



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
CITY SCHOOLS DIVISION OF BIÑAN CITY

17 Feb 2021

DIVISION MEMORANDUM

No. 054, s. 2021

PROMOTION AND DISSEMINATION OF #KidsProtectKids CAMPAIGN

To : Assistant Schools Division Superintendent
Chief, School Governance and Operations Division
Chief, Curriculum Implementation Division
All School Heads

1. Relative to OUA Memo No. 00-0221-0069 re: Promotion and Dissemination of #KidsProtectKids Campaign, this Office, through the Youth Formation Section of the School Governance and Operations Division, directs all SSG and SPG officers to support and assist in promoting and disseminating the #KidsProtectKids Campaign of Save the Children Philippines.
2. Enclosed are the memorandum and program for reference.
3. For more inquiries, you may contact Mrs. Joyce Valenzuela-Cabantog of SGOD at tel. no. (049) 511-4191.
4. Immediate dissemination of this Memorandum is desired.

EDNA FAURA-AGUSTIN
Schools Division Superintendent





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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



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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Scan the QR Code to view
more information
on the program



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 Humillating
Punishments and Positive Discipline**

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

Reporting and Referral Mechanisms

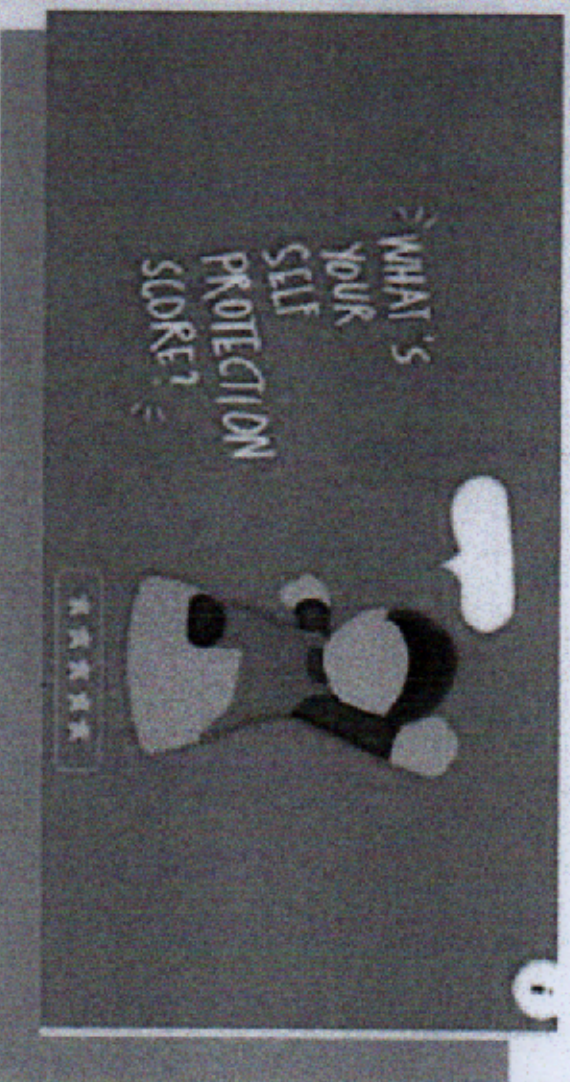


QUIZ 1

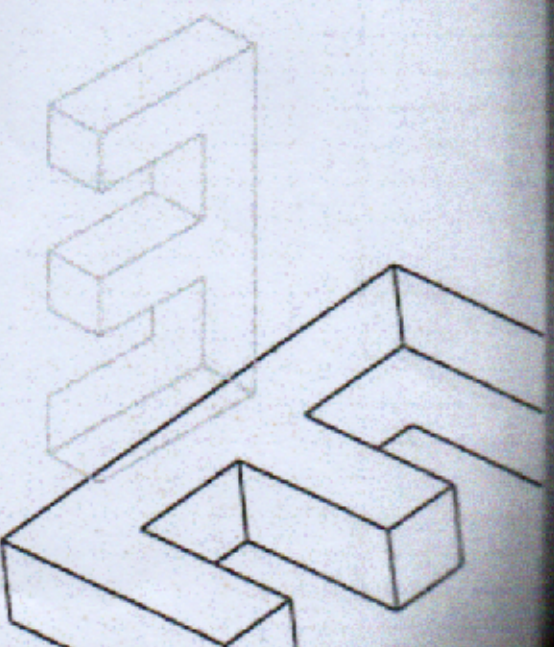
What's Your Self-Protection Score?

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.

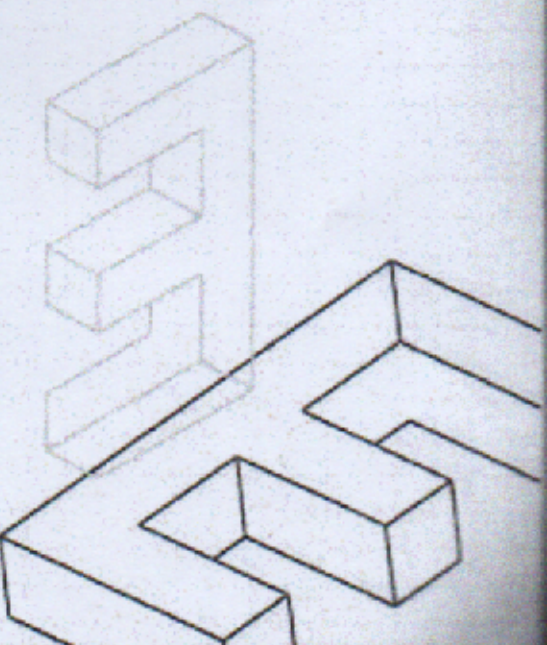


QUIZ 2

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.

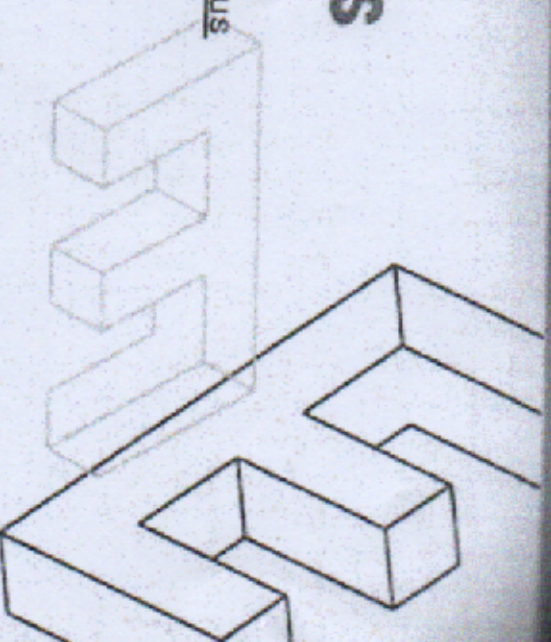
Kailangan maipaliwanag sa kanila ang tama sa hindi, pero kahit sa pagpapaliwanag, may tama at maling paraan. This is where the importance of positive discipline comes in.

QUIZ 3

There's an Online Predator Among Us

Published November 19, 2020

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



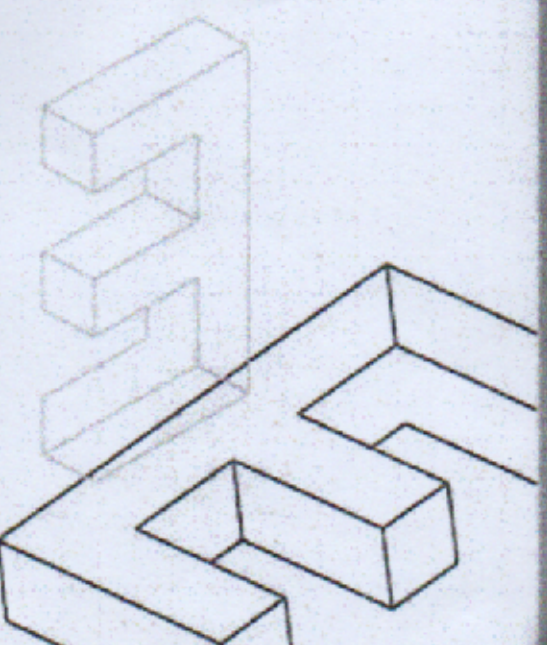
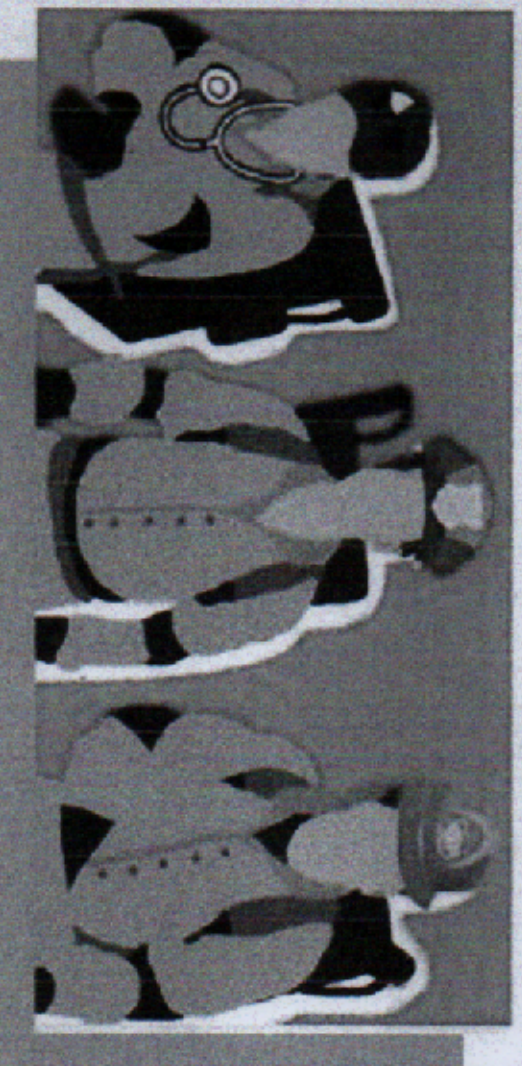
Sexortion. Scandals. Leaked nudes. Ito ay mga form ng Online Sexual Abuse and Exploitation of Children. As of 2015, there were 1,465 reported victims of trafficking, and with better access to new technology, cyber violence against children has also emerged as a serious threat to the safety of young people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

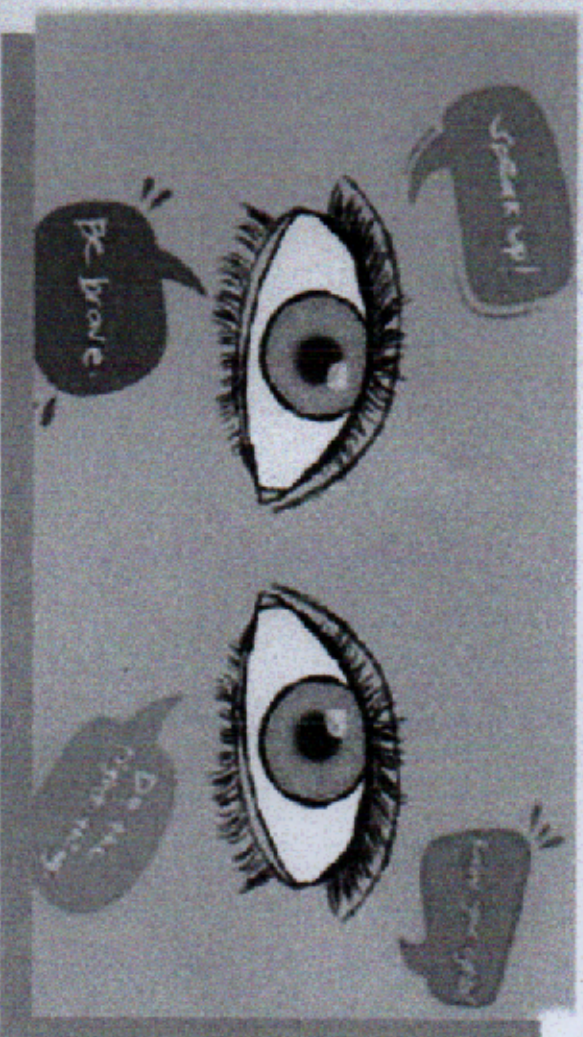
QUIZ 5

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>

rens-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>



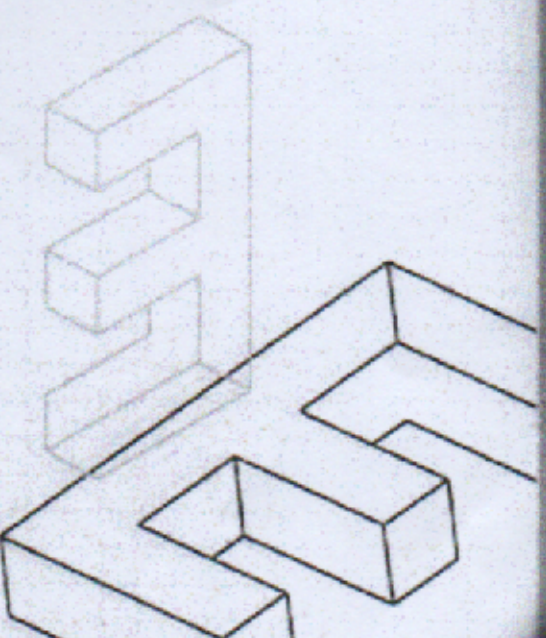
The digital transformation has changed our lives in more ways than one. It's given us the chance to connect better and deal with daily matters in the most convenient ways. We can order food with just a few taps, and an entire birthday party can be planned with just chat messaging. One of the most innovative 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](#)

Anak ka talaga
ng tatay mo!

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!

How Well Do You Know Our Rights?

Published December 4, 2020

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

HOW WELL DO YOU KNOW OUR RIGHTS?



Before you take on another round fighting today's biggest social issues (saludo ka 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?