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Republic of the Philippines
COUNCIL FOR THE WELFARE OF CHILDREN

MEMORANDUM

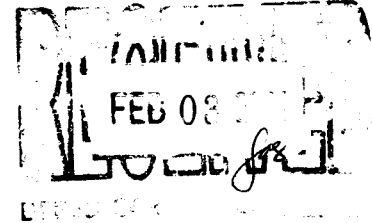
FOR : REGIONAL COMMITTEES AND SUBCOMMITTEES FOR THE WELFARE OF CHILDREN (RC/SCWCs)

ATTENTION : CWC REGIONAL COORDINATORS

FROM : THE EXECUTIVE DIRECTOR
Council for the Welfare of Children

SUBJECT : NATIONAL AWARENESS WEEK ON THE PREVENTION OF CHILD SEXUAL ABUSE AND EXPLOITATION: FEBRUARY 8-14, 2021

DATE : 02 February 2021



The Council for the Welfare of Children (CWC) through its Sub-Committee on Sexual Abuse and Commercial Sexual Exploitation of Children (SC-SACSEC) spearheads the annual conduct of the National Awareness Week for the Prevention of Child Sexual Abuse and Exploitation by virtue of Proclamation No. 731 s. 1996. For this year, it will be carried out with a theme, **WE MUST PROTECT BOYS JUST AS WE PROTECT GIRLS.**

For the kick-off celebration on 8 February, an **online film screening** featuring **John Denver Trending** moviewill be conducted. The film screening can be a powerful and engaging educational tool, and a great way to raise awareness on issues affecting children and to get people involved in a wider social movement—in this case, featuring John Denver Trending an internationally acclaimed Filipino film that mirrors the pressing issues of cyberbullying and mental health among children and adolescents, as well as the role of community in their development. The film will be a medium for which protection of boys will be underscored. A mental health expert will be tapped to process the discussion and ensure that key child protection messages will be reiterated among the audience.

A soft launch of the **Blue Umbrella Day (BUD)** will also take place in support to an international movement aimed at protecting boys that emerged out of a cross country study that included India, Guyana, Paraguay and the Philippines. Initiated by Family for Every Global Alliance's member countries, BUD is part of a wider programme of work tackling sexual violence affecting boys that stemmed from this study.

The support to BUD is relevant to the findings of the 2016 National Baseline Study on Violence Against Children which, revealed that the total prevalence of all forms of violence against children is at 80%, with boys at 81.5% and girls, 78.4%.

Given this, **we would like to request for your support in disseminating information about this activity. Specifically, by inviting duty bearers and/or service providers from your partner stakeholders.** To join the kick-off activity, they may register through this link: https://cwc-gov-ph.zoom.us/webinar/register/WN_1GBFJ5hQT9-j0Wf53B03Ow. All social media promotion and advocacy materials relative to this activity can be accessed through the CWC Official Facebook page: <https://www.facebook.com/CWCgovph> or Google drive link: bit.ly/CSAAW2021. Attached for your reference are the copies of Program of Activities for the kick-off event and Proclamation 731 s. 1996.



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Finally, we would also like to encourage you to conduct relevant activities to continuously raise awareness on the issue of sexual abuse and exploitation that continue to affect children. These may lead to policy and program recommendations that will eventually make the child protection systems better for children.

For any questions and/or clarifications, you may coordinate with Ms. Renci C. Mendoza of the CWC Policy and Planning Division (ppd@cwc.gov.ph); Mr. Josh Principio of CWC Public Affairs and Information Office (paio@cwc.gov.ph); or Ms. Jeraldine G. Rey of the Center for the Prevention and Treatment of Child Sexual Abuse (cptcsa20@gmail.com).

Thank you.

MARY MITZI CAJAYON-UY
Undersecretary/Executive Director V

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Republic of the Philippines
DEPARTMENT OF EDUCATION
Cordillera Administrative Region

February 5, 2021

To : **Schools Division Superintendents**
All Division

For information, guidance & dissemination.

ESTELA L. CARIÑO EdD, CESO IV
Regional Director

ESSD/EHM/jbb

**2021 Child Sexual Abuse Awareness Week
Kick Off Activity
February 8, 2020 | 8:30AM**

**Theme:
WE MUST PROTECT BOYS JUST AS WE PROTECT GIRLS**

Session 1		
TIME	ACTIVITY	SPEAKER/RESOURCE PERSON
8:30AM	Playing of Information Videos on Child Protection	GOOD BOY, VAC
9:00AM	Opening Amenities <ul style="list-style-type: none"> • Opening Prayer • National Anthem 	VIDEO
9:10AM	Opening Remarks and Inspirational Message:	<ul style="list-style-type: none"> • Mary Mitzi Cajayon-Uy Undersecretary/Executive Director V
Soft Launching of Blue Umbrella Day Campaign		
9:15AM	<ul style="list-style-type: none"> • Caring for Boys: Philippine Study 	<ul style="list-style-type: none"> • Ms. Lois Engelbrecht, PhD Founding Board, CPTCSA
9:25AM	<ul style="list-style-type: none"> • Blue Umbrella Day: International Campaign 	<ul style="list-style-type: none"> • Ms. Lopa Bhattacharjee Family for Every Child
9:35AM	<ul style="list-style-type: none"> • Blue Umbrella Day: Local Campaign 	<ul style="list-style-type: none"> • Ms. Zenaida Rosales Executive Director, CPTCSA
Session 2		
9:45AM	Short Background of the Film	
9:45AM	<ul style="list-style-type: none"> • Message and Introduction of Film Concept 	<ul style="list-style-type: none"> • Dir. Arden Rod B. Condez Film Director
9:55AM	Film Showing: <ul style="list-style-type: none"> • John Denver Trending 	
11:25PM	Reaction, Question and Answer	
11:40PM	Processing/Debriefing	<ul style="list-style-type: none"> • Mr. Ronald Del Castillo, PsyD, MHP Fellow, Royal Society for the Public Health Associate Professor, Public Health, Mental Health, and Health Policy – UP Manila
12:10PM	Closing Message	<ul style="list-style-type: none"> • DSWD