



Republic of the Philippines
Department of Education
REGION X

SCHOOLS DIVISION OF LANA DEL NORTE

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DIVISION MEMORANDUM
No. 506, s.2026

**CLASSROOM VIEWING OF DEPED'S VALUES FORMATION
ADVOCACY VIDEOS AND STRENGTHENING OF THE ADVOCACY
AGAINST VIOLENCE AND BULLYING IN SCHOOLS**

To: ASSISTANT SCHOOLS DIVISION SUPERINTENDENT
CHIEFS OF DIVISIONS
PUBLIC SCHOOLS DISTRICT SUPERVISORS/
COORDINATING SCHOOL PRINCIPALS
PUBLIC AND PRIVATE SECONDARY SCHOOL HEADS
PUBLIC AND PRIVATE ELEMENTARY SCHOOL HEADS
ALL OTHERS CONCERNED
This Division

1. The Department of Education, through the Office of the Secretary, issued a Memorandum dated September 7, 2026, entitled "Classroom Viewing of DepEd's Video Promoting Values Formation in Schools and Reiteration of DepEd's Advocacy Against Violence and Bullying in Schools." The issuance reinforces the Department's commitment to promoting learners' rights and developing them as responsible, respectful, and caring members of the school community.
2. In support of this initiative, the Schools Division Office of Lanao del Norte shall facilitate the regular viewing of the DepEd values formation and anti-bullying advocacy videos in all public schools, particularly for Grades 4 to 12, consistent with the national memorandum. For Kinder to Grade 3 learners, viewing may be conducted at the discretion of the school, taking into consideration the learners' developmental level and the age-appropriateness of the material.
3. As a Division initiative, schools shall provide a short viewing period every morning *before the start of regular classes*, during which an appropriate values formation, kindness, respect, anti-bullying, child protection, or related advocacy video may be shown to learners. The activity shall serve as a meaningful Values Formation Morning Viewing designed to set a positive tone for the school day.
4. School Heads shall ensure that the morning viewing is properly scheduled and managed without compromising the prescribed instructional time. Teachers shall facilitate the activity under close supervision and may provide brief processing questions, reflection, or values integration appropriate to the learners' age and developmental level.



Address: DepEd-Division of Lanao del Norte, Pigcarangan, Tubod, Lanao del Norte
Telephone Nos.: (063) 227 6150
Email Address: lanao.norte@deped.gov.ph
Website: <https://depedldn.com>

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5. The viewing shall not be limited to the Kuya Kim Cares materials. Schools may use the official DepEd advocacy videos and other **appropriate, child-safe, values-oriented, and developmentally appropriate materials** that support the objectives of values formation, positive behavior, respect, inclusion, kindness, peaceful relationships, and prevention of violence and bullying.

6. The official video identified in the national memorandum may be accessed through the following link: <https://bit.ly/DepEd-KuyaKimCares>
School Heads are encouraged to ensure that the materials are previewed and appropriately contextualized before showing them to learners.

7. The implementation shall be aligned with the **Ensuring a Safe and Motivating Learning Environment (ESMLE) Guidelines** under DepEd Order No. 006, s. 2026, and existing DepEd policies on child protection, values formation, and the prevention and management of bullying and violence in schools.

8. Teachers are encouraged to maximize the activity as an opportunity to reinforce the values of **respect, kindness, empathy, responsibility, peaceful conflict resolution, inclusion, and care for others**. When appropriate, brief reflective questions may be used, such as: *What value did I learn from the video? How can I practice this value today? How can I help make our classroom safe and respectful for everyone?*

9. School Heads shall monitor the implementation and ensure that the activity is conducted consistently, appropriately, and in accordance with existing DepEd policies. The **Curriculum Implementation Division (CID)**, through the appropriate focal persons and Public Schools District Supervisors, shall provide technical assistance and monitor the implementation of this initiative.

10. See attached Memorandum OM-OUOPS:2026-13-1137 from the Office of Undersecretary for Governance and Operations for reference.

11. All schools are encouraged to integrate the activity with existing **GMRC-VE/Values Education, Homeroom Guidance, Child Protection, Anti-Bullying, and other school-based values formation initiatives**, without creating unnecessary additional activities or disrupting the regular delivery of instruction.

12. Immediate dissemination of and **strict compliance with this Memorandum** are directed.

EDWIN R. MARIBOJOC EdD, CESO V
Schools Division Superintendent *fgw*

Enclosures.: as stated in No. 10
Reference: Memorandum OM-OUOPS:2026-13-1137
To be indicated in the Perpetual Index
Under the following subjects:
CURRICULUM/ GMRC-VE/ SEMINARS
CID: Denz



Address: DepEd-Division of Lanao del Norte, Pigcarangan, Tubod, Lanao del Norte
Telephone Nos.: (063) 227 6150
Email Address: lanao.norte@deped.gov.ph
Website: <https://depedidn.com>

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