



Announcement No. 34, s. 2021

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 : 29th National Children's Month Celebration

Pursuant to Republic Act No. 10661, s. 2015, the Council for the Welfare of Children (CWC), Department of Social Welfare and Development (DSWD) and the National Youth Commission (NYC) will lead the annual National Children's Month (NCM) celebration in November, with the theme "New Normal na Walang Iwanan: Karapatan ng Bawat Bata Ating Tutukan!".

The 29th NCM focus and theme will cover the myriad of issues on children rights to survival, development, protection and participation in the new normal setting and aims to ensure that no child will be left behind, regardless of the situation.

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

- Recite the "Panatang Makabata" a solemn oath on the promotion and protection of the rights of a child, during virtual or face-to-face flag ceremonies;
- Upload the NCM banner design/cover photo on your website and social media accounts and share all National Children's Month – related posts from the CWC Facebook Page to your Social Media Pages;
- Organize relevant activities relative to the overall NCM focus and theme, and as well in the observance of the National Play Advocacy Week (NPAW) on the 3rd Week of November led by the Philippine Play Coalition (PPC) and the Juvenile Justice and Welfare Consciousness Week led by the Juvenile Justice and Welfare Council (JJWC) on the 4th week of November;
- Participate in the NCM online activities (schedule attached); and,
- Submit post – activity narrative report on all NCM activities to CWC on or before **17 December 2021 (Friday)** through the email address: paio@cw.gov.ph.

Bawat Kawani, Lingkod Bayani

For details and downloading of 29th NCM celebration materials/collaterals, please visit:

- CWC website: www.cwc.gov.ph
- Facebook Page: [fb.com/CWCgovph](https://www.facebook.com/CWCgovph)
- Twitter Page: [@CWC_govph](https://twitter.com/CWC_govph)
- YouTube channel: [CWChildrenOfficial](https://www.youtube.com/channel/CWChildrenOfficial)
- Google Drive: bit.ly/2021NCMcollaterals

For more information, agencies may coordinate with Mr. Elinio L. Bardillon, Unit Head – CWC Public Affairs and Information Office, at telephone number (02) 8461-6563 or email at elbardillon@cwc.gov.ph and paio@cwc.gov.ph.



ALICIA dela ROSA-BALA
Chairperson

20 October 2021