAMEO-INNOTECH
 - *National Service Training-Manual for Literacy Development* - Dr. Angelita D. Romero
Vice-President for Academic Affairs
Philippine Normal University
 - *LCC Website* - Usec. Ramon C. Bacani
Department of Education
Chairman, LCC
- 3:30 – 4:00 p.m. - Coffee Break
- 4:00 – 5:00 p.m. - Awarding of Plaques to Outgoing LCC Members
- Hon. Congressman Jose Carlos V. Lacson
 - Hon. Senator Juan M. Flavier
- Message:
- Hon. Jose Carlos V. Lacson
Congressman, 3rd District, Negros Occidental
Chairman, Committee on Basic Education
Former, LCC Member
- Closing Remarks: Hon. Austere A. Panadero
Undersecretary
Department of the Interior and Local
Government
Co-Chair, Literacy Coordinating Council
- 5:00 p.m. - Exit of the Colors: Manila City Schools Division

Master of Ceremonies: **Mr. Dave Catanyag**
Consultant, SEAMEO-INNOTECH