

# **DSWD enjoins the public to celebrate their families this 29th National Family Week**

As the nation is set to observe the 29<sup>th</sup> National Family Week on September 20 to 27, the Department of Social Welfare and Development (DSWD) leads the National Committee on the Filipino Family (NCFF) in enjoining the Filipino nation to celebrate their own families in simple ways.

The theme of the NFW this year is “Pamilya at Teknolohiya: Magkabalikat na Mapagtagumpayan ang Hamon ng Pandemya,” which focuses on the positive role of technology in helping the Filipino families cope with the challenges of the pandemic.

Anchored on the said theme, DSWD, together with the NCFF member agencies and organizations, will be conducting activities showcasing how technology helped strengthen the families, especially in coping to the new normal as a result of the pandemic.

The use of mobile and online platforms greatly helped keep communication lines open for families affected by the quarantine, those with members who need to go into isolation, and for the frontline workers who work long hours away from their families.

The online platform also became the virtual classroom during the pandemic, ensuring that education of children continues in safe spaces, away from the coronavirus.

Some of the activities which will be conducted are the following: Webinar on Helping Filipino Families Start and Grow their Businesses amidst the Pandemic; Webinar on Parent-Teen Talk; Webinar on the Modern Filipino Family amidst Modern Times and Technology; Virtual Family Conference; Online

Orientation on Balai Farmers' Housing Program for Agrarian Reform beneficiaries; and an Interfaith Family Forum to discuss Mental Health and New Technology.

Updates on the conduct of the abovementioned activities will be posted at the DSWD official Facebook account @dswdserver.

The City Government of Pasig City is the host Local Government Unit (LGU) for this year's celebration. Pasig City LGU will also be holding their activities in celebration of the National Family Week such as Virtual Talentadong Pamilya and Draw and Tell contests; and an InterFaith Forum.

The DSWD also emphasizes the need to raise awareness in observance of the "Kainang Pamilya Mahalaga Day" every 4th Monday of September as declared by Presidential Proclamation No. 326 in January 2012, in conjunction with the annual celebration of the Family Week. For this year, the advocacy for the Kainang Pamilya Mahalaga Day will be observed on September 27.

DSWD reminds all families to set a time to bond with their families as a way to strengthen communication and maintain relations. The simple activity of having meals together will help greatly in making a family strong and resilient despite the challenges of the pandemic or any disaster.

The National Family Week is yearly celebrated in the last week of September pursuant to Presidential Proclamation No. 60 issued on September 28, 1992 by former President Fidel V. Ramos, with the NCFF leading the celebrations. The NCFF is composed of 21 national government agencies and 11 civil society organizations (CSOs). ###