



Republic of the Philippines
Department of Education
REGION III – CENTRAL LUZON
SCHOOLS DIVISION OF SCIENCE CITY OF MUNOZ

12 November 2025

SCHOOLS DIVISION MEMORANDUM

No. 348,

s. 2025

33RD NATIONAL CHILDREN'S MONTH (NCM) CELEBRATION

To: Assistant Schools Division Superintendent
Chief Education Supervisor - SGOD
Public and Private School Heads
All Others Concerned

1. Pursuant to Republic Act No. 10661, otherwise known as the "National Children's Month Act", and in observance of the 33rd National Children's Month (NCM) this November 2025, the Department of Education joins the nation in celebrating the theme: **"Online Sexual Abuse and Exploitation of Children and Child Sexual Abuse and Exploitation (OSAEC-CSAE) Wakasan: Kaligtasan at Karapatan ng Bata, Ipaglaban!"**.
2. This annual celebration aims to address the grave and growing issue of Online Sexual Abuse and Exploitation of Children and Child Sexual Abuse and Exploitation (OSAEC-CSAE).
3. In line with this, all schools are enjoined to conduct school-based activities aligned with the NCM objectives, such as but not limited to, the following:
 - a. Recitation of Panatang Makabata during flag-raising ceremonies and opening programs of every NCM activity.
 - Video-record the recitation and share it to the Council for the Welfare of Children (CWC) facebook page or emailing it to paio@cwcc.gov.ph
 - b. Wearing of **blue-colored clothing every Friday of November** to show support for the month-long celebration.
 - Capture a group photo wearing blue-colored clothing, upload the photo to the SDO official Facebook Page and tag or mention the Council for the Welfare of Children Facebook Page. Use the hashtag **#BlueKadaBiyernes** in your caption.
 - c. Conduct of advocacy campaigns focusing on cybersecurity, social media campaigns against OSAEC-CSAE.
 - d. Participation in City-wide NCM events. Schools are advised to encode their respective participants through this link: <https://tinyurl.com/SCM-NCM-2025>.
 - e. Other recommended activities found in the NCM toolkit.
4. For the information and guidance of all concerned, enclosed is the NCM toolkit. NCM Toolkit and other collaterals are accessible using the link: tinyurl.com/25ncmcollaterals1.



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5. Schools are reminded to ensure all activities are inclusive, child-friendly and conducted without disrupting classes, in adherence to existing DepEd policies and child protection guidelines.
6. Expenses relative to the conduct of this activity shall be charged against School MOOE/PTA/SELG/SSLG funds subject to the usual accounting and auditing rules.
7. For questions and clarifications, please communicate with Mr. Allen Jhay C. Luquias, PDO I, through his email address allen.luquias@deped.gov.ph or cellphone number 0917-159-4590.
8. Immediate and widest dissemination of this Memorandum is desired.



JOHANNA N. GERVACIO PhD, CESO V
Schools Division Superintendent

Encl: as stated
Reference: as stated
To be indicated in the Perpetua Index
Under the following subjects:

**33rd NATIONAL CHILDREN'S MONTH
NCM CELEBRATION**

PDO I/LFD/NCM Celebration
23 November 12, 2025



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abuse, and exploitation, including those occurring in digital spaces. It also contributes to the achievement of the Sustainable Development Goals (SDGs), especially Goal 16.2, which aims to end abuse, exploitation, trafficking, and all forms of violence against children.

Meanwhile, at the national level, the theme reinforces the Philippine government's commitment to safeguarding children's rights through policies, programs, and legislation such as the Republic Act No. 11930 or the Anti-Online Sexual Abuse or Exploitation of Children (OSAEC) and Anti-Child Sexual Abuse or Exploitation Materials (CSAEM) Act. Furthermore, it aligns with AmBisyon Natin 2040, developed by the Department of Economy, Planning, and Development (DEPDev), which is the country's long-term vision of having a "*matatag, maginhawa, at panatag na buhay*" (strongly rooted, comfortable, and secure life) for all Filipinos.

Protecting children from online sexual abuse and exploitation is essential to building a future where every Filipino child can grow up safe, empowered, and free from harm. In line with this, the official Focus and Theme for the 33rd National Children's Month was approved by the Council for the Welfare of Children (CWC) Board on June 7, 2025, following the endorsement of the Technical Management Group.

This 2025 NCM will highlight:

Focus: **Online Sexual Abuse or Exploitation of Children and Child Sexual Abuse or Exploitation Materials (OSAEC-CSAEM)**
 Theme: **"OSAEC-CSAEM Wakasan: Kaligtasan at Karapatan ng Bata, Ipagiaban!"**

BACKGROUND OF THE 33RD NCM CELEBRATION FOR NOVEMBER 2025

The United Nations Convention on the Rights of the Child (UNCRC), adopted on 20 November 1989, enshrines the rights of every child to protection from all forms of sexual exploitation and abuse, protection from harmful media, and the right to privacy. These rights are challenged in new ways in the digital age.¹

Since the adoption of the UNCRC, digital platforms such as social media, online gaming, messaging applications, and virtual classrooms have become part of everyday life for children. A 2017 report by UNICEF revealed that one in three internet users globally is a child, highlighting the powerful reach of technology and the increased vulnerability it brings. In the Philippines, where internet usage ranks among the highest in the world, over 73% of the population is online, and children are accessing the internet at increasingly younger ages. This level of connectivity, while offering many opportunities, also exposes children to serious and often hidden dangers. According to the same 2017 UNICEF study, around eight out of ten Filipino children are at risk of experiencing online sexual abuse or cyberbullying.²

This alarming trend is further reflected in the findings of the 2016 National Baseline Study on Violence Against Children in the Philippines, which showed that 43.8% of children aged 13 to 18 had experienced online violence. Disturbingly, one in four of those children had been subjected to sexual violence online.³ These statistics underscore the growing urgency to address the threat of online sexual abuse and exploitation of children (OSAEC), which has become a pressing concern in the country.

¹ UN Convention on the Rights of the Child. (n.d.). *The United Nations Convention on the Rights of the Child*. <https://www.unicef.org/uk/wp-content/uploads/2016/08/unicef-convention-rights-child-uncrc.pdf>

² UNICEF. (2017). *State of the World's Children 2017: Children in a Digital World*. https://www.unicef.org/media/48581/file/SOWC_2017_ENG.pdf

³ Council for the Welfare of Children & UNICEF. (2016). *National baseline study on violence against children: Philippines*. <https://cwc.gov.ph/researches-2/>

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It is also important to note that a 2018 UNICEF press release indicated that the Office of Cybercrime of the Department of Justice received 600,000 cyber tips in 2018, a stark increase from 37,715 in 2016 and 45,645 in 2017. Cyber tips are reports made by the public to the United States' National Center for Missing and Exploited Children (NCMEC) regarding child abuse committed using their systems. The NCMEC requires Internet Service Providers (ISPs) and Electronic Service Providers (ESPs) in the U.S. to submit reports of child abuse. Since 2017, only 32 convictions for cyber-trafficking have been handed down by the Philippines' Inter-Agency Council Against Trafficking.⁴

Reported cases reveal that some incidents of OSAEC and the production of child sexual abuse and exploitation materials (CSAEM) are facilitated by parents or guardians themselves, often driven by financial gain. Poverty remains a primary driver of these offenses, as families in desperate circumstances may resort to harmful and illegal means to survive. The financial incentives offered by perpetrators (who are often based abroad) can be difficult to resist for those with limited economic opportunities. In many cases, the absence of physical contact leads families to perceive the abuse as less harmful or not harmful at all, despite its severe consequences for the child.⁵

Yet the issue is far more complex and widespread than poverty alone. The crime is compounded by several other factors such as lack of parental supervision, the country's high proficiency in English, widespread digital connectivity, low levels of digital literacy, and the limited reach of child protection mechanisms. These conditions have created an environment in which children are particularly at risk. In 2022, the International Justice Mission (IJM), together with its partners, estimated that around 471,000 Filipino children were trafficked to produce new child sexual abuse and exploitation materials. These materials are often created for paying clients overseas through livestreaming which is a crime that frequently occurs within the child's own home and is facilitated by someone close to the victim.⁶

The gravity of the problem is further underscored by UNICEF's 2021 Disrupting Harm report, which found that one in ten Filipino children had been exposed to unwanted sexual content or solicitations online. These ranged from unsolicited images to grooming and online enticement. Such figures speak to the massive scale of the issue and the urgent need to strengthen legal protections, improve enforcement mechanisms, and expand public awareness campaigns.⁷

In response, the Philippine government enacted Republic Act No. 11930, also known as the Anti-Online Sexual Abuse or Exploitation of Children (OSAEC) and Anti-Child Sexual Abuse or Exploitation Materials (CSAEM) Act. This landmark legislation strengthens the protection of children against all forms of sexual abuse, exploitation, and violence, particularly those perpetrated through information and communications technology (ICT). This law builds upon earlier laws, including RA 9775 or the Anti-Child Pornography Act of 2009, and RA 7610 or the Anti-Child Abuse Law, by providing clearer definitions and stronger enforcement mechanisms to address online child sexual abuse and exploitation.

Beyond legal reforms, the media also plays a vital role in protecting children's rights. Recognizing this, the Council for the Welfare of Children (CWC) launched the *Guide for Media Practitioners on the Reporting and Coverage of Children*. Developed in collaboration with civil society organizations and media representatives, the Guide provides a practical framework to help all media practitioners minimize harm, preserve dignity, and protect the rights of children in all forms of reporting.

⁴ UNICEF. (2019). New campaign SaferKidsPH to raise awareness on online sexual exploitation of children. <https://www.unicef.org/philippines/press-releases/new-campaign-saferkidsph-raise-awareness-online-sexual-exploitation-children>

⁵ Commission on Human Rights. (2025). *Human Rights Situation Report: Addressing Online Sexual Abuse and Exploitation of Children in the Philippines*. <https://cdn1.chr.gov.ph/wp-content/uploads/2025/03/26113916/Human-Rights-Situation-Report-Addressing-Online-Sexual-Abuse-and-Exploitation-of-Children-in-the-Philippines-CHR-VI-No-POL-2025-005.pdf>

⁶ International Justice Mission & University of Nottingham Rights Lab. (2023). *Scale of Harm Research Method, Findings, and Recommendations: Estimating the Prevalence of Trafficking to Produce Child Sexual Exploitation Material in the Philippines*. https://ijmstoragefile.blob.core.windows.net/ijmna/documents/studies/IJM_Scale_of_Harm_2023_Full_Report_5f292593a9.pdf

⁷ ECPAT, INTERPOL, & UNICEF. (2022). *Disrupting Harm in the Philippines*. <https://www.unicef.org/philippines/media/4186/file/DH-Philippines-Report-2022.pdf>

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The Guide promotes five key principles for ethical coverage of children: (a) uphold children's right to **privacy**, (b) respect the child's **agency**, (c) provide opportunities for children's meaningful **participation**, (d) treat children with **dignity** at all times, and (e) handle every child's story with sensitivity. More than just a set of recommendations, the Guide aims to strengthen collaboration among media practitioners, government agencies, and child rights advocates in fostering child-sensitive and child-centered reporting.⁵

As the nation commemorates the 33rd National Children's Month in November 2025, the call to protect children's dignity, safety, and futures, both online and offline, has never been more urgent. The fight against OSAEC-CSAEM is ultimately a fight to uphold the fundamental rights of Filipino children in the 21st century.

OBJECTIVES OF THE CELEBRATION

The 2025 NCM observance aims to mobilize a whole-of-government and whole-of-society approach in promoting children's right to safety in digital and physical spaces, as iterated in the Philippine Development Plan 2023 to 2028. This is envisioned by deepening awareness, learning protective behaviors, building the capacity, fostering shared responsibility, and ensuring proactiveness and sustained efforts in ending Online Sexual Abuse and Exploitation of Children (OSAEC) and Child Sexual Abuse or Exploitation Materials (CSAEM). Specifically, it aims to:

- Intensify understanding of OSAEC-CSAEM not only as a cybercrime issue, but largely as a child protection issue through campaigns within and beyond the NCM observance.
- Bridge the digital safety and literacy gap among children and adult duty-bearers (e.g. parents, adult caregivers, frontline workers) with the proper and age-appropriate knowledge and tools to safely navigate the Internet.
- Strengthen family support systems and values-based parenting to reduce children's risk to exploitation.
- Build and improve the capacity of duty-bearers to progressively identify, prevent, and respond to OSAEC-CSAEM through specialized training/ education, clear referral pathways and protocols, and interagency coordination.
- Encourage the adoption of child protection policies and ordinances, especially those that aim to address OSAEC-CSAEM at the local level (e.g. local government units, schools).
- Provide platforms for children's active, meaningful, and safe participation which helps them advocate for online and offline safety, including in real-life spaces such as homes, schools, and communities.

GUIDING PRINCIPLES AND APPROACHES

As the country confronts one of the most urgent threats to children's rights, this year's NCM aims to mobilize a collective response from all institutions, sectors, and communities through efforts or activities that are based on principles and approaches that protect them.

- Child Rights-Based Approach** – Recognizing this approach entails that duty-bearers must do their part in helping children claim their rights. This means that every effort must recognize children's role as active holders of their rights to survival, development, protection, and participation, as aligned with the United Nations Convention on the Rights of the Child (UNCRC), and in which the Philippines ratified in 1990.
- Best Interest of the Child** – Under Article 3 of the UNCRC, the best interests of the child shall be the primary consideration for every decision or action being done. This means that they are safeguarded and their development is encouraged while choosing the least harmful

⁵ Council for the Welfare of Children, (2025). *Guide for Media Practitioners on the Reporting and Coverage of Children*. <https://cwc.gov.ph/guide-for-media-practitioners-on-the-reporting-and-coverage-of-children/>

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alternative to support their growth and well-being. Further, activities and media materials which expose children to stigma, retraumatization, or further exploitation, must be avoided and child safeguarding protocols are imposed and adhered to – in accordance with the Council for the Welfare of Children's Enhanced Guidelines on the Media Reporting/Coverage of Children.

- **Meaningful and Safe Child Participation** – Children must be engaged in all matters, concerns, and decisions affecting them. Thus, they need to be involved and provided with appropriate platforms for them to learn, contribute, and lead with the help of a proper and age-appropriate facilitation, guidance, and support from adults, as indicated in the Council for the Welfare of Children's Enhanced Guidebook on Child Participation in the Philippines.
- **Promotion of Online and Offline Safety** – While online safety pertains to digital spaces, offline safety refers to non-digital or real-world environments. Child protection should start before they can even use or enter cyberspace, and with or without the use of information and communications technology (ICT). In this regard, activities should cover online and offline protective behaviors that children should learn, and measures which can help prevent, identify, and respond to risks, harm, or violence that they may encounter.
- **Strengthening Child Protection Mechanisms and Encouraging a Culture of Reporting** – Children must be able to thrive in safe spaces and duty-bearers. Particularly, the entire community must be empowered and obligated to recognize abuse or violence and report suspected or actual harm to children. Creating a culture of reporting is necessary, especially under the Republic Act No. 11930 or also known as the Anti-Online Sexual Abuse or Exploitation of Children (OSAEC) and Anti-Child Sexual Abuse or Exploitation Materials (CSAEM) Act, where a set of child-friendly, trauma-informed, gender-responsive, victim-centered referral pathway or protocol for referring OSAEC-CSAEM cases is mandated. Furthermore, children in schools are safeguarded and encouraged to report cases of abuse or violence through the Department of Education (DepEd) Child Protection Policy Department Order No. 40, s. 2012. At present, the government continues to amplify its commitment to strengthen child protection mechanisms with the establishment of the MAKABATA Program and institutionalization of the Council for the Welfare of Children's MAKABATA Helpline 1383 under Executive Order No. 79, s. 2024. Subsequently, public information campaigns, reporting mechanisms, and clear referral pathways and protocols must be established and translated at the local level and in every sector.

CALENDAR OF KEY ACTIVITIES

DATE	ACTIVITY	LEAD ORGANIZER/S	TARGET PARTICIPANTS	PARTICIPATION TYPE
October 23 (THURSDAY)	Talakayang Makabata: The NCM Press Conference	Council for the Welfare of Children, Department of Social Welfare and Development, National Youth Commission	Media	In-person press conference open to media only, livestream viewing will be available publicly
November 08 (SATURDAY)	KarapatRUN: Takbo para sa Bata!	Council for the Welfare of Children	National government agencies, NGOs, children, families, child rights advocates	Open Invitation (registration required)
November 15 (SATURDAY)	National Play Advocacy Week	Philippine Play Coalition	Children, families, and child-rights advocates	Select participants LGU and organization

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November 24 (MONDAY)	Conference on Parenting in the Digital Age	Council for the Welfare of Children	Parents/ Caregivers, Public and private school teachers, and LCPC Members	Livestream viewing will be available publicly
November 26 (WEDNESDAY)	NCM Culminating Activity	Council for the Welfare of Children, Department of Social Welfare and Development, National Youth Commission	National government agencies, NGOs, children, families, child rights advocates	Select participants LGU and organization

RECOMMENDED ACTIVITIES

ACTIVITY	DESCRIPTION	LEAD STAKEHOLDERS
FOR FAMILIES AND HOUSEHOLDS		
"E-Ligtas: A Digital Literacy and Anti-OSAEC Seminar"	This seminar aims to raise awareness on the dangers of online spaces and teach children online safety practices to remain protected and safe on the internet and in digital spaces.	<ul style="list-style-type: none"> • LGUs • Barangay Councils for the Protection of Children (BCPCs) • NGOs
"Bridging Voices: A Parent-Child Dialogue"	A child-friendly and inclusive seminar that fosters open dialogue between parents and children. The event encourages children to ask questions, learn about their rights, and express themselves in a safe and supportive environment. It also empowers parents to listen actively and better understand the real issues and needs of their children, promoting shared learning and meaningful participation for both.	<ul style="list-style-type: none"> • LGUs • NGOs • Child Rights Advocates
"Gabay Magulang: Parenting for the Digital Age"	A workshop complete with resources designed to guide parents and guardians in navigating the digital world alongside their children. It offers tools, strategies, and knowledge to help them support and protect their children from online threats.	<ul style="list-style-type: none"> • LGUs • Child-Focused Organizations
FOR SCHOOL AND EDUCATION SECTOR		
"Nationwide CyberSafety Caravan"	This aims to teach children and school personnel regarding safety in digital spaces, recognizing red flags when accessing online applications or websites, the reporting mechanisms for probable incidents of OSAEC, and identifying online behaviors of possible perpetrators. Schools, private organizations, and local	<ul style="list-style-type: none"> • DepEd • LGUs • Law Enforcement Agencies • NGOs

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	government units may reach out to national government agencies, including law enforcement agencies in organizing a CyberSafety Caravan.	
"Training of Trainers on OSAEC-CSAEM Prevention"	This aims to train adults to facilitate future activities relevant to OSAEC-CSAEM prevention and empower adult participants as champions in the school and within the community.	<ul style="list-style-type: none"> • DepEd • LGUs • Law Enforcement Agencies • NGOs
"TechTalk Seminar for Parents-Teachers Associations"	The Seminar aims to help parents, guardians, and teachers how to build trust and create open communication with children in terms of their digital and social media use, and how to set healthy screen time and use of digital media.	<ul style="list-style-type: none"> • DepEd • LGUs • Law Enforcement Agencies • NGOs
FOR CHILDREN		
"E-Desk: An Online Platform to Express Children's Voice"	A safe and accessible digital platform where children can freely share their thoughts, experiences, and concerns regarding online safety and exploitation. E-Desk promotes child participation, helping amplify their voices in shaping protective policies and initiatives.	<ul style="list-style-type: none"> • Barangay Councils for the Protection of Children (BCPCs)
"Project KABATAAN: Kaligtasan sa Bagong Teknolohiya At Aksyon Laban sa Exploitation"	A child-led and child-focused workshop where children are empowered to understand their rights, recognize online threats, and take proactive steps to protect themselves and others from exploitation in the digital world. The workshop includes interactive discussions, storytelling, role-playing activities, and creative expression to help children engage meaningfully with the issues and develop practical solutions in a safe and supportive environment.	<ul style="list-style-type: none"> • Sangguniang Kabataan (Organizers) • Child Representatives of Local Councils for the Protection of Children (LCPCs)
"Heart of the Digital Age: An Online Art Exhibit Depicting the Dangers and Measures for OSAEC-CSAEM"	The online art exhibit aims to both raise awareness on dangers and measures for OSAEC-CSAEM and empower children to express themselves through art.	<ul style="list-style-type: none"> • Sangguniang Kabataan (Organizers) • Child Representatives of Local Councils for the Protection of Children (LCPCs)
"Mental Health Talk: Youth Voices and Peer Support"	A one-time community-based event aimed at promoting children's mental health and emotional well-being through accessible and youth-friendly support systems. The activity will feature the presence of a guidance counselor who can provide professional insights and resources on mental health. To make the discussion more relatable and engaging, a child or youth advocate will also participate, helping to foster a peer-to-peer	<ul style="list-style-type: none"> • BCPCs • Barangay Health Workers • Youth Councils • NGOs

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	approach. By hearing from both professionals and peers, children are encouraged to open up, feel heard, and help normalize conversations about mental health within their community.	
a) Interactive Learning Game Stations	This is designed as a series of interactive game stations where children can exercise their right to play while building awareness on how to protect themselves from OSAEC-CSAEM. This can be set-up as an outdoor or an indoor game where children can go explore each booth dedicated to teaching them the dangers of emojis and internet slang or abbreviations, spot the danger in online interactions using puzzles or flashcards, and where to seek help.	<ul style="list-style-type: none">• LGUs (LCPCs)• Schools• NGOs
FOR GENERAL PUBLIC AND DIGITAL COMMUNITY		
"#LigtasNaBata: A Month-Long Social Media Campaign Against OSAEC-CSAEM"	<p>A month-long digital advocacy campaign dedicated to raising awareness about Online Sexual Abuse and Exploitation of Children and Child Sexual Abuse and Exploitation Materials (OSAEC-CSAEM). The campaign will use social media platforms to spread accurate information, promote child safety online, and encourage reporting of abuse.</p> <p>Through child-friendly visuals, survivor-informed messages, and the involvement of youth advocates and digital influencers, the campaign aims to make the conversation accessible and engaging.</p>	<ul style="list-style-type: none">• Child Advocates• Youth Groups• NGOs• LGUs

COMPLEMENTARY AND SUPPORTING ACTIVITIES

ACTIVITY	PURPOSE / DESCRIPTION	INSTRUCTIONS	SCHEDULE
Registration of 2025 NCM activities	To include 2025 NCM activities in the official master calendar.	Register via: tinyurl.com/25ncmroa1	03 October 2024 (FRIDAY)
Recitation of Panatang Makabata	To recite the Panatang Makabata in all Monday Flag-Raising Ceremonies and opening programs of every NCM activity.	<ol style="list-style-type: none">1. "Reference Materials and Resources" section on the next pages to access copies of the Panatang Makabata.2. All national and regional government agencies, local government units (i.e. province, city, municipality, barangay), schools, non-government units, and other institutions and sectors are encouraged to video-record the recitation of Panatang Makabata and share it to the	All Monday Flag-Raising Ceremonies and Opening Programs of every NCM activity.

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		Council for the Welfare of Children (CWC) by: <ul style="list-style-type: none"> • Tagging the CWC Page; or • Emailing it to paio@cw.gov.ph 	
#BlueKadaBiyernes Advocacy Campaign	The <i>bluekada</i> is our BARKADAHAN, to inspire good influence to our children and better advocate for their rights, collectively. This aims to revamp the idea of <i>barkadahan</i> to something positive through collective action towards child rights promotion. Hence, the root word <i>bluekada</i> .	Everyone is enjoined to wear blue-colored clothing every Friday of November to show support for the month-long celebration. Organizations wearing this are requested to: <ol style="list-style-type: none"> 1. Capture a group photo wearing blue-colored clothing 2. Upload the photo to your organization's official Facebook Page 3. Tag or mention the Council for the Welfare of Children Facebook Page 4. Use the hashtag #BlueKadaBiyernes in your caption. 	All FRIDAYS of November

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RECOMMENDED COMMUNICATION MATERIALS AND TOOLS

1. OFFICIAL HASHTAGS

- #2025BuwanNgMgaBata
- #EndOSAECSCSAEM
- #SafeSpacesForChildrenPH

2. KEY MESSAGES (For captions, talking points, content)

a. For Children

- i. Even online, you deserve to be safe, respected, and supported.
- ii. Abuse is abuse, even without physical contact.
- iii. Feeling uncomfortable online or offline and recognizing the problem is a significant step to seek help and protection

b. For Parents / Guardians / Caregivers

- i. Parents are the children's first line of protection online and in the real world.
- ii. No parent should allow harm to happen to children, whether online or offline.
- iii. Be curious but not controlling of your child's online activities. Guide them with protective behaviors online and offline.

c. For Duty-Bearers and Communities

- i. Every policy, program, decision, and action must serve for the best interest of the child.
- ii. Learn how to recognize, respond, and refer, especially for potential signs of distress and abuse among children online and offline.
- iii. When Local Government Units (LGUs) invest in the promotion and protection of children's rights, exploitation ends and child-friendly local governance happens.

d. For the General Public

- i. Children who are in difficult situations may not always speak up due to fear, deception, or necessity. Listen to them without judgement.
- ii. Child protection is everyone's responsibility and not just for parents.
- iii. A child-friendly Philippines observes, listens, and acts before any harm is committed.

3. SAMPLE COMMUNICATION MATERIALS

TOOL	PURPOSE	TARGET AUDIENCE
Poster / Infographics	To raise awareness on OSAEC-CSAEM, reporting channels, and referral pathways	General public
Social Media Cards	To explain the predatory emojis, slangs, and acronyms used to harm or exploit children	Parents, adult caregivers
Facebook Reels, Instagram Stories, Tiktok	To explain what OSAEC/CSAEM and how to spot signs or red flags	General public
Flyers / brochures	To teach online safety practices and protective behaviors offline	Children, parents
Creative pledge walls	To install in schools or barangays to show a shared commitment in ending OSAEC-CSAEM	Schools, barangays
AVP/Short Videos	To explain this year's NCM theme or highlight calls to action	General public
Jingles	To use catchy tunes, melodies, and lyrics which can help remember what is OSAEC-CSAEM is, where to report, and how to stay safe	Children

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FEEDBACK AND REPORTING

Feedback and reporting mechanisms aim to help us identify whether all NCM activities, including your organizational or institution-level activities, were aligned with our objectives, what's working, what needs improvement, and how to keep our target audiences engaged for activities or celebrations

WHERE TO DOWNLOAD TEMPLATE: LINK FOR CREATION

WHEN TO SUBMIT: 19 December 2025 (FRIDAY)

WHERE TO SUBMIT: saio@cwc.gov.ph

POST-ACTIVITY REPORT FOR THE 2025 NATIONAL CHILDREN'S MONTH	
BASIC INFORMATION	
Name of Organization/ Institution:	
Organization or Institution Type (e.g. School, LGU, Government Agency, NGO/CSO, Child/Youth Organization)	
Activity Title	
Activity Date/s	
Activity Location/Venue	
Mode of Delivery (e.g. Face to face, online, hybrid)	
ACTIVITY OVERVIEW	
Brief Description of the Activity (What was done, for whom, and why?)	
Objectives of the Activity	
PARTICIPANTS' PROFILE	
Total Number of Participants	
Sex Disaggregated Data (Provide breakdown and/or Write NA if not applicable)	<ul style="list-style-type: none"> Female: Male: Non-binary/ Gender Diverse: Prefer not to say:
Age Groups (Provide breakdown and/or Write NA if not applicable)	<ul style="list-style-type: none"> Children (Below 18): Adults (18+):
Sectors (Provide breakdown and/or Write NA if not applicable)	<ul style="list-style-type: none"> Persons with Disability: IP/Indigenous Background:
Affiliations (e.g. students, teachers, parents, barangay staff, youth leaders, NGOs, etc.)	
ACTIVITY RESULTS	
TARGETS (What did you hope to achieve)	ACTUAL RESULTS (What was achieved during or after the activity)
•	•
•	•
•	•
Key Achievements (if different or exceeded expectations)	
IMPLEMENTATION OVERVIEW	
Challenges Faced (logistics, attendance, technical, etc.)	
Lessons Learned (what worked well, what can be improved)	
Suggestions or Next Steps (recommendations for future similar activities, plan to follow up, replicate, or recommend improvements)	
GENERAL FEEDBACK (Summarize key comments, reactions, or evaluation results)	

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POST-ACTIVITY REPORT FOR THE 2025 NATIONAL CHILDREN'S MONTH
ACCESS TO EVENT PHOTOS <i>(Attach photos or provide link where to access photo documentation)</i>

Prepared by:

[SIGNATURE]
NAME
Designation
Organization

Noted and approved by:

[SIGNATURE]
NAME
Designation
Organization

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REFERENCE MATERIALS AND COLLATERALS

MATERIAL	SOURCE	AS OF DATE	WHERE TO ACCESS
a) Compendium of Laws on Children	Council for the Welfare of Children	2022	tinyurl.com/22cwcc1c
b) 4 th National Plan of Action for Children	Council for the Welfare of Children	2023	tinyurl.com/23cwc4thnpac
c) Enhanced Guidebook on Child Participation in the Philippines	Council for the Welfare of Children	2023	tinyurl.com/24cwcmediaguide
d) Enhanced Guidelines on the Media Reporting / Coverage of Children	Council for the Welfare of Children	2024	FOR LINK CREATION
e) 15-Second Teaser Video and Templates for collaterals (e.g, banners, social media cards, shirts)	Council for the Welfare of Children	2025	tinyurl.com/25ucmcollaterals1
f) Panatang Makabata (38 Philippine native language translations)	Council for the Welfare of Children	2020	tinyurl.com/25ncmcollaterals1
g) Template for Post-Activity Report	Council for the Welfare of Children	2025	tinyurl.com/25ncmpar1

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**1
 RESOURCE LIST**

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<https://dohi.chr.gov.ph/wp-content/uploads/2025/03/26172916/Human-Rights-Situation-Report-Addressing-Online-Sexual-Abuse-and-Exploitation-of-Children-in-the-Philippines-CHR-VI-No-POL-2025-005.pdf>
- Council for the Welfare of Children. (2025). *Guide for Media Practitioners on the Reporting and Coverage of Children*.
<https://cwc.gov.ph/guide-for-media-practitioners-on-the-reporting-and-coverage-of-children/>
- Council for the Welfare of Children & UNICEF. (2016). *National baseline study on violence against children: Philippines*. <https://cwc.gov.ph/researches/>
- DataReportal. (2024). *Digital 2024: The Philippines*. DataReportal.
<https://datareportal.com/reports/digital-2024-philippines/>
- ECPAT, INTERPOL, & UNICEF. (2022). *Disrupting Harm in the Philippines*.
https://www.unicef.org/infocentre/media/5186/file/Philippines_Report_2022.pdf
- International Justice Mission & University of Nottingham Rights Lab. (2023). *Scale of Harm Research Method, Findings, and Recommendations: Estimating the Prevalence of Trafficking to Produce Child Sexual Exploitation Material in the Philippines*.
https://imjmission.org/wp-content/uploads/2023/06/Scale_of_Harm_2023_Full_Report_3F32263a9.pdf
- UN Convention on the Rights of the Child. (n.d.). *The United Nations Convention on the Rights of the Child*. Unicef UK.
<https://www.unicef.org/uk/wp-content/uploads/2016/08/unicef-convention-rights-child-uk-ccc.pdf>
- UNICEF. (2017). *State of the World's Children 2017: Children in a Digital World*. UNICEF.
https://www.unicef.org/media/48981/file/SOWC_2017_FTV3.pdf

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