



EVENT PROFILE SHEET

Event	“MOVEMBER for Positive Parenting” <i>The 26th National Children’s Month Kick-Off Celebration</i>
Date/Time	05 November 2018 (Monday)
Target Venue	Cuneta Astrodome
Attire	Casual
Event’s Background	<p>RATIONALE:</p> <p>This 2018 marks the 26th year of the National Children’s Month (NCM) annually celebrated every November pursuant to Republic Act No. 10661 s. 2015, with the Council for the Welfare of Children (CWC), Department of Social Welfare and Development (DSWD) and National Youth Commission (NYC) as the lead agencies.</p> <p>Earlier in May 2018, CWC launched the Philippine Plan of Action to End Violence Against Children (PPAEVAC) which translates the findings of the 2015 National Baseline Study on Violence Against Children (NBS-VAC) into specific action and results.</p> <p>The 2015 NBS-VAC revealed that most Filipino children experience and are vulnerable to physical, psychosocial and sexual violence in any setting, but it is significantly high in the home. An alarming 3 in 5 children suffer one or two forms of violence at home, while parents and other members of the family (brothers, cousins and sisters) are often the perpetrators of abuse. Further, the prevalence of violence in schools is almost equally disturbing.</p> <p>Further, the Systematic Literature Review of the Drivers of Violence Affecting Children in the Philippines showed that:</p> <ul style="list-style-type: none"> • Violent discipline is the most frequent form of violence against children in the home, driven by factors including social norms around the use of and effectiveness of discipline, authoritarian parenting, and parents’ level of education; • The lack of supervision, single headed household and absent parents increases the vulnerability of children to sexual violence at home; • Emotional violence from parents increases children’s negative behavior, which increases their risk of experiencing violent discipline and perpetrating aggressive behavior towards others; • Parenting practices that include the use of coercion, threats, insults, and a frightening tone increase the risk of child maltreatment and set the state for similar patterns of behavior in parent/child and other relationship; • Experiencing childhood or familial sexual violence is also a driver of all forms of intimate partner violence victimization for females; • Experiencing or being exposed to violence in the home also increases the risk that children will use or experience violence against partners, peers and family members. <p>As approved by the Council Board in its Special Meeting conducted on 07 June 2018, the 26th NCM shall focus on positive parenting, with the</p>



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	<p>theme “ISULONG: TAMANG PAG-AARUGA PARA SA LAHAT NG BATA.”</p> <p>Positive parenting is the non-violent approach to parenting and caregiving children in their behavior while the parents acknowledge and respect their rights to a healthy development, protection from violence, and participation in their learning from infancy to adulthood.</p> <p>OBJECTIVES:</p> <p>To advocate building a safe, nurturing and protective environment for children through positive parenting among parents, guardians, caregivers and teachers. Specifically, it aims:</p> <ol style="list-style-type: none"> a) Increase awareness on the importance of positive parenting and positive discipline; b) Increase knowledge of parents/caregivers on how to handle or educate their children while in the cyberspace; c) Intensify the advocacy of Positive Discipline in Classrooms responsive to the needs of the learners; d) Strengthen the integration of appropriate classroom dynamics in daily teaching; e) Provide space for children’s participation in legislative advocacy; f) Push for the passage of the Positive Discipline Bill; and g) Celebrate gains and successes on child rights promotion and protection of the country
Attendees/ Participants	<p>Target Number of Participants: 5,000 Composition of Participants:</p> <ul style="list-style-type: none"> • Children and their families/ guardians/ caregivers • National government agencies • Non-government organizations • Faith-Based Organizations • Civil Society Organizations • Academe • Business sector • Champions/ Advocates for Children • Media
Program Flow	<p><i>Kindly refer to the attached draft program.</i></p> <p>HIGHLIGHTS:</p> <ul style="list-style-type: none"> • <i>Kainang Pamilya</i> (Family Breakfast) • Delivery of the State of the Children Address (SOCA) to highlight positive development along with the promotion and protection of child rights • Showcasing of talents and skills of children from various sectors (e.g. CWDS, IPs and Muslims, 4Ps, CICL, school children) • Creative presentations/numbers of guest celebrities as child advocates; • Distribution of whistles and whistle barrage from the “Pito, Bata, Pito” Campaign; • Launching of the 3rd National Plan of Action for Children (NPAC)



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	<ul style="list-style-type: none">• Community Singing:• Flash mob/ dance number from all the participants in the venue to conclude the event. <p>OTHER ACTIVITIES:</p> <ul style="list-style-type: none">• Installation of booths to showcase good practices of government and non-government partners on the promotion and protection of children's rights and welfare.• On the spot contests: Best Selfie, Best Fam Bam, NCM Q and A• Invitation to Bloggers and Photography Enthusiasts
Media Coverage	Present.
CWC Event Coordinators	<p>Name: Ruth Limson-Marayag Designation: Planning Officer III/ Officer-in-Charge Department/ Unit: Public Affairs and Information Office Contact Number: 781-1039 local 1005/ 1006 Email Address: mrelmarayag@cw.gov.ph; paio@cw.gov.ph</p> <p>Name: Celaine Cabrera Designation: Information Officer II Department/ Unit: Public Affairs and Information Office Contact Number: 781-1039 local 1005/ 1006 Email Address: cadcabrera@cw.gov.ph; paio@cw.gov.ph</p> <p>Name: Marco Gamboa Designation: Administrative Aide III Department/ Unit: Public Affairs and Information Office Contact Number: 781-1039 local 1005/ 1006 Email Address: mrgamboa@cw.gov.ph; paio@cw.gov.ph</p>



DRAFT PROGRAM DESIGN OF THE 26TH NCM KICK-OFF CELEBRATION

MOVember for Positive Parenting		
05 November 2018 (Monday) 06:00 am onwards / Cuneta Astrodome, Pasay City		
Time	Activities	Focal Person/ Tentative Performers
06:00 - 7:00	Entrance to the Astrodome	
	Orientation on Safeguarding Children and Young People	DSWD
07:30 - 08:00	Kainang Pamilya (Family Breakfast)	
08:00 - 08:15	Opening Ceremony Invocation	ChildFund
	Entrance of Colors	Boy Scouts of the Philippines
	Mechanics of On-the-Spot Contests	Emcee
08:15 - 08:25	Children's Intermission	Laura Vicuna Foundation
08:25 - 08:35	Children's Intermission	Sama Bajau Children Performers Sun for All Children
08:35 - 08:50	Situational Analysis of Children in the Philippines	Ms. Lotta Sylwander Country Representative, UNICEF
08:50 - 09:05	State of the Children Address (SOCA)	Executive Director Mitch Cajayon-Uy Council for the Welfare of Children
09:05 - 09:15	Launching of the 3 rd NPAC	Executive Director Mitch Cajayon-Uy Council for the Welfare of Children
09:15 - 09:25	Response from the Children	TBC
09:25 - 09:45	Short Theatrical Performance	ANAK Culiati Children's Theatre Group
09:45 - 09:50	Children's Intermission	Norfil Foundation (TBC)
09:50 - 10:00	Children's Intermission	Caloocan High School 2017 Sabayang Pagbigkas Para sa Batang Malaya Champion
10:00 - 10:10	Guest Celebrity Child Advocate	TBC
10:10 - 10:20	Children's Intermission	TBC
10:20 - 10:30	Community Singing (Children's Song)	Mr. Joey Ayala/ Mr. Noel Cabangon (TBC)
10:30 - 10:45	Awarding of Winners for Best Selfie, Best Fam Bam, NCM Q and Acknowledgement of partners/ Citation of Champions for Children	CWC, DSWD, NYC
10:40 - 10:45	Whistle Barrage (Pito, Bata, Pito Campaign)	CWC Council Board Members
10:45 - 10:50	Recitation of Panatang Makabata	Children Representatives
10:50 - 11:00	Symbolic Pledge of Commitment (Signature Campaign for the Passage of Positive Discipline Bill)	
11:00 - 11:10	Flash Mob	TBC
11:10 - 11:30	Messages: Parents	4Ps Parents (c/o DSWD)
	NCM Lead Agencies	Secretary Virginia N. Orogo DSWD
	Partner Agencies	Ronald Gian Carlo L. Cardema Chairperson and CEO, NYC
		Atty. Alberto T. Muyot CEO, Save the Children
		Mr. Rommel Fuerte Executive Director, World Vision Development Foundation
Emcee: PNCC Young Facilitators and an Adult (Ms. CJ Hirro - TBC)		