



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

February 19, 2021

DIVISION MEMORANDUM

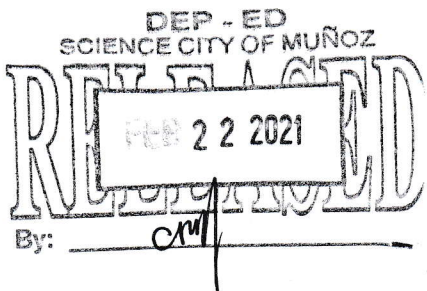
No. 73, s. 2021

PROMOTION AND DISSEMINATION OF #KIDSPROTECTKIDS CAMPAIGN

To: All Public and Private Elementary and Secondary School Heads
All Supreme Pupil and Student Government Advisers and Officers

1. Pursuant to OUA Memo 00-0221-0069 dated February 5, 2021, entitled Promotion and Dissemination of #KidsProtectKids Campaign, the Schools Division Office through the Division Youth Formation Coordinator is requesting all Supreme Pupil Government (SPG) and Supreme Student Government (SSG) Advisers and Officers to support and assist in promoting and disseminating this campaign.
2. Attached herewith is the campaign details for reference. #KidsProtectKids Campaign Album can also be accessed through DepEd Tayo-Youth Formation-Schools Division Office-Science City of Munoz.
3. For clarifications, you may contact the Division Youth Formation Coordinator through cellphone number 0917 580 7468.
4. Immediate and wide dissemination of this memorandum is highly desired.

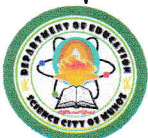
DANTE G. PARUNGAO, CESO VI
Officer-in-Charge
Office of the Schools Division Superintendent



JSP/SGOD2021

Loyal, Excellent, Accountable and Dedicated to Service

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DSCM-QMS-QMR-QSF-008 Rev.04 (01.31.20)





OUAD00-0221-00 69
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Republika ng Pilipinas
Kagawaran ng Edukasyon
Tanggapan ng Pangalawang Kalihim

OUA MEMO 00-0221-0069
MEMORANDUM
05 February 2021

For: **Regional Directors and BARMM Education Minister**
Schools Division Superintendents
Regional and Division Youth Formation Coordinators
Supreme Student/Pupil Government Advisers
All Others Concerned

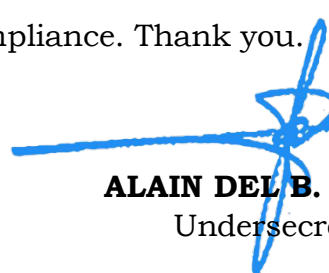
Subject: **PROMOTION AND DISSEMINATION OF**
#KidsProtectKids CAMPAIGN

Founded on the idea that children have the power to protect themselves and their fellow kids, the Save the Children Philippines is spearheading the **#KidsProtectKids Campaign**.

In this regard, the Office of the Undersecretary for Administration (OUA) is requesting offices concerned and all Supreme Student Government (SSG) and Supreme Pupil Government (SPG) officers to support and assist in promoting and disseminating the campaign. Please see attached Program for reference.

For more information, questions or concerns, please contact Mr. Adolf P. Aguilar, Chief of Bureau of Learner Support Services-Youth Formation Division (BLSS-YFD), at 0915 566 9717 or email at blss.yfd@deped.gov.ph (cc: Clarence S. Canton, Guidance Service Specialist II at clarence.sarmiento@deped.gov.ph) and Edna Fe Ramirez, Child Protection Officer of Save the Children at 0956 841 8455 or email at Edna.Ramirez@savethechildren.org.

For immediate dissemination and compliance. Thank you.


ALAIN DEL B. PASCUA
Undersecretary



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of Major Programs



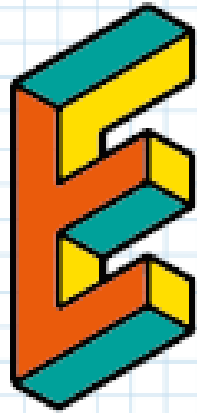
Office of the Undersecretary for Administration (OUA)

[Administrative Service (AS), Information and Communications Technology Service (ICTS), Disaster Risk Reduction and Management Service (DRRMS), Bureau of Learner Support Services (BLSS), Baguio Teachers Camp (BTC), Central Security & Safety Office (CSSO)]

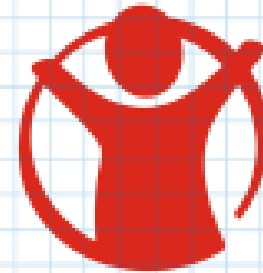
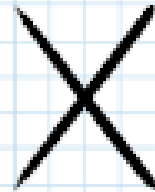
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Save the Children



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**Save the
Children**

CREATIVE INSIGHT

Young people are great at creating movements online,
a space where they are also under threat.

What if we could harness this power
to create greater awareness of these dangers?

#KidsProtectKids

A campaign that encourages **#Kids** to **#Protect** themselves and their fellow **#Kids**.

Because when the world sees children take matters in their own hands, *it has no other choice but to see and hear them.*

#KidsProtectKids

This campaign has 12 engaging online quizzes that aims to generate awareness on child protection, online safety, and protective measures that children can take to better protect themselves.



THEMES

**Children's Rights with emphasis
on the right to child protection**

**Physical and Humiliating
Punishments and Positive Discipline**

**OSAEC (Online Sexual Abuse and
Exploitation of Children)**

Reporting and Referral Mechanisms



QUIZ 1

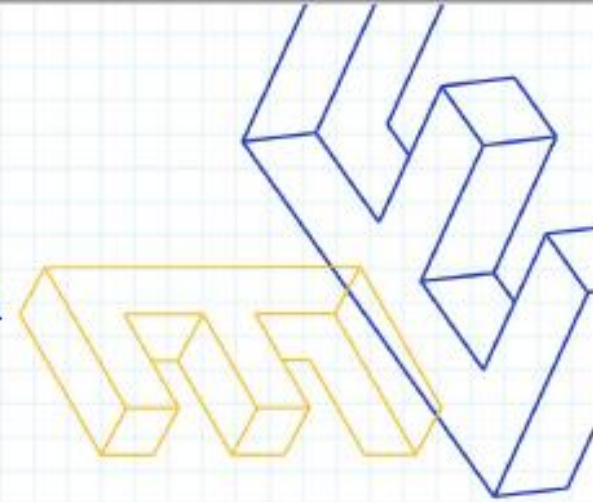
What's Your Self-Protection Score?

Published November 18, 2020

<https://portal.edukasyon.ph/blog/whats-your-self-protection-score>



Kung naaalagaan mo ang sarili mo, mas makakatulong ka sa iba. In the Council for the Welfare of Children's National Baseline Study on Violence against Children published in 2016, 80% of the respondents reported experiencing some form of violence (physical, psychological, or sexual) in their lifetime.

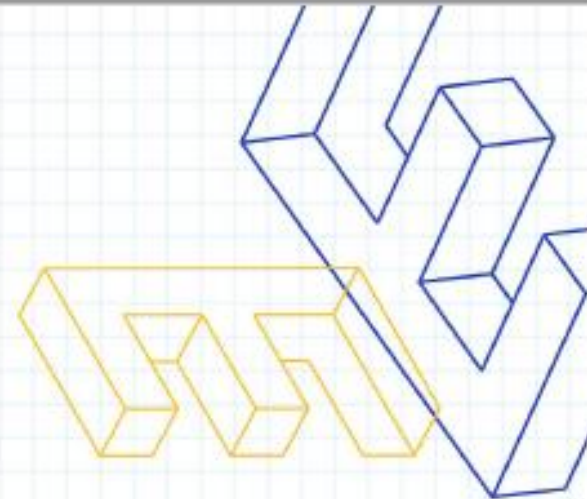


QUIZ 2

Know Your Discipline!

Published November 18, 2020

<https://portal.edukasyon.ph/blog/know-your-discipline>



If you weren't aware of it yet, children are very impressionable. They learn very fast and without the proper guidance, they might be learning the wrong things.

Kailangan maipaliwanag sa kanila ang tama sa hindi, pero kahit sa pagpapaliwanag, may tama at maling paraan. This is where the importance of positive discipline comes in.

QUIZ 3

There's an Online Predator Among Us

Published November 19, 2020

<https://portal.edukasyon.ph/blog/theres-an-online-predator-among-us>



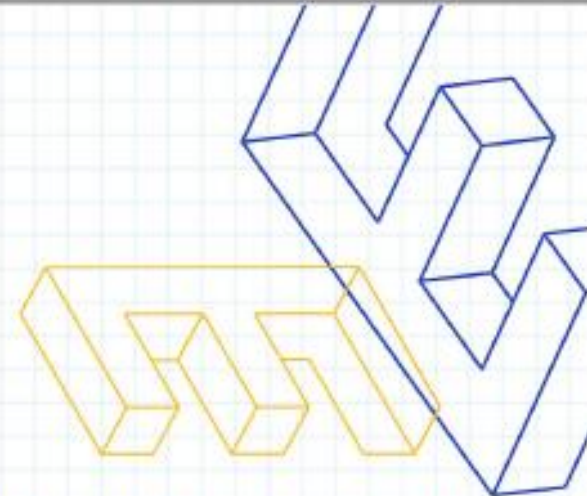
Sextortion. Scandals. Leaked nudes. Ito ay mga form ng Online Sexual Abuse and Exploitation of Children. As of 2015, there were 1,465 reported victims of trafficking, and with better access to new technology, cyber violence against children has also emerged as a serious threat to the safety of young people in the Philippines.

QUIZ 4

Who 'Ya Gonna Call?

Published November 24, 2020

<https://portal.edukasyon.ph/blog/who-ya-gonna-call>



Sometimes situations can get out of hand and it becomes time to raise the concern to proper authorities-sometimes parents, sometimes teachers, other times government entities.

Pero sa dami ng mga hotline na mahahanap mo sa internet, who do you call for what case? Take this quiz to see if you know who to call for help when you need it:

QUIZ 5

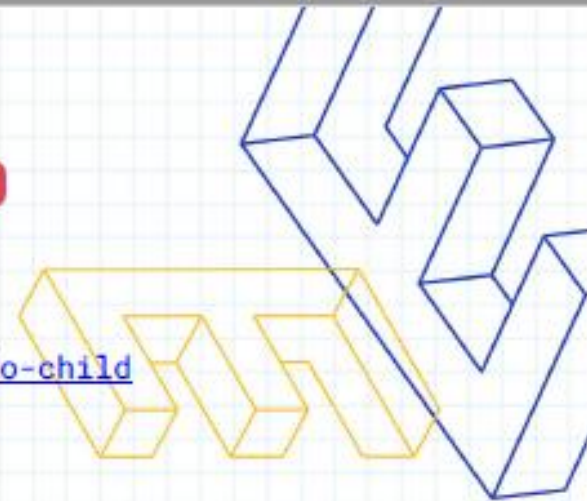
How Woke Are You When It Comes to Children's Issues?

Published November 24, 2020

<https://portal.edukasyon.ph/blog/how-woke-are-you-when-it-comes-to-childrens-issues>



Being aware of all the injustices in the world can be heavy, but it's exactly what we need to be able to bring change. Amplifying the voices of people who continue to be oppressed is what it means to be "woke". Although it comes with negative connotations, wala namang masama sa pagiging bokal sa katotohanan. As long as may kasamang gawa, makakatulong ka.



QUIZ 6

Tell Us About the Most Common App You Use, and We'll Tell You Its Most Common Threats

Published November 24, 2020

<https://portal.edukasyon.ph/blog/tell-us-about-the-most-common-app-you-use-and-we'll-tell-you-its-most-common-threats>



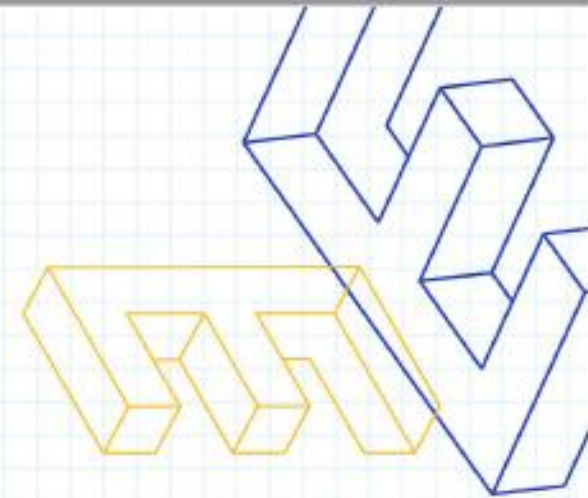
The digital transformation has changed our lives in more ways than one. It's given us the chance to connect better and deal with daily matters in the most convenient ways. We can order food with just a few taps, and an entire birthday party can be planned with just chat messaging. One of the most innovative inventions today is the mobile, which now connects us in every possible way. Our mobile devices are fully decked with the coolest apps, including our favorite social media videos.

QUIZ 7

Who Is Your Safe Person?

Published December 4, 2020

<https://portal.edukasyon.ph/blog/who-is-your-safe-person>



Nothing compares to the feeling of being with the people you trust the most after a long day. You may have failed that quiz you've studied hard for, but your best friend promised to buy you ice cream to celebrate anyway. Your mom or dad listens to your rants about your sister with an open mind, carefully considering what your younger sister did to your drawing.

QUIZ 8

Punishments and Positive Discipline: How Emotionally Safe is Your Safe Space?

Published December 4, 2020

<https://portal.edukasyon.ph/blog/punishments-and-positive-discipline-how-emotionally-safe-is-your-safe-space>



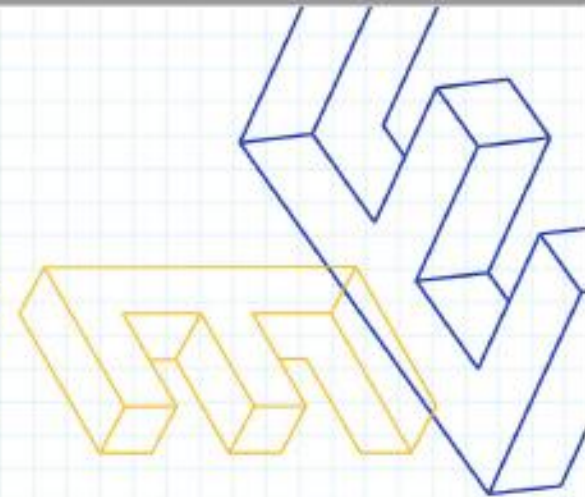
When it comes to discipline in the Filipino scene, the image of mothers with their trusty tsinelas is iconic. And while the quite violent tendencies of discipline have become a subject of laughter and fun (think: countless memes and TikTok videos!), some kids grow up vulnerable and emotionally scarred. Physical punishment is a common occurrence with children, which happens due to centuries of "traditional" beliefs of upbringing. In other words, okay lang daw mapalo dahil pagdidisiplina lang 'yon!

QUIZ 9

How Well Do You Know Our Rights?

Published December 4, 2020

<https://portal.edukasyon.ph/blog/how-well-do-you-know-our-rights>



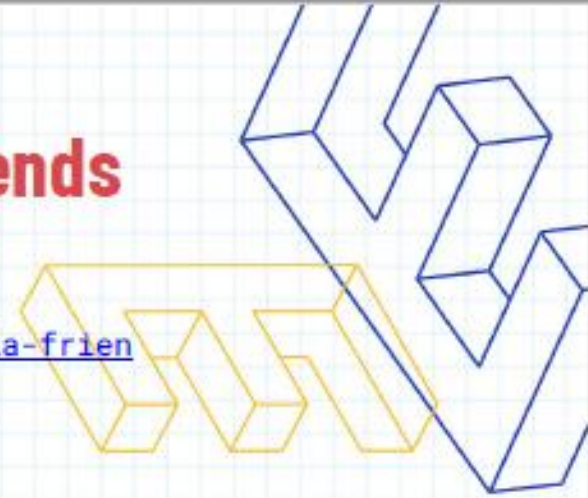
Before you take on another round fighting for today's biggest social issues (saludo kami sa'yo!), why not take this moment to pause and check yourself on issues that hit close to home: yours. Dahil mahalaga ang mga karapatan mo, hindi ba mahalaga ring alam mo ang mga ito?

QUIZ 10

Do You Know Who Your Social Media Friends Are?

Published December 9, 2020

<https://portal.edukasyon.ph/blog/do-you-know-who-your-social-media-friends-are>



DO YOU KNOW WHO YOUR (SOCIAL MEDIA) FRIENDS ARE?



There's a famous saying that goes, "Tell me who your friends are and I'll tell you who are." Well, we'd like to propose an updated version of that: "Tell me who your social media friends are and I'll tell you how safe you are online." And that's a fact!

QUIZ 11

Fine or Sign: Can you catch clues of child exploitation online?

Published December 9, 2020

<https://portal.edukasyon.ph/blog/fine-or-sign-can-you-catch-clues-of-child-exploitation-online>



Social media is a great platform to stay connected with family and friends. Just one post and you're updated how they are! But can you spot the difference between a meme and a cry for help?

A 2016 study reveals that 8 out of 10 Filipino children and youth experienced some form of violence at home, in school, or in their community. That's way more than half! At siguradong lahat sila gustong humingi ng tulong, only if they know how. Others send subtle signs online.

QUIZ 12

Asking For A Friend: Bakit ka dinidisciplina?

Published December 11, 2020

<https://portal.edukasyon.ph/blog/asking-for-a-friend-bakit-ka-dinidisciplina>



Choose your weapon: tsinelas, belt o hanger?

If you grow up with positive discipline, hindi mo kailangan mamili! Hindi dahil hindi ka na dinidisciplina ng magulang mo pero dahil merong ibang paraan ng pagdidisciplina na walang pananakit o pananakot. Your weapon of choice? Open communication, healthy boundaries, and mutual trust and respect with the adults around you—especially your parents.

Quiz No.	Title	Quiz Link
Quiz 1	What's Your Self-Protection Score	https://portal.edukasyon.ph/blog/whats-your-self-protection-score
Quiz 2	Know Your Discipline!	https://portal.edukasyon.ph/blog/know-your-discipline
Quiz 3	There's an Online Predator Among Us	https://portal.edukasyon.ph/blog/theres-an-online-predator-among-us
Quiz 4	Who Ya' Gonna Call	https://portal.edukasyon.ph/blog/who-ya-gonna-call
Quiz 5	How Woke Are You?	https://portal.edukasyon.ph/blog/how-woke-are-you-when-it-comes-to-childrens-issues
Quiz 6	Tell Us About the Most Common App You Use, and We'll Tell You Its Most Common Threats	https://portal.edukasyon.ph/blog/tell-us-about-the-most-common-app-you-use-and-well-tell-you-its-most-common-threats
Quiz 7	Who Is Your Safe Person	https://portal.edukasyon.ph/blog/who-is-your-safe-person
Quiz 8	Punishment and Positive Discipline: How Emotionally Safe is Your Safe Space?	https://portal.edukasyon.ph/blog/punishments-and-positive-discipline-how-emotionally-safe-is-your-safe-space
Quiz 9	How Well Do You Know Our Rights	https://portal.edukasyon.ph/blog/how-well-do-you-know-our-rights
Quiz 10	Do You Know Who Your Social Media Friends Are?	https://portal.edukasyon.ph/blog/do-you-know-who-your-social-media-friends-are
Quiz 11	Fine or Sign: Can you catch clues of child exploitation online?	https://portal.edukasyon.ph/blog/fine-or-sign-can-you-catch-clues-of-child-exploitation-online
Quiz 12	Asking for a Friend, Bakit ka Dinidisciplina	https://portal.edukasyon.ph/blog/asking-for-a-friend-bakit-ka-dinidisciplina

#KidsProtectKids



THANK YOU



Save the Children