



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

October 27, 2026

REGIONAL MEMORANDUM

No. **1421** s. 2026

**REGIONAL IMPLEMENTATION OF THE 34TH NATIONAL CHILDREN'S MONTH
CELEBRATION "ADHIKÀ" AND LEARNER COMPETITIONS**

To: Schools Division Superintendents
School Heads
All Others Concerned

1. In reference to DepEd Memorandum No. OM-OUGOPS-2026, dated October 13, 2026, issued by Undersecretary Malcolm S. Garma for Governance and Operations, on the Guidelines on the National and Regional Implementation of the 34th National Children's Month (NCM), this Office, through the Education Support Services Division (ESSD), shall conduct the Regional NCM Celebration on November 27, 2026, at Canunay Elementary School, Sta. Rita I, Samar, under the national theme, "*Manindigan! Tumugon at Kumalinga: Sa Batang Handa, Mas Ligtas ang Bansa,*" and the DepEd sub-theme, "*Adhikà: Alamin at Damhin ang Kalagayan, Higit na Magmalasakit, Kumilos para sa Kabutihan.*"
2. The Regional Office shall lead the celebration in partnership with SDO Samar, with downloaded funds for its implementation at Canunay Elementary School, which shall undertake the necessary procurement and school-level preparations for a school-based activity designed to promote learners' rights, responsibilities, participation, safety, and well-being through engaging and age-appropriate activities, in accordance with applicable government budgeting, procurement, accounting, and auditing rules.
3. A **virtual coordination meeting** shall be conducted on **October 30, 2026**, at **2:00 p.m.** with the Regional LRP Team, the SDO Samar LRP Focal Person and designated division personnel, the Canunay Elementary School Head and designated school personnel, and relevant school technical working group members to finalize the proposed activities, program flow, logistics, procurement requirements, and respective responsibilities, using the following meeting link: **<https://tinyurl.com/PlanningConRegional34thNCM>**, with the general Terms of Reference for the preparation and implementation of the regional celebration attached as Enclosure No. 1 to serve as the initial reference and to be finalized based on the outcomes of the meeting.
4. In support of the national NCM celebration, concerned offices and schools are encouraged to facilitate classroom-based discussions on bullying prevention using the learning materials referenced in the attached Joint Office Memorandum No. OM-OUGOPS-2026-11-1848 dated October 7, 2026, and may incorporate suggested activities of the Council for the Welfare of Children, subject to the availability of funds



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and other resources and compliance with DepEd's policy on non-disruption of classes.

5. The 2026 NCM also features national learner competitions in the following categories: (a) Infomercial Competition, (b) Digital Poster Making Competition, and (c) Innovative Program Proposal on Existing School Initiatives to Address Bullying and Violence in Schools, which aim to promote learners' rights and responsibilities and encourage advocacy for safe, inclusive, and supportive learning environments.

6. The competitions are open to officially enrolled learners from participating public and private schools, subject to the prescribed mechanics and requirements, with each participant allowed to compete in only one category and all entries required to be original works that have not received awards or recognition in previous competitions; accordingly, the Schools Division Offices shall consolidate and submit the entries from their respective schools to the Regional Office through **learnershelpline.ro8@deped.gov.ph on or before November 6, 2026.**

7. The Regional Office shall evaluate the division entries from November 9 to 11, 2026, and select one regional representative per category in accordance with the national guidelines.

8. Immediate dissemination of and strict compliance with this Memorandum are desired.


SALUSTIANO T. JIMENEZ JD, EdD, CESO III
Regional Director

Enclosures: As stated

References: As stated

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

ADVOCACY LRP NCM

ESSD-SPPS-HRMC



Enclosure No. 1 of Regional Memorandum No. **1421**, s. 2026

GENERAL TERMS OF REFERENCE

Regional Celebration of the 34th National Children's Month

I. ACTIVITY OVERVIEW

The Regional Celebration of the 34th National Children's Month shall be held on November 27, 2026, at Canunay Elementary School, Sta. Rita I, Samar, for approximately 155 Kindergarten to Grade 6 learners, with the Regional Office leading the activity in partnership with the Schools Division Office (SDO) of Samar and the host school.

II. RESPONSIBILITIES

A. Regional Office – Education Support Services Division (ESSD), Learner Rights and Protection Section (LRPS)

1. Lead the planning and coordination of the regional celebration;
2. Facilitate the virtual coordination meeting with SDO Samar and Canunay Elementary School;
3. Prepare the program matrix based on the agreements reached during the coordination meeting; and
4. Provide guidance on the implementation of the activity in accordance with the objectives of the National Children's Month celebration.

B. Schools Division Office of Samar

1. Designate representatives to attend the coordination meeting and provide inputs on the proposed activities, program flow, logistics, and implementation arrangements;
2. Coordinate with the Regional Office and Canunay Elementary School in the preparation and implementation of the activity; and
3. Provide necessary assistance in facilitating school-level preparations and addressing implementation concerns.

C. Canunay Elementary School

1. Designate representatives to attend the coordination meeting and provide inputs on the needs and suitability of the proposed activities for participating learners;
2. Undertake the necessary school-level preparations and implement the agreed activities in coordination with SDO Samar and the Regional Office;
3. Undertake the procurement of required supplies and materials using the funds downloaded to the school, in accordance with applicable government budgeting, procurement, accounting, and auditing rules; and
4. Facilitate the necessary arrangements at the school venue and ensure the participation and appropriate supervision of learners during the activity.

III. FUNDING

Funds for the implementation of the regional celebration have been downloaded to SDO Samar, and their utilization and/or downloading shall be subject to applicable government budgeting, procurement, accounting, and auditing rules.

IV. MATTERS TO BE FINALIZED

The specific activities, program flow, logistics, procurement requirements, and detailed responsibilities of the Regional Office, SDO Samar, and Canunay Elementary School shall be discussed and finalized during the virtual coordination meeting on October 30, 2026.



Republika ng Pilipinas
Department of Education

OFFICE OF THE UNDERSECRETARY FOR GOVERNANCE AND OPERATIONS

MEMORANDUM

OM-OUGOPS-2026- 11 - 4030

TO : REGIONAL DIRECTORS
SCHOOLS DIVISION SUPERINTENDENTS
SCHOOL DISTRICT SUPERVISORS
SCHOOL HEADS
REGIONAL/DIVISION LRP FOCAL PERSONNEL
ALL OTHERS CONCERNED

FROM : MALCOLM S. GARMA 
Undersecretary for Governance and Operations

SUBJECT : GUIDELINES ON THE NATIONAL AND REGIONAL
IMPLEMENTATION OF THE 34TH NATIONAL CHILDREN'S
MONTH

DATE : October 13, 2026

In line with Republic Act No. 10661¹ and in support of the 34th National Children's Month Celebration, the Department of Education (DepEd), through the Bureau of Learner Support Services - Learner Rights and Protection Division (BLSS-LRPD), proposes the conduct of this annual nationwide celebration.

For this year's commemoration, the Council for the Welfare of the Children (CWC) has adopted the theme, "*Manindigan! Tumugon at Kumalinga: Sa Batang Handa, Ligtas ang Bansa.*" Consistent with the Department's mandate to uphold every learner's right, safety, and well-being, the BLSS-LRPD proposes the sub-theme: "*Adhikà: Alamin at Damhin ang Kalagayan, Higit na Magmalasakit, Kumilos para sa Kabutihan.*" This seeks to deepen understanding of children's rights and co-equal responsibilities, strengthen meaningful child participation, and promote safe, inclusive, and nurturing learning environments where every learner is protected, supported, and provided opportunities to thrive.

Accordingly, the BLSS-LRPD, shall conduct the following activities:

- a. **Kick-Off Program** - To be conducted on the 2nd Week of November 2026 to be held in DepEd Region IV-A (CALABARZON). The Kick-Off Program shall incorporate interactive discussions and engaging games, designed to promote learner participation and foster a positive learning environment.
- b. **Culminating Program** - This will be conducted in the 4th week of November 2026, in Region XI (Davao Region).

¹ Republic Act No. 10661 "National Children's Month Act"

Part I:

The Culminating Program focuses on inclusivity, ensuring that diverse learners, including learners with disabilities, lead and participate actively and meaningfully in the celebration of the National Children's Month.

Part II:

As part of DepEd's commitment to strengthening the capacity of teaching and non-teaching personnel, a Psychological First Aid Training will be conducted. This initiative aims to ensure that key personnel are equipped with the knowledge and skills necessary to provide timely and appropriate initial support to learners experiencing distress and to enhance the school's capacity to respond effectively to learner protection concerns.

- c. Region-Led NCM Celebrations** – Regional Offices (ROs) may spearhead the celebrations. The ROs may designate a Schools Division Office (SDO) to lead the celebration at a specific school or to implement division-wide activities involving schools in the division. The proposed kick-off program may likewise be adopted or replicated by ROs and SDOs, subject to discretion and local context.

Likewise, ROs, SDOs, and schools are encouraged to facilitate the conduct of the classroom-based discussions on bullying prevention. Further, ROs, SDOs, and schools may incorporate the suggested activities of the Council for the Welfare of Children (CWC), subject to availability of funds and other resources. Lastly, each governance level is requested to ensure compliance with DepEd's policy of non-disruption of classes in the implementation of NCM activities.

Additionally, part of the 2026 NCM is the National Competition intended for learners. The competition categories are as follows:

- a. Infomercial Competition** - Participants shall produce a 3-minute infomercial video that promotes learners' rights and their co-equal responsibilities in creating a safe and positive learning environment.
- b. Digital Poster Making Competition** - Participants must create an original digital poster that promotes learners' rights and their corresponding responsibilities or highlights the importance of preventing bullying and fostering a safe, inclusive, and positive learning environment.
- c. Innovative Program Proposal on Existing School Initiatives to Address Bullying and Violence in Schools**

These competitions are open to all learners, encouraging them to showcase their creativity, talents, and digital competencies while promoting awareness of children's rights, responsibilities, and the importance of maintaining a safe and child-friendly learning environment.

The full mechanics, criteria for judging, and submission links are indicated in the attached concept note, for your reference.

Lastly, to ensure the effective implementation of the program, Regional Offices are reminded to upload all consolidated videos, pictures, and activity reports from their regional, division, and school-level celebrations to the link below:

<https://tinyurl.com/RegionalNCM2026>

For ease of access and reference, campaign materials and collaterals related to the 2026 NCM (e.g. banner design/tarpaulin design, social media cover photo template, shirt design), may be accessed and downloaded through the following links:

Council for the Welfare of Children: <https://cwc.gov.ph>
DepEd NCM Collaterals: <https://tinyurl.com/NCMCollats2026>

For more information on the 2026 NCM Celebration, please refer to attached Concept Note.

For queries, the LRPD may be reached through email at lrpo@deped.gov.ph or at (02) 8638-1782.

For immediate dissemination and compliance.

Thank you very much.

[RLSS-LRPD]ASPR



Republika ng Pilipinas
Department of Education

CONCEPT

34TH National Children's Month

CWC Theme: "Manindigan! Tumugon at Kumalinga: Sa Batang Handa, Mas Ligtas ang Bansa"

DepEd's Sub-Theme: "Adhikà"

*(Alamin at Damhin ang Kalagayan, Higit na Magmalasakit,
Kumilos para sa Kabutihan)*

I. Rationale

In line with the global adoption of the United Nations Convention on the Rights of the Child (UNCRC) in November 1989, and the Philippines' ratification in 1990, the Department of Education (DepEd), as a member of the Council for the Welfare of Children (CWC), annually commemorates the National Children's Month (NCM).

Pursuant to Republic Act No. 10661,¹ government agencies are mandated to promote and uphold the fundamental rights of children, namely the right to survival, development, protection, and participation. Section 4 thereof directs DepEd to facilitate and encourage its commemoration in all schools, public and private, nationwide. The annual observance of the NCM strengthens public awareness of the challenges faced by children and the importance of ensuring accessible quality education, health services, protection from abuse and exploitation, and avenues for active participation in matters that affect them.

Likewise, the commemoration of the NCM supports DepEd's commitment to advancing learner well-being and safeguarding the best interests of every child. By engaging learners, teachers, parents, communities, and partner organizations in meaningful activities, the observance reinforces DepEd's efforts to promote a culture of respect, inclusivity, participation, and international commitment to children's rights.

This year, the CWC adopted the theme "*Manindigan! Tumugon at Kumalinga: Sa Batang Handa, Mas Ligtas ang Bansa*," strengthening children's knowledge, disaster preparedness, resilience, and community engagement. Accordingly, DepEd affirms the importance of shared responsibility among learners, families, schools, and communities in promoting children's preparedness, resilience, protection, and well-being. Consistent with the Department of Education's (DepEd) mandate to uphold the rights, safety, and well-being of every learner, the BLSS-LRPD proposes the sub-theme: "***Adhikà: Alamin at Damhin ang Kalagayan, Higit na Magmalasakit, Kumilos para sa Kabutihan.***"

¹ Republic Act No. 10661 "National Children's Month," May 29, 2015.

The proposed sub-theme amplifies the national call to “*Manindigan! Tumugon at Kumalinga*” by promoting awareness, empathy, shared responsibility, and meaningful action for children. **Adhikà** seeks to deepen understanding of children's rights and co-equal responsibilities, strengthen meaningful child participation, and promote safe, inclusive, and nurturing learning environments where every learner is protected, supported, and provided opportunities to thrive.

II. Objectives

This 2026 National Children’s Month Celebration seeks to emphasize the significant role of learners in promoting safe, inclusive, and supportive learning environments. By cultivating kindness, respect, and empathy, the celebration encourages children to become agents of positive change and help create a school community where every learner can grow, succeed, and thrive. Specifically, NCM aims to:

- a. Raise awareness and understanding of learners’ rights, welfare, and protection through interactive activities and fun games;
- b. Encourage meaningful child participation, amplifying learners’ voices and their right to express their views for a better learning experience; and
- c. Strengthen our advocacy for a safe, inclusive, and supportive learning environment.

III. Key Activities

This year’s NCM shall be conducted through the following activities:

Key Activities	Schedule and Venue	Particulars
Kick-Off Program November 13, 2026	Region IV-A (CALABARZON) Host: DepEd Region IV-A SDO Bacoar [to be live streamed via DepEd Philippines fb.com/DepartmentOfEducation.PH]	100 Learners <i>(Consisting of Grade 6, JHS, and SHS learners)</i> <ul style="list-style-type: none"> • BLSS-LRPD • Regional and Division LRP Focal Persons • School Heads and/or Teachers
Culminating Program Schedule: November 28, 2026	Host: DepEd Region XI (Davao Region) [to be live streamed via DepEd Philippines]	80 Learners <i>Consisting of Grade 6, JHS, and SHS learners</i> <ul style="list-style-type: none"> • Execom Members (subject to availability) • RD and ARD (subject to availability) • LRPD and LRP Advocates • Regional and Division LRP

	fb.com/DepartmentOfEducation.PH	Focal Persons <ul style="list-style-type: none"> • NFSSLG / NFSELG • RFSSLG / RFSELG
Psychological First Aid: Responding to Learner Rights and Protection Concerns November 24-28, 2026 Host: DepEd Region XI (Davao Region)	<ul style="list-style-type: none"> • CO Personnel from BLSS' LRPD and LWO • Regional/Division Learner Rights and Protection Personnel • School Heads • Regional Learner Formation Officers (LFOs) • Regional Guidance Designates or School Counselor Associates 	
Region-led NCM (Deadline of submission of MOVs is Nov. 23, 2026)	<p>Regional Offices (ROs) may spearhead the celebrations or designate a specific Schools Division Office (SDO) to lead the celebration at a specific school or to implement division-wide activities. The proposed kick-off program may likewise be adopted or replicated by ROs and SDOs, subject to their discretion and local context.</p> <p>ROs, SDOs, and schools are encouraged to facilitate the conduct of the classroom-based discussions on bullying prevention, for reference, the learning materials may be accessed through Joint Office Memorandum No. OM-OUGOPS-2026-11-1848, issued last October 7, 2026.</p> <p>Further, ROs, SDOs, and schools may incorporate the suggested activities of the Council for the Welfare of Children (CWC), subject to availability of funds and other resources.</p> <p>Lastly, each governance level is requested to ensure compliance with DepEd's policy of non-disruption of classes in the implementation of NCM activities.</p>	

IV. Program Matrix and Key Activities

A. KICK-OFF PROGRAM

The Kick-Off Program shall incorporate interactive discussions and engaging games, designed to promote learner participation and foster a positive learning environment. In line with the sub-theme "*Adhikà*," and in celebration of the ASEAN Forum, learners will participate in a series of *larong lahi* activities.

The games are intended to be conducted simultaneously. Learner participants will be grouped into 10 groups and will take part in the following traditional games:

- Patintero
- Kadang-kadang sa Bao
- Sipa Challenge
- Sack Race
- Limbo Rock

These traditional games are intended not only to encourage active participation, teamwork, and camaraderie but also to provide meaningful opportunities for learners to deepen their understanding of their rights, as well as their corresponding duties and responsibilities. Through these activities, learners will develop a stronger sense of accountability, respect, and shared commitment toward creating and maintaining a safe, supportive, and child-friendly school environment.

B. CULMINATING PROGRAM

The Culminating Program focuses on inclusivity, centered on the sub-theme ***“Adhikà: Alamin at Damhin ang Kalagayan, Higit na Magmalasakit, Kumilos para sa Kabutihan.”*** The program ensures that diverse learners, including learners with disabilities, lead and participate actively and meaningfully in the celebration of the National Children’s Month.

The program includes a *Kabataan Dialogue*, where learner representatives share their perspective on their *Adhikà* towards becoming more compassionate and empathic individuals contributing to a safer school environment. Facilitating the dialogue are representatives from the Learners Wellness Office and Learner Rights and Protection Division. Moreover, winners of the National Competition will be awarded in the Culminating Program.

a. Psychological First Aid: Responding to Learner Rights and Protection Concerns

As part of DepEd’s commitment to strengthening the capacity of teaching and non-teaching personnel, a Psychological First Aid Training will be conducted for regional and division focal persons, school heads, and Learner Formation Officers (LFO) from the host region. This initiative aims to ensure that key personnel are equipped with the knowledge and skills necessary to provide timely and appropriate initial support to learners experiencing distress and to enhance the school’s capacity to respond effectively to learner protection concerns.

V. NCM Competition for Learners

This year’s National Children’s Month (NCM) celebrates learners’ creativity, talents, and digital competencies while raising awareness of learners’ rights and their corresponding responsibilities.

The competition categories highlight learners’ rights to express themselves and to participate meaningfully through art and multimedia production.

These platforms will encourage learners to become advocates for a safe, inclusive, and supportive learning environment, aligning it with this year's sub-theme: ***"Adhikà: Alamin at Damhin ang Kalagayan, Higit na Magmalasakit, Kumilos para sa Kabutihan."***

The proposed competitions are open to all learners nationwide. The Regional Offices are requested to submit one (1) representative per category to represent their respective region. Details are as follows:

A. GENERAL RULES FOR THE CONTEST

1. The contest is open to all officially enrolled learners from participating public and private schools.
2. Each participant may compete in only one (1) category.
3. All entries must be original works created solely by the participant/s and must not have received awards or recognition in any previous competition.
4. Participants must strictly comply with the specific mechanics, requirements, and submission deadlines of their chosen category.
5. Failure to comply with any contest rules or requirements may result in disqualification.
6. The decisions of the Board of Judges and the Organizing Committee shall be final and irrevocable.

B. CATEGORIES

1. INFOMERCIAL COMPETITION

Mechanics:

- Individual or Group Competition (learners may form a group consisting of a minimum of three (3) and a maximum of five (5) members.
- Participants shall produce a 3-minute infomercial.
- The video must promote learners' rights and their co-equal responsibilities in creating a safe and positive learning environment.
- The content may be presented in Filipino, English, or a combination thereof.
- Entries must have subtitles in Filipino or English and must be in an mp4 format.
- AI-generated content is not permitted. Submissions must be original and/or properly credited materials.

2. DIGITAL POSTER MAKING COMPETITION

Mechanics:

- Individual competition for learners
- Participants must create an original digital poster that promotes learners' rights and their corresponding responsibilities or highlights the importance of preventing bullying and fostering a safe, inclusive, and positive learning environment.

- Artwork may be produced using any digital art software or platform, such as, but not limited to, Canva, Adobe, and Clip Studio Paint.
- Each entry must include a title and a shirt caption (100-150 words or less).
- Any drawing style is acceptable (e.g., realism, surrealism, pixel art, etc.)
- The use of AI-generated art/content, plagiarism, or copying of existing works is strictly prohibited.
- Submissions must be original and independently prepared by the learner-participant/s.
- Technical specifications:

Size	A4 (8.27" × 11.69") Resolution: Minimum of 300 DPI
Orientation	Portrait or Landscape
File Format	JPEG or PNG

3. INNOVATIVE PROGRAM PROPOSAL ON EXISTING SCHOOL INITIATIVES TO ADDRESS BULLYING AND VIOLENCE IN SCHOOLS

Mechanics:

- Individual or Group Competition (learners may form a group consisting of a minimum of three (3) and a maximum of five (5) members.
- The proposal must state the following:
 - Title of the Program
 - The beneficiaries must be the school, especially the learners and educators
 - Feasibility of Proposal
 - Financial Consideration
 - Program Duration
 - Implementation Process
 - Monitoring and Evaluation
 - Indicators of Success
 - Expected Outcome

Outputs must be submitted on or before **November 11, 2026**, via the designated Google Forms. The links per category is shown below:

Infomercial Competition: <https://tinyurl.com/NCM-INFOMERCIAL-ENTRY>

Digital Poster Competition: <https://tinyurl.com/NCM-DIGITALPOSTER-ENTRY>

Program Proposal Competition: <https://tinyurl.com/NCM-PROGRAMPROPOSAL-ENTRY>

Criteria for Judging	
Relevance of Content to the Theme	30%
Creativity, Originality and Integrity of Content <i>(The output reflects the learners' own ideas and creativity and is free from plagiarism and unauthorized AI-generated content.)</i>	30%
Visual and Overall Impact	20%
Technical Quality/Execution	20%
Total	100%

C. PRIZES AND AWARDS

The winners for each competition category will receive cash prizes and certificates of recognition.

VI. Resources

The LRPD has downloaded funds to the Regional Office for FY 2026 under the Child Protection Program line item for the conduct of the 34th NCM activities. Additionally, the BLSS-LRPD has allocated Php 80,000.00 per region from current funds (AC-26-LRPO-CPP-032) to support Region-led NCM activities.

VII. Monitoring and Evaluation

To facilitate the monitoring, reporting, and evaluation of the Program and to gather relevant feedback for its enhancement, participants shall be provided with a Monitoring and Evaluation (M&E) Google Form upon completion of the activity.

Lastly, to ensure the effective implementation of the program. Regional Offices are reminded to upload all consolidated videos, pictures, and activity reports from their regional, division, and school-level celebrations to the link below:

<https://tinyurl.com/RegionalNCM2026>