MEMORANDUM CIRCULAR
No. 2004-52

TO: ALL PROVINCIAL GOVERNORS, CITY/MUNICIPAL MAYORS, PUNONG BARANGAYS, SANGGUNIANG KABATAAN CHAIRMEN, DILG REGIONAL DIRECTORS/FIELD OFFICERS AND ALL CONCERNS

SUBJECT: CREATION OF A SUB-COMMITTEE OF THE BARANGAY COUNCIL FOR THE PROTECTION OF CHILDREN (BCPC) TO BE CALLED SUB-COMMITTEE ON BRIGHT CHILD (SCBC) IN EVERY BARANGAY

The key challenges facing the young children in the country today remains to be directly related to health, nutrition, and early psychosocial stimulation/childhood education. These problems go together and highlight the urgent call for an intensive, convergent, and integrated approach to service delivery for children to ensure bright children who will grow up into adults able to compete in the global community.

Hence, the Council for the Welfare of Children (CWC), Department of Social Welfare and Development (DSWD), Department of Health (DOH), Department of Agriculture (DA), Department of Education (DepEd), National Nutrition Council (NNC) and the Department of the Interior and Local Government (DILG) agreed to immediately address the problems confronting children through a holistic program called the Bright Child.

The Bright Child is a one script / brand package and a convergence of integrated interventions on health, food and nutrition, early education and psychosocial programs for young children that will result to their optimum growth and development. It integrates, unifies all the programs and services of the government, NGOs, and international agencies and fuses them together into one brand, one strategy in nurturing the development and growth of children 0-6 years old. This Department, thru the Barangay Council for the Protection of Children (BCPC) shall be responsible for the social protection of children and therefore shall support the promotion of the Bright Child at the community level.
To ensure that the Bright Child will be successfully implemented and monitored at the barangay level, the Day Care Worker shall be the focal person at the community level and the Barangay Council for the Protection of Children (BCPC) shall be the oversight body to ensure implementation of the integrated services for children 0-6 years old. For this purpose, if needed, the BCPC shall create a Sub – Committee composed of the following:

Sub-Committee Chair : Barangay Day Care Worker
Co – Chair
Members : Barangay Health Worker
          Barangay Nutrition Scholar
          Sanggunian Kabataan Chairman
          Public Elem. School Principal /
          Pre-school Teacher
          Child Representative

The members may choose to appoint a co – chairperson among themselves.

Functions:

1. Ensure sustained delivery of basic services for children especially on health and nutrition, early education and psychosocial programs for children 0 – 6 years old;
2. Advocate for the passage of barangay resolutions and ordinances responsive in promoting child survival, protection, participation and development;
3. Enhance and sustain the efforts of communities in promoting the Bright Child thru the conduct of parents education, home visits, family day care programs and neighborhood play groups;
4. Strengthen coordinative linkages with the BCPC in capacitating ECCD volunteers, service providers, parents and other caregivers; and
5. Monitor and evaluate the bright child and submit semestral report (every 15th of June and December) including recommendations to the City/Municipal Council for the Protection of Children (C/MCPC).

All DILG Regional Directors / Field Officials are likewise directed to cause the widest dissemination of this Memorandum Circular, provide technical assistance, where necessary and as may be appropriate, and see to it that the intent of this directive is complied with.

For the information and guidance of all concerned.

[Signature]
JOSE D. LINA, JR.
Secretary