



Republic of the Philippines
Department of Education
REGION I
SCHOOLS DIVISION OF VIGAN CITY

STB

Division Memorandum
No. 796, s. 2026

22 SEP 2026

**CLASSROOM VIEWING OF DEPED'S VIDEO PROMOTING VALUES FORMATION
IN SCHOOLS AND REITERATION OF DEPED'S ADVOCACY AGAINST VIOLENCE
AND BULLYING IN SCHOOLS**

TO: Assistant Schools Division Superintendent
Chief Education Supervisors
Public Elementary and Secondary School Heads
All Others Concerned

1. Pursuant to the Department of Education Memorandum dated September 7, 2026, entitled "Classroom Viewing of DepEd's Video Promoting Values Formation in Schools and Reiteration of DepEd's Advocacy Against Violence and Bullying in Schools," this Office directs all public schools to support the Department's continuing efforts to build safe, inclusive, respectful, and supportive learning environments.
2. All public schools shall facilitate the classroom viewing of the DepEd advocacy video developed in collaboration with Mr. Kim Atienza ("Kuya Kim") for learners in Grades 4 to 12. The video promotes positive values formation, respectful relationships, kindness, and the shared responsibility of preventing violence and bullying in schools and communities.
3. Kinder to Grade 3 teachers may facilitate the viewing of the video at their discretion, taking into consideration the learners' developmental level and the appropriateness of the content. The viewing shall be conducted under the close guidance and supervision of the teacher to ensure an age-appropriate, properly contextualized, safe, and meaningful learning experience.
4. The advocacy video may be accessed through the official DepEd Philippines Facebook account or downloaded through this link: **<https://bit.ly/DepEd-KuyaKimCares>**. Teachers are encouraged to process the learners' responses after the viewing and connect the key messages to relevant classroom, Homeroom Guidance, GMRC, and Values Education learning experiences.
5. This initiative supports the Ensuring a Safe and Motivating Learning Environment guidelines under DepEd Order No. 006, s. 2026. Schools are likewise reminded to strictly implement Office of the Undersecretary for Governance and Operations Memorandum No. OUOPS-2026-13-1137, dated March 19, 2026, entitled "Urgent Reiteration of the Implementation of the DepEd's Anti-Bullying Policy and Dissemination of Bullying Prevention IEC Materials in Schools."



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6. School heads shall ensure proper implementation, provide the necessary guidance to teachers, and maintain appropriate documentation for monitoring and validation. The Curriculum Implementation Division and the School Governance and Operations Division shall monitor compliance and extend technical assistance to schools, as needed.

7. Immediate dissemination of and strict compliance with this Memorandum are directed.



Vilma D. EDA
VILMA D. EDA, CESO V
Schools Division Superintendent

Encls: None

Reference: DepEd Memorandum dated September 7, 2026

CID/DM_cas_ClassroomViewingOnValuesFormationAndAdvocacyAgainstViolence
and Bullying
September 21, 2026



Republic of the Philippines
Department of Education
OFFICE OF THE SECRETARY

MEMORANDUM

2609-1309E1581

TO : **Regional Directors
School Division Superintendents
Public School Heads
Public School Teachers
All Others Concerned**

FROM : **ATTY. FATIMA LIPP D. PANONTONGAN**
Undersecretary and Chief of Staff
Office of the Secretary

SUBJECT : **Classroom Viewing of DepEd's Video Promoting Values
Formation in Schools and Reiteration of DepEd's
Advocacy Against Violence and Bullying in Schools**

DATE : September 7, 2026



In further strengthening the Department of Education's (DepEd) initiatives to address violence and bullying in schools, this Memorandum is issued to reaffirm DepEd's strong commitment to respecting, protecting, fulfilling, and promoting the rights of every learner, while fostering their development as responsible rights-holders, rights-respecters, and advocates of a safe, inclusive, and supportive learning environment.

Accordingly, DepEd partnered with Mr. Kim Atienza ("Kuya Kim") to amplify positive and relatable messages through Kuya Kim Cares, a series of advocacy videos, with Mr. Atienza providing his services free of charge to the Department. These reminders seek to raise awareness of the importance of practicing kindness, fostering respectful relationships, and inspiring young people and adults alike to make schools and communities safe and nurturing for all.

Relatedly, regional offices are directed to facilitate the classroom viewing of the DepEd video in collaboration with Kuya Kim, for Grades 4 to 12, as part of our efforts to promote positive values formation and reinforce shared responsibility of creating a safe, inclusive, and bullying/violence free learning environment among learners.

Kinder to Grade 3 teachers may, at their discretion, facilitate the viewing of the advocacy video by their respective classes, taking into consideration the learners' developmental level and the appropriateness of the content. Such viewing shall be conducted under the close guidance and supervision of the teacher to ensure that

the activity is age-appropriate, properly contextualized, and conducive to a safe and meaningful learning experience.

The video may be accessed in the official DepEd Philippines Facebook Account and may be downloaded through the link below:

<https://bit.ly/DepEd-KuyaKimCares>

This initiative is aligned with the Department's Ensuring a Safe and Motivating Learning Environment (ESMLE) guidelines (DepEd Order No. 006, s. 2026), particularly in promoting safe, inclusive, respectful, and supportive learning environments for all learners.

Additionally, to amplify our initiatives in promoting a safe and positive learning environment, schools are reminded to strictly implement DepEd Office of the Undersecretary for Governance and Operations Office Memorandum No. OUOPS-2026-13-1137, dated March 19, 2026, titled Urgent Reiteration of the Implementation of the DepEd's Anti-Bullying Policy and Dissemination of Bullying Prevention IEC Materials in Schools, copy of the Memorandum is enclosed for reference. The issuance supports the Department's zero tolerance policy against all forms of abuse, violence, and bullying, promoting mental health and well-being in schools.

Regional directors and schools division superintendents shall monitor compliance with the Memorandum and provide necessary assistance to schools in the implementation of this issuance.

Immediate dissemination of and strict compliance with this Memorandum is directed.

Thank you very much.

Attachment: As stated

IGG, M Values Formation and Anti-Bullying Advocacy Viewing
0345 - September 6, 2026



Republika ng Pilipinas

Department of Education

OFFICE OF THE UNDERSECRETARY FOR GOVERNANCE AND OPERATIONS

MEMORANDUM

OM-GUOPS-2026-12-1144

TO REGIONAL DIRECTORS
SCHOOLS DIVISION SUPERINTENDENTS
SCHOOL DISTRICT SUPERVISORS
SCHOOL HEADS
REGIONAL/DIVISION LRP FOCAL PERSONNEL
ALL OTHERS CONCERNED

FROM MALCOLM S. GARMA
Undersecretary for Governance and Operations

SUBJECT URGENT REITERATION OF THE IMPLEMENTATION OF
THE DEPED'S ANTI-BULLYING POLICY AND
DISSEMINATION OF BULLYING PREVENTION IEC
MATERIALS IN SCHOOLS

DATE March 19, 2026

In line with the Department of Education's (DepEd) zero tolerance policy against all forms of abuse, violence, and bullying¹, in schools and DepEd's policy against bullying, this Memorandum is issued in response to reported incidents of bullying and violence in schools.

This initiative aligns with DepEd's strong commitment to respecting, protecting, fulfilling, and promoting the rights of learners, emphasizing DepEd's role as a duty-bearer under the United Nations Convention on the Rights of the Child (UNCRC). Accordingly, as stated in Section 4, Rule III of DO No. 55, s. 2013, all schools are required to implement policies to address bullying, to wit:

Section 4. Adoption of Anti-Bullying Policies

All public and private kindergarten, elementary, and secondary schools shall adopt policies to address the existence of bullying in their respective institutions. Such policies shall be regularly updated and, at a minimum, shall include provisions on prohibited acts, prevention and intervention programs, mechanisms, and procedures.

To ensure the operationalization of the aforementioned provision, the following areas of implementation are sought to be addressed:

¹ DepEd Order No. 40, s. 2012.



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1. Enhanced Localized Anti-Bullying Policy

The Learner Rights and Protection Division (LRPD) has provided technical assistance to the Regional and Division Offices in developing a Localized Anti-Bullying Policy.

In line with DepEd Order No. 6, s. 2026², which harmonizes all DepEd policies related to ensuring a safe learning environment, schools are further guided to ensure that their localized anti-bullying policies are aligned with existing DepEd issuances on learner protection. Specifically, under Section VI, Prevention Strategies of the DepEd Order, all public schools and Community Learning Centers (CLCs) are required to adopt a localized anti-bullying policy that reflects learners' and community needs. Such policy shall be submitted to the Schools Division Office (SDO) and integrated into the Learner Handbook. Private schools are likewise encouraged to adopt similar measures aligned with DepEd issuances.

Further, as provided in Annex D of the said DepEd Order, schools and CLCs may refer to the Anti-Bullying Policy Template for Schools, which may be adopted in full or in part, as appropriate to their operations, ensuring alignment with the provisions of the Order and other related issuances.

In line therewith, the LRPD last October of 2024 and January of 2025 led the conduct of the "Bullying Prevention Program Review, Revisiting, Updating, and/or Crafting of a Localized Anti-Bullying Policy and Code of Conduct." Participants thereto are expected to submit their localized anti-bullying policy and code of conduct.

A copy of the output per regional office and schools division office may be accessed at this link:

https://drive.google.com/drive/folders/18YL4v9tgr_VxXdtuwJmzifZ3nCVFdYGG
or
<https://tinyurl.com/RO-AntiBullyingPolicy>

Review and alignment of the draft Anti-Bullying Policies is requested to align with the Revised IRR of RA 10627 or the "Anti-Bullying Act of 2013", as well as with the provisions of DepEd Order No. 6, s. 2026. The developed and uploaded localized anti-bullying policies emphasize the duties and responsibilities of each governance level, including a code of conduct, which helps define the appropriate behavior expected from each stakeholder. This ensures that learners, school personnel, and parents understand their responsibilities and act in line with the values promoted by DepEd. However, implementing the Code of Conduct and Localized Anti-Bullying Act in schools requires prior discussion and consultation among all stakeholders.

In support thereof, a copy of a "Model DepEd School-Based Child Protection and Anti-Bullying Policy" from the Stairway Foundation Inc. (SFI) is added and is accessible at the same link.

DepEd Order No. 6, s. 2026, Guidelines on Ensuring a Safe and Motivating Learning Environment



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Doc. Ref. Code	CM-00000	Rev.	01
Effectivity	03/21/25	Page	2 of 3



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By virtue of DepEd Order No. 3, s. 2021, which established the Child Protection Unit and the Child Rights and Education Desk, later merged into the Learner Rights and Protection Division (LRPD), all reports related to the implementation of learner rights and protection must be submitted to the LRPD.

Further, the school's Child Protection Committee (CPC)¹ shall convene as the Anti-Bullying Committee. The CPCs are reminded to organize and convene to guarantee that the members are fully aware of their functions. As guidance, an advisory on the use of the functionality tool shall be issued separately.

2. Posting of Information, Education, and Communication (IEC) Material and Incorporating Anti-Bullying Reminders During Flag Raising Ceremonies and Daily Announcements

To intensify our efforts to address the issue of bullying and violence in schools, the following information, education, and communication (IEC) materials are to be disseminated at the school level. The IEC materials may be accessed at this link:

https://www.canva.com/design/DAGrz83I5uQ/qxTAGNFDHdX0FYPRXWEA/wg/edit?utm_content=DAGrz83I5uQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

or

<https://tinyurl.com/BullyingPreventionIEC2025>

These IEC materials provide reminders to our learners of their right to be protected from bullying and violence in school, as well as their overarching duty and responsibilities to advocate for their peers' rights by becoming upstanders – learners who stand firm against bullying and bullies and advocates. The IEC material depicts the importance of balancing learners' rights with their responsibilities, reinforcing their important role in creating a safe learning environment. DepEd's core values of becoming *Maka Diyos, Makatao, Makakalikasan, at Makabansa* are incorporated in the material. Moreover, schools are not precluded from designing their own IEC Materials, provided that the messaging aligns with DepEd's mandates and includes the DepEd LRPD-LTCC's contact number and/or Regional Helpline numbers. Region and Division Offices and Schools may download the materials to include their localized reporting numbers.

Funding for printing the proposed IEC materials may come from Regional Funds or the school's maintenance and other operating expenses (MOOE), as applicable. Additionally, to support our advocacy, the LRPD and the Bureau of Learner Support Services (BLSS) have allocated Program Support Funds (PSF) for the Learner Rights and Protection (LRP) on Wheels and the *Bullying Prevention Caravan Reinforcing Kindness and Empathy*. The guidelines for using these PSF are outlined in Office Memorandum No. OUOPS-2025-07-02351 titled, "Implementing Guidelines on the Allocation, Utilization, Documentation, and Reporting of Program Support Funds (PSF) for the Field Implementation of the Learner Support Programs for Financial Year (FY) 2025."

¹ See also: 10. DepEd Order No. 40, s. 2012 or DepEd Child Protection Policy.



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Doc. Ref. Code	OUOPS	Rev.	01
Effectivity	03/23/25	Page	1 of 5



3. Reminders During Flag Raising Ceremony

In addition, the uploaded IEC material contains a reminder statement intended for use during flag-raising ceremonies or school announcements. Its purpose is to reinforce that bullying and violence have no place in schools, and to highlight the importance of showing kindness and empathy toward oneself, others, and the community. These values are essential to creating a better learning environment and contributing to the progress of our nation.

4. Installation of Closed-Circuit Television (CCTV) in the School's Common Areas

To deter potential misconduct, schools with sufficient resources are advised to install closed-circuit television (CCTV) systems as part of DepEd's efforts to enhance campus safety. Before installation, however, schools are reminded to comply with constitutional and administrative requirements and to conduct scheduled consultations with learners, school personnel, parents, and other stakeholders to ensure that privacy and data protection standards are fully observed.

5. Implementation of Random Bag Inspection to Deter the Bringing of Potential Weapons or Contraband

The school's duty to safeguard learners and personnel is of utmost importance. Conducting a school search is allowed when the actions taken are reasonably connected to the purpose of the search. Its scope must also remain appropriate, meaning the measures used should be aligned with the search objective and should not be overly intrusive.

In simpler terms, school personnel may carry out a bag inspection as long as the following conditions are satisfied:

- Justified search/inspection – there is reasonable ground for suspecting that a learner violated a law;
- The measures adopted for the search/inspection are not excessively intrusive in the light of the age of the learner and the nature of the infraction.

Implementing random bag inspections in schools helps maintain a safe environment for both learners and personnel.

6. Accessibility of the Learners' TeleSafe Contact Center Helpline and the Establishment of the Regional Learners' TeleSafe Helpline

To improve access to reporting and support services, Regional Offices are directed to establish a Regional Learners' Helpline that responds to diverse needs and aligns with the region's geographic conditions. This helpline should be reachable through multiple platforms, including landline, text messaging, email, messenger, and an on-site help desk located at the regional office. Its contact information must be prominently displayed on all IEC materials distributed or posted in schools.



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Doc. Ref. Code	DM 000P	Rev.	01
Effectivity	03/23/23	Page	4 of 5



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The aforementioned DepEd initiatives are designed to foster a safer learning environment, consistent with DepEd's 5-Point Reform Agenda, which emphasizes creating an enabling learning environment and promoting the overall well-being of learners.

For strict compliance.

Thank you very much.



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Doc. Ref. Code	DM (X) 005	Rev.	01
Effectivity	03/23/23	Page	1 of 1



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