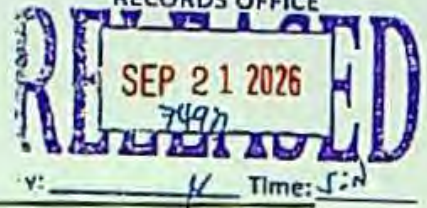




Republic of the Philippines
Department of Education
REGION I
SCHOOLS DIVISION OF DAGUPAN CITY

DepEd SDO Dagupan City
RECORDS OFFICE



Office of the Schools Division
Superintendent

September 21, 2026

Division Memorandum
No. 537 s. 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
Education Program Supervisors
Public School District Supervisors
Public and Private School Heads
All Others Concerned

1. Pursuant to the Memorandum dated September 7, 2026, from the Office of the Undersecretary and Chief of Staff, Office of the Secretary, Atty. Fatima Lipp D. Pahontongan, the following shall be complied:
 - a. Viewing of the DepEd video, in collaboration with Kuya Kim, are directed to be facilitated in all public schools, particularly for Grades 4 to 12, as part of DepEd's effort to promote positive values formation and reinforce shared responsibility of creating a safe, inclusive and bullying/violence free learning environment among learners. While Grade 3 teachers may, at their discretion, facilitate the viewing of the advocacy by their respective classes, taking into consideration of the learner's developmental level and appropriateness of the content.
 - b. Access the video in the official DepEd Philippine Facebook Account and may be downloaded through the herein link:

<https://bit.ly/DepEd-KuyaKimCares>
 - c. Strict implementation of DepEd Office Memorandum No. OUOPS-2026-13-1137, dated March 19, 2026 – Urgent Reiteration of the Implemenation of DepEd's Anti-Bullying Policy and Dissemination of Bullying Prevention IEC Materials in Schools.
2. For easy reference, the above-cited Memoranda are enclosed herein.
3. For information and widest dissemination.

MARCIANO U. SORIANO JR. PhD, CESO VI
Assistant Schools Division Superintendent
Officer-In-Charge
Office of the Schools Division Superintendent



Republic of the Philippines
Department of Education
OFFICE OF THE SECRETARY

MEMORANDUM

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

HdG: M-Values, Empowerment and Anti-Bullying Solutions Version
0345 - September 19, 2026

Annex A



Republika ng Pilipinas

Department of Education

OFFICE OF THE UNDERSECRETARY FOR GOVERNANCE AND OPERATIONS

MEMORANDUM

OM-GUOPS-2026 13-044

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 bullying 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. 53, 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:

DepEd Order No. 40, s. 2012



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Email Address: ouops@deped.gov.ph / Website: www.deped.gov.ph



16th Floor, TechZone Building, Malugay/Gil Puyat St., Makati City
Telephone No: (02) 8687-2922; 8687-4177; 8636-4995; 8636-4876; Website: www.deped.gov.ph

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. 2026¹ 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, (a) 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://www.deped.gov.ph/office-division-offices/anti-bullying-exhibits/downloads/2024/10/>
or
<https://www.deped.gov.ph/anti-bullying-policy/>

Review and alignment of the draft Anti-Bullying Policies is requested to align with the Revised BSE 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 Starway Foundation Inc. (SFI) is added and is accessible at the same link.

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:

- a. Justified search/inspection – there is reasonable ground for suspecting that a learner violated a law;
- b. 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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Page: _____



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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