



Republic of the Philippines  
Department of Education  
Region III  
**SCHOOLS DIVISION OF BULACAN**

November 05, 2025

**DIVISION MEMORANDUM**

No. 558 .s. 2025

**2025 DIVISION OBSERVANCE OF FILIPINO VALUES MONTH**

To: Assistant Schools Division Superintendents  
Division Chiefs  
Education Program Supervisors  
Public Schools District Supervisors  
Public Elementary/HTs and OICs  
All Others Concerned

1. Pursuant to Presidential Proclamation No. 479 dated October 24, 1994, Filipino Values Month will be celebrated in November with this year's theme "Bagong Pilipinas, Bagong Pag-asa: Pagkakaisa at Pananagutan para sa Makabuluhang Pagbabago".
2. The celebration aims:
  - a. to strengthen to the Filipino culture, values and ideas that are Maka-Diyos, MakaTao, Makakalikasan at Makabansa;
  - b. to mobilize all Filipinos for nation-building through the practical exercise of human values in daily lives as citizens; and
  - c. to awaken all, of the power of these values and ideals in achieving the individuals and the national goals.
3. As part of the observance, the schools are encouraged to hold meaningful online or face-to-face activities anchored on the promotion and preservation of the innate Filipino Values.
4. Suggested school activities and their rationale:
  - a. **Digital/Traditional Poster Making** –Key Stage 1-3  
This activity encourages learners to creatively express their understanding of Filipino values and the annual theme through visual art. It helps students reflect on positive values while developing their artistic and digital skills.
  - b. **Value-Virtue Exposition** – For Key Stage 2 and 3  
Learners may showcase short skits, songs, or exhibits that highlight particular virtues such as honesty, respect, or compassion. This provides an opportunity for them to internalize and demonstrate how values can be lived out in real-life situations.



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- c. **Traditional or Digital Slogan Making** –Key Stage 1-3  
Through slogan-making, students can summarize the essence of Filipino values and patriotism in short, meaningful statements. It enhances critical thinking, creativity, and communication skills while reinforcing the core ideals of being Maka-Diyos, Maka-Tao, Makakalikasan, and Makabansa.
- d. **Values TikTok Challenge** –Key Stage 3  
Using a popular social media platform allows students to creatively promote good values through short, engaging videos. It makes values formation more relatable to the youth by integrating digital literacy and moral education in a fun and meaningful way.
- e. **Value-laden Infomercial Production** –Key Stage 3  
This activity allows learners to produce short informational videos or advertisements that promote specific Filipino values or social responsibility. It develops teamwork, communication, and advocacy skills while reinforcing the importance of applying moral values in everyday life.
5. Immediate dissemination of this Memorandum is desired.

  
**CECILIA E. VALDERAMA, PhD, CESO VI**

Assistant Schools Division Superintendent

Officer-In-Charge

Office of the Schools Division Superintendent