



Republic of the Philippines  
**Department of Education**  
REGION VIII - EASTERN VISAYAS

November 17, 2021

**REGIONAL MEMORANDUM**

No. **003766**, s. 2021

**CHILD PROTECTION UNIT (CPU) LAUNCHING OF ACTIVITIES FOR THE NATIONAL CHILDREN'S MONTH**

To: Schools Division Superintendents  
All Others Concerned

1. Attached is a Memorandum from the Office of the Undersecretary for Field Operations, Palarong Pambansa Secretariat, DEACO, and CPU, Atty. Revsee A. Escobedo, requesting attendance to the kick-off program of the National Children's Month on November 17, 2021, at 10:00 in the morning.
2. The list of activities is indicated in the attached Memorandum.
3. Immediate dissemination of and compliance with this Memorandum are desired.

  
**EVELYN R. FETALVERO, CESO IV**  
Regional Director

Enclosures: as stated

References: Memorandum OULAPP No. 0-493, s. 2021

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

SPECIAL EVENTS      NCM      CPU

ESSD-SPSS-EAD

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**MEMORANDUM**

TO : **All Regional Directors**  
**All Schools Division Superintendents**  
**All Others Concerned**

FROM : **ATTY. REVSEE A. ESCOBEDO**  
*Undersecretary*  
Field Operations, *Palarong Pambansa Secretariat*,  
DEACO, and CPU

SUBJECT : **CHILD PROTECTION UNIT (CPU) LAUNCHING OF**  
**ACTIVITIES FOR THE NATIONAL CHILDREN'S**  
**MONTH**

DATE : November 12, 2021



This is in reference to the celebration of the 29<sup>th</sup> National Children's Month (NCM), this year's theme titled, "*New Normal na Walang Iwanan: Karapatan ng Bawat Bata Ating Tutukan*" focuses on the issues involving children's rights to survival, development, protection, and participation in the new normal to ensure that no child will be left behind no matter the situation.

As part of the Department of Education – Child Protection Unit's (CPU) observance of the NCM, this Office has prepared programs and activities aligned with this year's theme which includes talks on child rights, mental health, and well-being.

Corollary thereto, your attendance is requested in the kick-off program on **November 17, 2021, at 10:00 in the morning**. The said event and other activities will be live-streamed via the DepEd Philippines Facebook page.

For reference, below are the activities for this year's NCM celebration:

<b>November 17, 2021</b> <b>10:00 AM</b>  Via the DepEd Philippines Facebook page.	<b>Opening Program</b>  <b>#KasamaKa: Karapatan sa Ligtas na Paaralan, Sama-samang Makakamtan</b>  I. National Anthem
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	<p>Interfaith Invocation DepEd Theme Song</p> <p>II. Welcome Message</p> <ul style="list-style-type: none"><li>• <i>Atty. Revsee A. Escobedo</i> Undersecretary for Field Operations, Palarong Pambansa Secretariat, DEACO, and CPU</li></ul> <p>III. Keynote Message</p> <ul style="list-style-type: none"><li>• <i>Secretary Leonor Magtolis Briones</i> Department of Education</li></ul> <p>IV. The Child Protection Unit in the Department of Education</p> <ul style="list-style-type: none"><li>• <i>Atty. Suzette T. Gannaban-Medina</i> OIC-Assistant Regional Director, MIMAROPA Region / OIC-Head, Child Protection Unit</li></ul> <p>V. Announcement of Activities</p>
<p><b>November 22, 2021</b> <b>10:00 AM</b></p> <p>Via the DepEd Philippines Facebook page.</p>	<p><b>Children's Rights Talk</b></p> <ul style="list-style-type: none"><li>• Resource Speaker: Representative from the Council for the Welfare of Children</li></ul>
<p><b>November 26, 2021</b> <b>10:00 AM – 12:00 NN</b></p> <p>Via the DepEd Philippines Facebook page.</p>	<p><b>Kuwentuhan Tayo!</b> A storytelling activity for Kinder and Elementary Learners</p> <ul style="list-style-type: none"><li>• Presenter: <i>Ms. Mary Frances Tracy D. Fugen</i> Technical Assistant, CPU</li></ul> <p><b>Mindfulness Talk</b></p> <p><b>#DiKaNagiisa: Kaakbay Mo Kami sa Pagpapatibay ng Kalusugang Pangkaisipan</b></p> <p>Focusing on mental health, well-being, and self-care of the learners in the time of pandemic and into the new normal.</p>





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Moreover, other than the above listed activities, the CPU will be sponsoring the following contests:

Contest Categories	Expected Participants	Number of Entry per Region
Poster Making	Grades 4-6	1
Essay Writing (Filipino)	Grades 7-10	1
Video Essay (Filipino)	Grades 11-12	1

Please refer to the attached guidelines and mechanics for each contest.

Enclosure 2: Poster Making

Enclosure 3: Essay Writing

Enclosure 4: Video Essay

The selection process of contestants is requested to start from the school, Division, and Regional levels.

In this regard, all Regional Offices are enjoined to send their Official Entries on or before December 10, 2021, thru **cpu@deped.gov.ph** using Enclosure 1.

A virtual orientation for the ESSD Chief and/or his/her representative per Region regarding the contest mechanics will be conducted on **November 22, 2021 at 2:00 PM via MS Teams**.

Your cooperation to this endeavor is highly appreciated. We look forward to our learners' participation in the different events.

For your information and guidance.

Thank you very much.

Encl.:

Guidelines and Mechanics for the Essay Writing Contest,  
Poster Making Contest, and Video Essay Contest



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Enclosure I

**Official Entry to the 29th National Children's Month Competition**  
Theme "New Normal na Walang Iwanan: Karapatan ng Bawat Bata Ating Tutukan"

**Region:** \_\_\_\_\_  
**Regional Focal Person:** \_\_\_\_\_  
**Contact Number:** \_\_\_\_\_  
**Email Address:** \_\_\_\_\_

Contest Categories	Division	School	Name of Contestant	Name of Coach	Email Address	Contact Number
Poster Making						
Essay Writing						
Video Essay						

Prepared by:

\_\_\_\_\_  
Chief Education Supervisor  
Education Support Services Division

Noted:

\_\_\_\_\_  
Regional Director

**Office of the Undersecretary for Field Operations, Palarong Pambansa Secretariat, and DEACO**  
Department of Education, Central Office, Merdico Avenue, Pasig City (Room 515, Mabini Building)  
Tel. No: (02) 631 84 92 Fax No: (02) 633 53 13  
Email: [oufo@deped.gov.ph](mailto:oufo@deped.gov.ph)



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**Enclosure 2**

<b>EVENT</b>	<b>POSTER MAKING CONTEST</b>	
<b>THEME</b>	<b>"New Normal na Walang Iwanan: Karapatan ng Bawat Bata Ating Tutukan"</b>	
<b>GRADE LEVEL</b>	<b>GRADES 4 – 6 (INTERMEDIATE)</b>	
<b>NO. OF CONTESTANT/S</b>	<b>ONE (1) PER REGION</b>	
<b>CONTEST DATE/TIME</b>	<b>DECEMBER 13, 2021 (9:00 AM – 12:00 NN)</b>	
<b>TIME ALLOTMENT</b>	<b>3 HOURS</b>	
<b>DESCRIPTION</b>	<b>VIRTUAL ON-THE-SPOT POSTER MAKING CONTEST</b>	
<b>CRITERIA FOR ASSESSMENT</b>	<b>Criteria</b>	<b>Percentage</b>
	<b>Relevance to the Theme</b> <i>(The poster should fully respond to the theme to be given before the contest)</i>	30%
	<b>Creativity</b> <i>(The poster exhibits unusual, novelty, and clarity of artistic interpretation, yet it is also relatable to the viewer.)</i>	25%
	<b>Originality</b> <i>(The poster should be unique and it does not show or manifest any similarity to existing or previous work of art.)</i>	25%
	<b>Color Harmony and Visual Impact</b> <i>(The color, lines, shapes, and other artistic elements should be in harmony and invite attention and keen interest from the viewer.)</i>	20%
	<b>TOTAL</b>	<b>100%</b>

**Event Rules and Mechanics**

- a. Poster Making Contest is a **virtual** on-the-spot competition. Further instructions shall be given during the orientation.
- b. One (1) student-participant per region is allowed.
- c. Participants are given 3 hours to finish their outputs.
- d. Output must be submitted 15 MINUTES after the competition via [cpu@deped.gov.ph](mailto:cpu@deped.gov.ph)
- e. File name format should follow **POSTER\_REGION\_#. (POSTER\_REGION\_I)**
- f. Student-participant may be accompanied by one coach. However, coaches are only allowed to assist the student during the setting up of materials on the day of the competition.





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- g. Student-participant may be accompanied by one coach. However, coaches are only allowed to assist the student during the setting up of materials on the day of the competition.
- h. Participants shall provide ½ size illustration board and must use the white background in vertical background.
- i. The medium for visual artistry shall only be limited to oil pastel and shall be provided by the contestant.
- j. Participants are not allowed to bring pictures or images for reference of their entries.
- k. The theme of the poster will be given before the contest proper.
- l. Finished outputs should not contain label or name that may identify the region.
- m. The poster must be original. If the submitted poster is found to have been plagiarized, it will be disqualified from the competition.
- n. The contestants and coaches of the Top 5 winning posters will receive a Certificate of Recognition.
- o. The winners will be notified through email, phone call, and official letter.
- p. CPU-DepEd staff and their relatives up to the third degree of consanguinity or affinity are not eligible to join.
- q. All entries shall be considered property of the CPU-DepEd and may be used by the Unit for publication and any other legal purpose.
- r. Upon joining the contest, student contestants who are over 18 years of age, or their parents, guardians, or caregivers, if they are minors, consent to the use of their personal information as included in the outputs that they will submit for purposes of publication if they be declared as winners, consistent with the provision of the Data Privacy Act.
- s. DepEd shall not be liable for any infringement of any intellectual property rights arising from the use of the entries. In case there are third-party claims of such infringement of any intellectual property rights, the contestants hold DepEd free and harmless against such claims.
- t. Non-compliance with any of the stated contest rules and mechanics is a ground for disqualification.
- u. The decision of the board of judges is final and irrevocable.



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**Enclosure 3**

<b>EVENT</b>	<b>ESSAY WRITING CONTEST</b>	
<b>THEME</b>	<b>"New Normal na Walang Iwanan: Karapatan ng Bawat Bata Ating Tutukan"</b>	
<b>GRADE LEVEL</b>	<b>GRADES 7 – 10 (JUNIOR HIGH SCHOOL)</b>	
<b>NO. OF CONTESTANT/S</b>	<b>ONE (1) PER REGION</b>	
<b>CONTEST DATE/TIME</b>	<b>DECEMBER 15, 2021 (9:00 AM – 11:00 AM)</b>	
<b>TIME ALLOTMENT</b>	<b>2 HOURS</b>	
<b>DESCRIPTION</b>	<b>VIRTUAL ON-THE-SPOT ESSAY WRITING COMPETITION</b>	
<b>CRITERIA FOR ASSESSMENT</b>	<b>Criteria</b>	<b>Percentage</b>
	<b>Content</b> <i>(The essay should fully respond to the question to be given before the contest proper.)</i>	50%
	<b>Organization</b> <i>(The essay has a catchy introduction, coherent body, and a solid conclusion.)</i>	15%
	<b>Mechanics</b> <i>(The essay should follow the prescribed spacing and word requirements and observe correct grammar and punctuations.)</i>	25%
	<b>Title</b> <i>(The title should be creative, succinct, and relevant to the theme.)</i>	10%
	<b>TOTAL</b>	<b>100%</b>
<b>Event Rules and Mechanics</b> <ol style="list-style-type: none"> <li>Essay Writing Contest is a virtual on-the-spot competition. Further instructions shall be given during the orientation.</li> <li>One (1) student-participant per region is allowed.</li> <li>Participants are given 2 hours to finish their outputs.</li> <li>Output must be submitted right after the competition via <a href="mailto:cpu@deped.gov.ph">cpu@deped.gov.ph</a></li> <li>The essay should have a title.</li> <li>Participants shall use A4 size bond paper/s.</li> <li>Entries should be in Filipino, encoded, double-spaced, with a minimum of 1,500 words and maximum of 3,000 words.</li> <li>Finished outputs should not contain label or name that may identify the region.</li> <li>The essay must be original. If the submitted essay is found to have been plagiarized, it will be disqualified from the competition.</li> </ol>		





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- j. Entries must be submitted right after the competition via [cpu@deped.gov.ph](mailto:cpu@deped.gov.ph)
- k. File name format should follow **ESSAY\_REGION\_#. (ESSAY\_REGION\_I)**
- l. All entries shall be considered property of the CPU-DepEd and may be used by the Unit for publication and any other legal purpose.
- m. Upon joining the contest, student contestants who are over 18 years of age, or their parents, guardians, or caregivers, if they are minors, consent to the use of their personal information as included in the outputs that they will submit for purposes of publication if they be declared as winners, consistent with the provision of the Data Privacy Act.
- n. DepEd shall not be liable for any infringement of any intellectual property rights arising from the use of the entries. In case there are third-party claims of such infringement of any intellectual property rights, the contestants hold DepEd free and harmless against such claims.
- o. The authors and coaches of the Top 5 winning essays will receive a Certificate of Recognition.
- p. The winners will be notified through email/phone call and official letter.
- q. CPU-DepEd staff and their relatives up to the third degree of consanguinity or affinity are not eligible to join.
- r. Non-compliance with any of the stated contest rules and mechanics is a ground for disqualification.
- s. The decision of the board of judges is final and irrevocable.

**Enclosure 4**

<b>EVENT</b>	<b>VIDEO ESSAY CONTEST</b>	
<b>THEME</b>	<b>“New Normal na Walang Iwanan: Karapatan ng Bawat Bata Ating Tutukan”</b>	
<b>GRADE LEVEL</b>	<b>GRADES 11 – 12 (SENIOR HIGH SCHOOL)</b>	
<b>NO. OF CONTESTANT/S</b>	<b>ONE (1) PER REGION</b>	
<b>TIME ALLOTMENT</b>	<b>5-8 minutes (output)</b>	
<b>DESCRIPTION</b>	<b>SUBMITTED SHORT VIDEO COMPETITION</b>	
<b>CRITERIA FOR ASSESSMENT</b>	<b>Criteria</b>	<b>Percentage</b>
	<b>Writing</b> ( <i>Well-researched, intellectually accessible, and engaging Story-telling is solid, organized, and coherent</i> )	35%
	<b>Visuals</b> ( <i>Visually appealing, visual chosen drive home the thesis effectively</i> )	30%
	<b>Sounds</b> ( <i>Voiceover is audible and clear. Sound effects effectively portray the emotions that are expected to be elicited from the audience</i> )	15%
	<b>Mechanics</b> ( <i>Tone, voice, facial expressions and enunciations of the presenter are all excellent.</i> )	15%
	<b>Title</b> ( <i>Attention-grabbing and accurate to the content</i> )	5%
	<b>TOTAL</b>	<b>100%</b>
<b>Event Rules and Mechanics</b> <ol style="list-style-type: none"> <li>The video essay contest is a short video competition. Further instructions shall be given during the orientation.</li> <li>One (1) student-participant per region is allowed.</li> <li>The video essay should run for a minimum length of 5 minutes and maximum length of 8 minutes.</li> <li>The video essay should have a title.</li> <li>The content of the video essay must be anchored on the theme “New Normal na Walang Iwanan: Karapatan ng Bawat Bata Ating Tutukan!”</li> </ol>		

- e. Videos should be encoded on commonly known video file compressions/formats such as **.mp4, .avi, and .mkv**.
- f. Finished outputs should not contain label or name that may identify the region.
- g. Entries must be submitted to [cpu@deped.gov.ph](mailto:cpu@deped.gov.ph) by December 17, 2021, using the Coaches' official DepEd email address.
- h. A Google Drive link may also be used to submit large file formats. In the event that the link is broken/defective or not accessible, submitted entry will no longer be included in the competition.
- i. File name format should follow **VIDEOESSAY\_REGION\_#. (VIDEOESSAY\_REGION\_I)**
- j. All entries shall be considered property of the CPU-DepEd and may be used by the Unit for publication and any other legal purpose.
- k. Upon joining the contest, student contestants who are over 18 years of age, or their parents, guardians, or caregivers, if they are minors, consent to the use of their personal information as included in the outputs that they will submit for purposes of publication if they be declared as winners, consistent with the provision of the Data Privacy Act.
- l. DepEd shall not be liable for any infringement of any intellectual property rights arising from the use of the entries. In case there are third-party claims of such infringement of any intellectual property rights, the contestants hold DepEd free and harmless against such claims.
- m. The authors and coaches of the Top 5 winning video essays will receive a prize and a Certificate of Recognition.
- n. The winners will be notified through email/phone call and official letter.
- o. CPU-DepEd staff and their relatives up to the third degree of consanguinity or affinity are not eligible to join.
- p. Non-compliance with any of the stated contest rules and mechanics is a ground for disqualification.
- q. The decision of the board of judges is final and irrevocable.