

***CWC Kicks-off the 2015 National Children's Month with Zumbata on Child Protection***

The Council for the Welfare of Children (CWC), together with the Department of Social Welfare and Development (DSWD), National Youth Commission (NYC) and in partnership with SM Cares, launched the “**Zumbata on Child Protection**” last October 10, 2015 at the Skydome of SM City North EDSA. The event gathered more than 600 participants of both children and adults from partner National Government Agencies, Non-Government Organizations and Local Government Units.

The Honorable Chairperson of CWC and DSWD Secretary Corazon Juliano “Dinky” Soliman, NYC Chairmain Ramon Gregorio “Gio” Tingson, DepEd Undersecretary for Legal & Legislative Affairs Alberto Muyot, and CWC Executive Director Patricia B. Luna graced the event and gave their statements of support for the protection of children against all forms of abuse, exploitation and discrimination. SM City North EDSA Mall Manager Ms. Leonida Samson and Assistant Vice President for Special Projects for Operations and Chairperson for the Children and Youth Committee of SM Supermalls, Mr. Royston Cabuñag also gave their messages of support.

DSWD Undersecretary for Programs and Operations Group Parisya Taradji and DSWD Regional Director for National Capital Region Director Alicia Bonoan were also present.

The kick-off activity also included a call for action from child advocates who represent the different issues involving children such as poverty, corporal punishment, child labor, discrimination and children affected by armed conflict. It was then followed by a symbolic “breaking of chains” by the representatives from the National Government, business establishment, faith-based groups, law enforcement, baranggays and other stakeholders on children.

## ZUMBATA

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To conclude the program, a Zumba dance exercise energized the children and adults before enjoying their lunch.

The Zumbata on Child Protection also launched the “Child’s Right to Write Project” of the “One Million Lapis Campaign”, a campaign to receive one million lapis through donations and to give away to underprivileged students in line with the celebration for next year’s National Children’s Month, and the Philippines’ attempt to set the world record on forming the longest line of pencils.

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The Zumbata on Child Protection is the kick-off activity for the 23rd National Children's Month to be celebrated this November pursuant to Republic Act 10661, series of 2015, otherwise known as the "National Children's Month Act". The new law commemorates the adoption of the Convention on the Rights of the Child by the United Nations General Assembly on November 20, 1989. Previously, the Philippines celebrated National Children's Month on October of every year through Presidential Proclamation 267, series of 1993.

For 2015, the theme is "**Komunidad at Pamahalaan Magkaisa, Pang-aabuso sa Bata, Wakasan Na!**" which highlights protection from all forms of violence, abuse, neglect, exploitation 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.

Other activities for the National Children's Month include:

**1. Talakayang Pambarangay**, to be led by the Barangay Council for the Protection of Children (BCPC) and 4Ps parent -leaders. The forum aims to create awareness among parents on positive discipline of children.

**2. Dikit A Sticker for Child Safety Campaign**, a partnership with bus companies and jeepney groups intends to promote the safety of children in public utility vehicles and in roads.

**3. The Launching of Story Book on Children** is a partnership with National Bookstore and Dr. Gatmaitan and is composed of stories created by children.

**4. A Showcase of Talent on Child Protection** aims to gather children and to showcase their different talents.

**5. National Summit on Children**, the culminating activity, would gather stakeholders and discuss their response to the different issues regarding children.

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23rd NCM materials click here >>> <http://cwc.gov.ph/index.php/dls/category/3-children-month-dl>