

Press Release

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23rd International Day of Families Observance

The 1986 Philippine Constitution recognized the family as the foundation of the nation and shall strengthen its solidarity and actively promote its total development.

The United Nations General Assembly, in its resolution 47/237 of 20 September 1993, proclaimed the 15th of May every year as the International Day of Families to emphasize the importance of international community attached to families. It also provides an opportunity to [promote awareness](#) of issues relating to families and to increase knowledge of the social, economic and demographic processes affecting families.

The UN **theme for the 2017 observance of [International Day of Families](#) is “*Families,***

education and wellbeing

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, which aimed to: 1) raise awareness of the role of families in promoting early childhood education and lifelong learning opportunities for children and youth; 2) highlight the importance of all caregivers in families, be it parents, grandparents or siblings; 3) emphasize the importance of parental education for the welfare of children; and, 4) give focus on good practices for work-family balance to assist parents in their educational and care giving roles. The good practices from the private sector in support of working parents, as well as youth and older persons in the workplace, are also highlighted.



Photo Caption: Mr. Richard David Tamayo, Life Coach & Motivational Speaker

with the participants and the CWC booth exhibit.

The Philippines is one of the 193 members states of the UN General Assembly which committed in the 2030 Sustainable Agenda to “strive to provide children and youth with a nurturing environment for the full realization of their rights and capabilities, helping our countries to reap the demographic dividend, including through safe schools and cohesive communities and families”. This reflected that families and family-oriented policies and programmes are vital for the achievement of many goals and targets of the Sustainable Development Agenda. In particular, families have a unique role in supporting the achievement of Sustainable Development Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

In the Philippines, the International Day of Families celebration was held last 15 May 2017 in *S M Skydome*, SM North EDSA led by the Department of Social Welfare and Development (DSWD). Mr. Ricky Rosales and Ms. Jing Castaneda, media persons of ABS-CBN DZMM Radyo Patrol stirred up the interest of participants as the masters of ceremonies



Gracing the event were Executive Director Marilyn F. Manuel of Kaisahang Buhay Foundation, Inc. (KBF) and Chairperson of the National Committee on the Filipino Family (NCFF) Sub-Committee on Events, Advocacy and Mobilization, DSWD-Social Technology Bureau Director Thelsa P. Biolena, Dr. Angelica R. Abella, Program Director of Alliance of Filipino Families for Mental health, Inc. and Chairperson of NCFF Sub-Committee on Legislation, Policy. Important guests are DSWD Undersecretary Hope Hervilla, Mr. Francis Calubaquib, Mall Manager of SM North Edsa, and Research, and Dr. Cindy Dollente Ang of Community Chest Foundation Inc. (CCFI). The Zumba Kids, Senior Citizen's Group, Beluso Brothers, and YFL Band provided exciting performances that perk up the attention of the audience.

One of the main highlights of the event was the attention-grabbing and superb discussion of Mr. Richard David Tamayo, Life Coach and Motivational Speaker about Family, Education, and Well-being. Another highlight is the DSWD AVP presentation on current initiatives entitled Enhance National Family and Domestic Violence Prevention Program (NFVPP) and Strengthening and Empowerment of OFW Families towards Family Preservation Project.

The audience manifested enthusiasm on the statement of Mr. Tamayo, Life Coach and Motivational Speaker Resource Person that “Cohesive, stable, supportive and well-functioning families are primary educators for young children and are truly indispensable to their emotional well-being impacting their educational achievement.” – DPI/NGO Briefing in PARTNERSHIP with United Nations DESA.

Special features of the event were the booth exhibits of the Council for the Welfare of Children, DSWD-Social Marketing Services, and DSWD-Sustainable Livelihood Program.

Written by: Ma. Edna L. Estal

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Written by PAIO

Public Affairs and Information Office

Telephone No.: 7811039 loc. 1005