ANNOUNCEMENT

FOR : HEADS OF CONSTITUTIONAL BODIES, DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT, LOCAL GOVERNMENT UNITS, GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS, AND STATE UNIVERSITIES AND COLLEGES

SUBJECT : 28th National Family Week Celebration

Pursuant to Presidential Proclamation No. 60, s. 1992, the National Committee on the Filipino Family (NCFF), through the Department of Social Welfare and Development (DSWD) will lead the celebration of the 28th National Family Week Celebration with the theme, “Tungo sa Maginhawa, Matatag at Panatag na Pamilyang Pilipino” on September 21-27, 2020.

For this year’s celebration, the NCFF adopted the sub-theme, “Mapagkalingang Pagtugon at Proteksyon sa Bawat Pamilyang Pilipino mula sa Mga Suliranin sa Gitna ng Pandemyang COVID-19” to emphasize the importance of providing Filipino families with compassionate response on economic shocks and protection from violence in the midst of the COVID-19 pandemic.

To promote public awareness in the observance of the event, all government agencies are encouraged to extend their full support through the following activities:

- Simultaneous ringing of bells at 9:00 am, dubbed as “Ring a Family Bell”, on September 21, 2020 as a symbol of nationwide awareness and commitment to commemorate the solidarity and unity of the Filipino Family towards building a resilient family;

- Hanging/Display of the 28th National Family Week Celebration Banner; and,

- Participate in National Family Week Celebration virtual events.

In line with this, all government employees are encouraged to observe the “Kainang Pamilya Mahalaga Day” and spend an early mealtime with their families on September 28, 2020, pursuant to Presidential Proclamation No. 326, s. 2012.
For more information, agencies may coordinate with Mr. Ernesto P. Gimas, DSWD - Social Welfare Officer, at telephone nos. (632) 8 931-8144 and 8 931-8101 local 326 or email at epgimas@dswd.gov.ph.

ALICIA dela ROSA-BALA  
Chairperson  

24 September 2020