



Republic of the Philippines
Department of Education
REGION III
SCHOOLS DIVISION OF BULACAN

September 28, 2026

DIVISION MEMORANDUM

No. 444, s. 2026

**DISSEMINATION AND UTILIZATION OF THE SDO BULACAN LEARNER RIGHTS
AND PROTECTION ADVOCACY SONG, "BATA, PROTEKTADO KA," IN ALL
PUBLIC AND PRIVATE SCHOOLS**

To:

Assistant Schools Division Superintendents
Chief Education Supervisors
Public Schools District Supervisors
Public Elementary and Secondary School Heads
Private Schools Administrators
Guidance Counselors
School Counselor Associates
All Others Concerned

1. Pursuant to the provisions of Republic Act No. 7610 (Special Protection of Children Against Abuse, Exploitation and Discrimination Act), Republic Act No. 10627 (Anti-Bullying Act of 2013), DepEd Order No. 40, s. 2012 (DepEd Child Protection Policy), DepEd Order No. 006, s. 2026 (ESMLE), and the Department of Education's Learner Rights and Protection framework, this Office hereby disseminates the SDO Bulacan Learner Rights and Protection's Official Advocacy Song, "**Bata, Protektado Ka,**" for utilization in all public and private schools within the Division. This initiative aims to strengthen advocacy and awareness efforts on learner rights, child protection, and learner well-being through creative and engaging platforms that foster a culture of protection, respect, and shared responsibility among stakeholders.

2. The Learner Rights and Protection Program of the Department of Education aims to strengthen advocacy initiatives that promote a safe, secure, nurturing, and protective learning environment for all learners. As part of the Division's intensified advocacy efforts, the "Bata, Protektado Ka" Advocacy Song was developed to serve as an engaging and learner-friendly platform for raising awareness on learner rights, child protection, positive discipline, and the shared responsibility of safeguarding children.

3. All public and private schools in the Schools Division of Bulacan are encouraged to utilize the "Bata, Protektado Ka" Advocacy Song during the conduct of the following activities, among others:

- Learner Rights and Protection (LRP) advocacy campaigns;
- Child Protection Committee (CPC) activities;
- Child Protection Week observances;



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- School-based orientations and awareness programs;
- Values Formation activities;
- Mental Health and Learner Well-being initiatives;
- School assemblies, flag ceremonies, and related gatherings; and
- Other activities promoting learner rights, safety, protection, and well-being.

Schools may likewise integrate the song into advocacy videos, presentations, information dissemination campaigns, and other creative initiatives that support the objectives of the Learner Rights and Protection Program.

4. To strengthen Division-wide visibility and monitoring of advocacy efforts, all schools are encouraged to post their LRP and Child Protection-related activities featuring the advocacy song on their official school social media platforms. All posts shall prominently use the official Learner Rights and Protection hashtag: **#BataProtektadoKa**

The use of the official hashtag will enable the Division Learner Rights and Protection Office to monitor, document, and consolidate advocacy initiatives implemented by schools throughout the Division.

As an incentive to encourage wider participation and the sharing of best practices, outstanding advocacy campaigns and creative content utilizing the advocacy song may be selected and featured on the Official Facebook Page of DepEd Bulacan and other official Division communication platforms.

5. The advocacy song and related materials may be accessed and downloaded through the following link and QR code:
https://bit.ly/LRP_BataProtektadoKa



6. Expenses that may be incurred in the local reproduction and implementation of related school-based advocacy activities shall be charged against available school funds, subject to existing accounting, auditing, and procurement rules and regulations.

7. This Memorandum shall take effect immediately upon issuance. Immediate and widest dissemination of this Memorandum is desired.


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Schools Division Superintendent