



Republic of the Philippines  
**Department of Education**

NOV 25 2024

DepEd MEMORANDUM  
No. **066**, s. 2024

**2024 NATIONAL OBSERVANCE OF THE FILIPINO VALUES MONTH**

To: Undersecretaries  
Assistant Secretaries  
Minister, Basic, Higher, and Technical Education, BARMM  
Bureau and Service Directors  
Regional Directors  
Schools Division Superintendents  
Public and Private Elementary and Secondary School Heads  
All Others Concerned

1. In accordance with Presidential Proclamation No. 479, signed on October 25, 1994, Declaring the Month of November of Every Year as Filipino Values Month and as an enduring commitment of the Department of Education (DepEd) to nurture the fundamental values that define the Filipino identity and character, this year's national observance shall be celebrated with the theme, *Pagsulong ng Bagong Pilipinas: Ang Kabataan Bilang Pundasyon ng Pagbabago*.
2. The overarching aim of celebrating the 2024 Filipino Values Month is to reinforce the importance of our national values in building a stronger and resilient society. The theme emphasizes the aspiration for and support of the agenda of President Ferdinand Romualdez Marcos Jr. on **Bagong Pilipinas**, where learners are recognized as one of the key foundations in creating a progressive nation and sustaining a steady climb to reaching the national goal. The Filipino learners are the country's budding human capital, substantive to the desired transformation as their ideas, daring yet responsible actions, forward-thinking perspectives, and active engagement contribute to a more prosperous and promising future while maintaining the uniquely Filipino, authentic, and positive human values.
3. To actively promote the observance of Filipino Values Month, this Department calls upon DepEd offices at all levels of governance, including private institutions, to thoughtfully design celebration activities aligned with the abovementioned theme and reinforce positive Filipino values.
4. Participation in engaging activities such as integrating values into daily lessons and activities across all learning areas, conducting Values Education sessions (seminars, workshops, and discussions focusing on character education, moral values, and citizenship), organizing poster and slogan-making contests, facilitating essay writing and oratorical contests, engaging in community and outreach programs, and recognizing character awards, is strongly encouraged. Moreover, the infusion of values into other celebrations coinciding with Filipino Values Month, such as National Children's Month, Economic and Financial Literacy Week, Global Warming and Climate Change Consciousness Week, *Araw ng Pagbasa*, National Week for the Gifted and Talented, National Science and Technology Week, and in other co-curricular activities, is highly recommended.

5. The list of suggested activities for the 2024 Observance of the Filipino Values Month is provided in Enclosure No. 2.
6. DepEd offices are responsible for coordinating and overseeing the activities within their respective areas of jurisdictions. It is essential to ensure that these are aligned with the theme and objectives of this celebration. Further, this Department encourages an invitation for collaboration with local government units, community organizations, and other stakeholders to maximize the impact of this observance.
7. The observance of Filipino Values Month shall strictly adhere to DepEd Order No. 9, s. 2005 titled **Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith**.
8. All concerned are earnestly called upon to disseminate information about the said celebration and to actively participate in the events and activities designed to promote character development and values education.
9. The regional offices shall submit a comprehensive report to the **Bureau of Learning Delivery** through email at [bld.tld@deped.gov.ph](mailto:bld.tld@deped.gov.ph) not later than December 31, 2024, using the template provided in Enclosure No. 1.
10. Immediate dissemination of this Memorandum is desired.

By Authority of the Secretary:



  
**GINA O. GONG**  
Undersecretary

Encls.:

As stated

References:

DepEd Order (No. 9, s. 2005)  
DepEd Memorandum No. 101, s. 2022

To be indicated in the Perpetual Index  
under the following subjects:

BUREAUS AND OFFICES  
CAMPAIGN  
CELEBRATIONS AND FESTIVALS  
PROGRAMS  
SCHOOLS  
STUDENTS  
VALUES EDUCATION

Annex A

**REPORT ON THE CONDUCT OF THE  
2024 NATIONAL OBSERVANCE OF THE FILIPINO VALUES MONTH**

<b>NATURE OF THE ACTIVITY/IES</b>	Example: <b>Values and Financial Literacy</b> (Integration of Values during the Economic and Financial Literacy Week)  This engaging session on basic financial responsibility is designed to teach learners essential financial skills alongside core Filipino values, particularly <i>pagiging masinop</i> (frugality) and <i>pagpapalano</i> (planning ahead). The session emphasizes the importance of making mindful financial choices and setting goals, with hands-on activities to reinforce these lessons.
<b>OBJECTIVE/S</b>	
<b>KNOWLEDGE GAINED BY THE LEARNERS</b>	
<b>INVOLVED STAKEHOLDERS</b>	
<b>OBSERVATIONS</b>	
<b>ISSUES / CONCERNS</b>	
<b>RECOMMENDATIONS</b>	

**Prepared and submitted by:**

**Noted by:**

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Signature over printed name  
Designation

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Signature over printed name  
Designation

**Approved by:**

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Signature over printed name  
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*Annex B*

**LIST OF SUGGESTED ACTIVITIES**

The following are the list of suggested activities for the 2024 Observance of National Filipino Values Month:

1. Integrating values into daily lessons and activities across all learning areas
2. Conducting Values Education Sessions
  - seminars,
  - workshops
  - discussions focusing on character education, moral values, and citizenship
3. Organizing Poster and Slogan Making Contests
4. Facilitating Essay Writing and Oratorical Contests
5. Engaging in Community and Outreach Programs
6. Recognizing Character Awards
7. Infusion of values into other celebrations coinciding with Filipino Values Month, such as:
  - National Children's Month
  - Economic and Financial Literacy Week
  - Global Warming and Climate Change Consciousness Week
  - *Araw ng Pagbasa*
  - National Week for the Gifted and Talented
  - National Science and Technology Week
  - other co-curricular activities