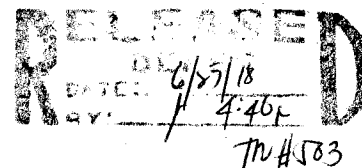




Republic of the Philippines
DEPARTMENT OF EDUCATION
Region I
SCHOOLS DIVISION OFFICE
DAGUPAN CITY



Division Memorandum No. 285 s. 2018



To: Assistant Schools Division Superintendent
Chief, Curriculum and Implementation Division (CID)
Chief, School Governance and Operations Division (SGOD)
Education Program Supervisors
Public School District Supervisors
School Heads, Public Elementary and Secondary Schools
Teachers, Public Elementary and Secondary Schools
Division Personnel
All Others Concerned

From: *[Signature]*
DR. LORNA G. BUGAYONG, CESO VI
Schools Division Superintendent

Subject: **READING ADVOCACY CAMPAIGN**
[Handwritten initials]

Date: June 26, 2018

1. This office announces the launching of division-wide reading advocacy campaign dubbed as ***"What book is in your bag?"*** This is in consonance with the message of DepEd Secretary Leonor Briones for students to study beyond what textbooks teach.
2. All learners in the elementary and secondary schools are strongly encouraged to bring at least one book aside from their usual class textbooks, inside their backpacks/bags. Likewise, all school heads, teachers including division personnel and officials in SDO-Dagupan City are expected to do the same to serve as role models to our young people and to further promote a culture of reading in the entire division.

Instead of browsing Facebook posts, the books inside the bags can be read while in a long queue in the mall, while waiting for a ride, trapped in traffic or in any circumstance or opportunity.
3. Moreover, as part of the advocacy, teachers are advised to create reading nooks in their classrooms and if possible allot at least 15-20 minutes daily of pleasure reading and conduct weekly 'share a story' session.
4. Conduct of school-based capability-building seminar in reading for parents is also expected since family literacy is imperative in creating a foundation for children's learning experiences, and it all starts with the parents.
5. Immediate dissemination of this Memorandum is desired.