



Announcement No. 65, s. 2015

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 : 2015 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) in November pursuant to Republic Act 10661 "National Children's Month Act".

The declaration commemorates the adoption of the Convention on the Rights of the Child by the United Nations General Assembly on November 20, 1989 and seeks to instill its significance in the Filipino consciousness.

This year's observance theme "**Komunidad at Pamahalaan Magkaisa, Pang-aabuso sa Bata Wakasan na!**" highlights protection rights of children against all forms of abuse and discrimination and to encourage stakeholders to promote as well as advocate protection of children at the family, schools, community, institution, organization and other settings.

To promote public awareness in the observance of the event, all government agencies are enjoined to actively participate in the various activities such as the following:

1. *October 10, 2015* - Kick-off event "Zumbata on Child Protection" at SM North Edsa which is also to be held in other SM main Malls nationwide;
2. *November 6, 2015* - Press Conference;
3. *November 12, 2015* - Launching of the Story book on Children;
4. *November 14, 2015* - Showcase of Talents on Child Protection! at SM Skydome with performance of Asia's Got Talent; and
5. *November 20, 2015* - National Summit on Children (culminating event).

For more information, you may contact the Council for the Welfare of Children at 740-5490 or email cwc@cwc.gov.ph or visit www.cwc.gov.ph.


ROBERT S. MARTINEZ
Acting Chairman

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