



Announcement No. 18, s. 2018

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 : 2018 National Heritage Month Celebration

Presidential Proclamation No. 439, s. 2003, declares the month of May of every year as “**National Heritage Month**”. This year’s theme is “**Pambansang Pagkakaisa Para sa Pamana**”, highlighting the unifying force of a common heritage as a nation and underscoring the need for national unity to ensure that such heritage is preserved for the enjoyment of future generations.

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

- Display of the 2018 National Heritage Month (NHM) official streamer in the agency’s premises including Regional and Field Offices;
- Development, production and distribution of Information, Education and Communication (IEC) materials for 2018 NHM which include collaterals designed by NCCA;
- Uploading of the National Heritage Month advocacy materials in government agencies’ website and social media accounts;
- Participation in the online campaign thread about the observance by uploading photos, news features and other information relative to NHM 2018 using the hashtags: #NHM2018, #ParaSaPamana, and #TagapangalaNgPamana;
- Participation in the online advocacy: #TagapangalagaNgPamana from May 1 to 20, 2018. The said online advocacy is an NCCA initiative through social media enjoining netizens to share their idea of heritage preservation and how they see themselves contributing to this. Participants are requested to post a photo of themselves via Facebook using the official hashtag for the celebration. NCCA will randomly select from pre-evaluated posts and will give a special token of appreciation to selected posts for joining the online initiative;
- Feature the organization’s calendar of activities and activity implementation reports and on the National Heritage Month advocacy materials in their official websites, social media accounts and publications, and send a link of the reports to NCCA through email at sch@ncca.gov.ph; and
- Organize and participate in heritage-related activities such as lecture demonstrations, conferences, fora and exhibits in declared cultural and historical sites. However, it is discretionary on the part of the agency heads to allow their employees to attend on

Bawat Kawani, Lingkod Bayani

official/business time, as provided for under CSC Memorandum Circular No. 43, s. 1993.

Please visit the NCCA website at <http://www.ncca.gov.ph> for the design template of the 2018 NHM celebration streamer and to download copies of available IEC materials.

For more information, you may coordinate with the **NCCA Cultural Heritage Section** at telephone number (02) 527-2192 local 339 or with **Ms. Eileen Rudi** at mobile number (63)926-0626345 or through email at sch@ncca.gov.ph.


ALICIA dela ROSA-BALA
Chairperson

30 APR 2018