



BAGONG PILIPINAS

2024

ACCOMPLISHMENT

R E P O R T



EXECUTIVE SUMMARY

The **Council for the Welfare of Children (CWC)** is an attached agency of the Department of Social Welfare and Development (DSWD). It was created through **Presidential Decree 603**, also known as **Child and Youth Welfare Code**, in 1974. The CWC is mandated to coordinate the implementation and enforcement of all laws, and formulate, monitor and evaluate policies, programs, and measures for children both at the national and regional level.

Over the years, the CWC has evolved through various executive orders and laws, including **Executive Order No. 233** in 1987 and **Republic Act 8980** in 2000, which expanded its role and responsibilities. The ultimate mission of the CWC is to ensure the protection of children against all forms of abuse and exploitation, defend children's rights, promote their welfare and development, and ensure that they are given priority attention at all levels.

CWC continued its efforts to institutionalize child protection by establishing the Regional Sub-committees for the Welfare of Children (RSCWCs), which were tasked in ensuring the implementation and enforcement of child-related laws and policies across the country.

This 2024, CWC celebrated its **50th Founding Anniversary** on 06 December 2024 at the Philippine International Convention Center, Pasay City with a theme "50 Years of Legacy in Protecting Children's Rights" where various partner agencies from government and civil society organizations, and former CWC officials were recognized for their contributions and unwavering commitment to improving children's lives. The celebration highlighted the milestones of the agency for its efforts to institutionalize child protection since 1986, for making the Philippines ratified the United Nations Convention on the Rights of the Child (UNCRC) in affirming its commitment to upholding the rights and well-being of children.

MAKABATA Program. Established by virtue of Executive Order No. 79, s. 2024 "ESTABLISHING THE MAHALIN AT KALINGAIN ATING MGA BATA PROGRAM, AND INSTITUTIONALIZING THE MAKABATA HELPLINE 1383" is a one-stop system for addressing and monitoring all issues and concerns of children in need of special protection (CNSPs). As part of the Reporting Component of the MAKABATA Program, the existing MAKABATA Helpline 1383 has been institutionalized as the central reporting system for all CNSP issues and concerns. It will continue to be under the management of the CWC.

Resolutions. In 2024, the Council Board approved 17 resolutions, reflecting a 6.25% increase from 2023. Key resolutions include the Theme for the State of the Filipino Children Report, Moratorium on the 2022 Presidential Awards for Child-Friendly Municipalities and Cities, the MAKABATA Helpline MOUs for various quarters, and the 4th National Plan of Action for Children. These resolutions played a critical role in strengthening child welfare policies and programs across the country.



Policy Advocacy and Legislative Support. CWC submitted 20 position papers and provided policy recommendations for 15 legislative bills, including the Magna Carta for Children and measures addressing Online Sexual Abuse and Exploitation of Children (OSAEC), underscoring its active role in shaping child-centric policies.

Plan Development. The 4th National Plan of Action for Children was launched on 14 November 2024 which serves as a strategic guide to the implementation of child-focused initiatives in the Philippines. In addition, several sectoral plans have been developed in 2024 with significant contributions from CWC ensuring child rights and welfare are upheld.

Technical Assistance. There was a notable increase in technical assistance services provided, with a 104.39% rise in simple requests, 88.72% in complex assistance, and 4.19% in highly technical support, totaling over 2,200 services across all divisions. Noteworthy is the technical assistance plan at the local level, which included capacity building, coaching, and the pilot-testing of the Trainer's Manual on Child Participation Guidebook.

MAKABATA Helpline 1383. The Helpline received 1,524 calls in 2024, a substantial increase from 315 calls since its relaunch in October 2023, reflecting greater public trust in CWC's child protection services. This growth was supported by 8 regional roll-outs, and 13 Memoranda of Understanding with local governments. In addition, 8 school caravans were conducted in 4 LGUs in Metro Manila which aimed to increase the awareness of students on the issue of OSAEC/CSAEM and on MAKABATA Helpline 1383.

Digital Advocacy and Public Information. CWC expanded its digital presence with 426 social media posts and the production of 13 audio-visual presentations, 6 posters, and 7 banners. The MAKABATA Teleradyo program resumed broadcasting in June 2024, providing a vital platform for child welfare discussions.

Local Governance and Child Rights. The Child-Friendly Local Governance Audit (CFLGA) showed a 14.03% increase in the number of passing municipalities, with 895 out of 1,618 audited LGUs achieving child-friendly status. The Regional Sub-Committee for the Welfare of Children issued 74 resolutions, reflecting a 138.71% increase from 2023.

Participation in National and International Platforms. CWC actively participated in national and international committees, including the Pathfinding Initiative 2.0 in Geneva and ASEAN forums, highlighting its leadership in child rights advocacy. The revised Guide for Media Practitioners on the Reporting and Coverage of Children was finalized, promoting ethical standards in media representation of children.

Capacity Building and Knowledge Sharing. CWC conducted four knowledge-sharing sessions on critical child welfare topics, including Child Sexual Abuse Awareness, World Day Against Child Labor, National Nutrition Month, and Mental Health Awareness.

These are among the many achievements of the CWC in 2024 which are vivid testaments to its vision, mission and goals in ensuring that the welfare and rights of the children are being addressed through coordination of implementation and enforcement of laws, formulate, monitor and evaluate policies, programs and measures for children with the assistance from partner agencies both government and members of civil society from local and international.



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INTRODUCTION

The Council for the Welfare of Children (CWC) is the primary policy-making, coordinating, and monitoring body for children's rights and welfare in the Philippines. Established on 10 December 1974, through Presidential Decree No. 603, also known as the Child and Youth Welfare Code, the CWC has been at the forefront of championing children's rights for five decades.

Throughout its 50-year history, the CWC has evolved through various executive orders, including EO No. 708 in 1981, which placed it under the Department of Social Welfare and Development (DSWD), and EO No. 806 in 2009, which further strengthened its mandate. The CWC continues to coordinate the implementation and enforcement of all child-related laws, policies, programs, and services across government and non-government sectors.

Vision: A child-friendly Philippines where children are empowered, protected, and nurtured to achieve their full potential.

Mission: To lead in the formulation and promotion of policies, plans, and programs that uphold and protect children's rights and well-being through effective coordination, advocacy, and monitoring.

Mandate: The CWC is mandated to coordinate, monitor, and evaluate the implementation of laws and policies on children's rights and welfare, ensuring a holistic approach to child development and protection.

As CWC marks its 50th founding anniversary in 2024, it reflects on its legacy of advocacy, collaboration, and service to Filipino children. This milestone year celebrates the Council's achievements in advancing child welfare policies, enhancing multi-sectoral partnerships, and ensuring that every Filipino child enjoys their rights to survival, development, protection, and participation. Moving forward, the CWC remains committed to building a child-friendly nation through innovation, inclusivity, and unwavering dedication.



Highlights of Accomplishments

POLICY FORMULATION

Considered as the main plan and policy-making body for children, CWC develops policies and frameworks to ensure that children's rights are included in the government's priorities. This focuses on establishing a robust legislative and policy framework to ensure the protection of children's rights and welfare. By coordinating the development and implementation of national policies and plans, it addresses the systemic gaps in child welfare governance.

The CWC Board, composed of line government agencies and stakeholders, approves policies and plans that set the direction for child rights and welfare policies, while the Technical Management Group (TMG) serves as the clearing house that reviews and endorses key agenda items before they are presented to the CWC Board. This structure ensures that all policies and programs are thoroughly evaluated, strategically aligned, and effectively implemented to safeguard the rights and well-being of Filipino children.

Issued Resolutions

In 2024, the CWC continued to advance child rights and welfare through the issuance of 17 CWC Board Resolutions, reflecting a 6.25% increase from 16 resolutions in 2023. These resolutions played a crucial role in setting strategic policy directions, institutionalizing programs, and strengthening governance frameworks to enhance child protection and development efforts nationwide.

Issuing Body	2024 Accomplishment	YEAR-ON-YEAR		TARGET VS. ACCOM.	
		2023 Accomplishment	Percent Change	2024 Target	Variance
Council Board	17	16	6.25%	14	+3
Regional Sub-Committee for the Welfare of Children	74	31	138.71%	25	+49

Key policy decisions included the approval of themes and focus areas for major child welfare initiatives such as the State of the Filipino Children Report and National Children's Month, as well as the endorsement of the 4th National Plan of Action for Children (NPAC) and its monitoring mechanism under the Technical Management Group (TMG). The Presidential Award for Child-Friendly Municipalities and Cities (PACFMC) was placed under a moratorium, allowing for a review of its impact and implementation.

Institutional reforms were also prioritized, including support for the establishment of the Philippine Commission on Children, the creation of the Inter-Agency Committee on the Prohibition of Child, Early, and Forced Marriages and Unions (CEFMU), and the finalization of the Local Council for the Protection of Children (LCPC) Consortium Strategic Plan for 2024-2026. Furthermore, the MAKABATA Helpline 1383 was reinforced through multiple Memoranda of Understanding (MOUs), ensuring strengthened partnerships for its operations.

At the regional level, the Regional Sub-Committee for the Welfare of Children (RSCWC) significantly increased its resolution output, issuing 74 resolutions in 2024, a 138.71% increase from 31 in 2023. This surge reflects the growing commitment of regional bodies in localizing child rights policies, particularly in integrating child-friendly local governance indicators (CFLGA), developing media reporting guidelines on children, and strengthening MAKABATA Helpline implementation.

The increase in both national and regional resolutions demonstrates CWC’s expanding policy influence and improved multi-level coordination in ensuring that legislative and programmatic frameworks are effectively translated into actionable, results-driven interventions for children across the country. Moving forward, sustained efforts in monitoring implementation and strengthening policy enforcement will be key to ensuring that these resolutions contribute to long-term, systemic improvements in child welfare and governance.

Position Papers

Legislative Support	2024 Accomplishment
Position Papers	20
Bills provided with policy recommendations	15

CWC diligently contributed to the legislative landscape by developing 20 position papers and providing policy recommendations for 15 bills, reflecting its unwavering commitment to advocating for children's rights and welfare. CWC's policy inputs supported critical legislative measures, including the Magna Carta for Out-of-School Youth (OSY), the draft Executive Order adopting the Fourth Philippine Human Rights Plan (2024-2028), and the House Bill 78787 on institutionalizing state protection for citizens below 21 from substance abuse and harmful addictions. Notable contributions also included policy support for the School-Based Mental Health Programs Act, the creation of the Department of Peace, and the declaration of September as National Bullying Awareness and Prevention Month. CWC further provided key recommendations on the Civil Registration and Vital Statistics Act, the Healthy Food Marketing Environment Act, and the comprehensive Magna Carta of Children. Additionally, CWC contributed to enhancing the Expanded Anti-Violence Against Women and Their Children (E-VAWC) Act, supported the Safe Spaces Act, and advocated for strengthened child support systems and the institutionalization of the Philippine Commission on Children (PCCh)/MAKABATA Program. This proactive legislative engagement underscores CWC’s critical role in shaping policies that protect, promote, and uphold the rights of Filipino children.



Legislative Advocacy Activities

In 2024, the CWC actively engaged in legislative advocacy and policy discussions to advance child rights and protection. Through a series of consultations, technical working group meetings, and public policy forums, CWC contributed to key legislative priorities, including the Magna Carta for Children (MCC), the reorganization of CWC into the Philippine Commission on Children (PCCh), Online Sexual Abuse and Exploitation of Children (OSAEC), Adolescent Pregnancy Prevention, and other child protection policies.

Key Legislative Advocacy Accomplishments

1. Advancing the Magna Carta for Children (MCC)

- Conducted a multisectoral consultation on 15 March 2024, in partnership with the Commission on Human Rights, ensuring a broad-based discussion on the proposed legislation.
- Engaged with the House of Representatives (HOR) through a technical consultation on 24 June 2024, contributing policy recommendations to legislative discussions.
- Supported the Child Rights Network (CRN) Advocacy Communication Plan for MCC through a strategic consultation on 25 June 2024, aligning messaging and campaign efforts.
- Participated in a Senate Technical Working Group (TWG) Meeting on 25 July 2024, providing technical inputs to refine legislative provisions.

2. Legislative Proposal for the Reorganization of CWC into the Philippine Commission on Children (PCCh)

- Presented the bill proposing the reorganization of CWC into PCCh at the 3rd Juvenile Justice Welfare Council (JJWC) meeting on 30 July 2024, advocating for an institutionalized child-focused governance body.

3. Strengthening Advocacy Against OSAEC and CSAEM

- Delivered capacity-building sessions on OSAEC and CSAEM, focusing on abuse identification, response, and prevention.
- Engaged in the 2nd National Focus Group Discussion (FGD) on 13 November 2024, contributing technical insights on safeguarding young people from self-facilitated live streaming of child sexual abuse and exploitation materials.

4. Supporting the Passage of the Adolescent Pregnancy Prevention Bill

- Participated in a media forum conducted by Philippine Legislators' Committee on Population and Development (PLCPD) and Commission on Population and Development (CPD) on 11 July 2024, in support of the legislative campaign and in celebration of World Population Day.

5. Promoting Child Protection and Participation

- Presented the Mahalin at Kalingain ating mga Bata (MAKABATA) Program at Miriam College on 10 May 2024, engaging with the academic sector on national child protection initiatives.
- Participated in The Kalinga Kolektib: A Policy Forum on Child Protection and Participation on 07 November 2024, fostering dialogue on strengthening child participation mechanisms.



- Supported the National Children's Month Ceremonial Event on 11 November 2024, which included the launch of an Online Course on Children in Situations of Armed Conflict (R.A. 11188).
- Advocated for child rights through the Bayanihan Para Kay Batang Juan event on 05 December 2024, reinforcing national commitments to child welfare.

6. Technical Assistance and Multi-Sectoral Policy Consultations

- Provided technical assistance to City/Municipality Social Welfare and Development (C/MSWDO) during the 2nd Quarter Consultation Dialogue on 28 June 2024.
- Engaged in World Vision's International Public Information Sharing on 28-30 May 2024, strengthening regional collaboration on child protection.
- Participated in World Vision's External Stakeholders Consultation on 09 October 2024 and the International Conference on Child Welfare on 17 October 2024, ensuring alignment of national and international advocacy efforts.

7. UNCRC and Human Rights Advocacy

- Disseminated key findings and recommendations from the United Nations Convention on the Rights of the Child (UNCRC) Concluding Observations at a CSO Forum on 15 November 2024.
- Participated in the Kapihan on Human Rights on 11 December 2024, reinforcing policy discussions on children's rights within the broader human rights agenda.

8. Indigenous and Regional Child Welfare Advocacy

- Delivered support during the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) Regional Summit on Child Welfare from 26-28 November 2024 in Davao City, highlighting the intersection of child rights and regional governance.
- Shared message of solidarity during the Indigenous Political Structures at the IPS Congress on 29 November 2024, ensuring the inclusion of indigenous children's rights in national frameworks.

9. Community and Local Government Engagement

- Participated in Barangay Inter-Agency Council Against Trafficking (IACAT) 2.0 in Antipolo City on 31 July 2024, strengthening grassroots engagement in anti-trafficking and child protection efforts.

Through these engagements, CWC reinforced its role as a key policy and advocacy institution for child rights and welfare, ensuring that legislative measures and policy reforms are evidence-based, inclusive, and responsive to the evolving needs of children.

The Executive Order No. 79 s. 2024

On 06 December 2024, President Ferdinand R. Marcos Jr. signed Executive Order No. 79 s. 2024, Establishing the "Mahalin at Kalingain Ating mga Bata" (MAKABATA) Program, and institutionalizing the MAKABATA Helpline 1383. This initiative aims to create a comprehensive, one-stop system to address and monitor issues concerning children in need of special protection (CNSPs). The program encompasses four key components:



1.Reporting: Facilitates the swift and accurate exchange of information between government and private stakeholders to identify CNSPs and refer their issues to appropriate agencies and partners for action.

2.Rescue and Relief: Ensures the protection of CNSPs from immediate danger by providing protective, psychosocial, medical, legal, and other necessary services through first responders.

3.Rehabilitation: Offers individualized treatment and management for each CNSP, including age-appropriate and gender-responsive support in areas such as nutrition, psychosocial care, education, skills development, and legal services, with efforts toward safe family reunification or alternative care placements.

4.Reintegration: Aims to successfully reintegrate CNSPs into society by providing continuous support and monitoring to ensure their well-being and prevent re-victimization.

The Department of Social Welfare and Development (DSWD) is designated to lead the implementation of the MAKABATA Program. The CWC serves as the overall coordinating and monitoring body for the program's execution. Additionally, the existing flagship program of the CWC, MAKABATA Helpline 1383, is institutionalized as the central reporting system for all CNSP issues and concerns, operating around the clock under the management of the CWC.

The CWC's responsibilities under EO 79 include responding to inquiries regarding CNSP issues, referring matters to concerned government agencies, and implementing a monitoring, evaluation, and feedback mechanism to ensure timely and appropriate interventions for CNSPs. The CWC is also tasked with coordinating with the Presidential Communications Office to promote and raise public awareness of the MAKABATA Helpline 1383, as well as studying and recommending ways to streamline services of existing helplines for CNSPs.

As DSWD and CWC move forward in preparing the implementing guidelines for EO 79, it is crucial to define clear protocols and procedures for each component of the MAKABATA Program. This includes establishing detailed processes for reporting, rescue and relief operations, rehabilitation programs, and reintegration strategies. Collaboration among the DSWD, CWC, other government agencies, local government units, and private sector partners will be essential to ensure the effective and efficient delivery of services to CNSPs.

Ongoing Initiatives

The CWC continues to strengthen its commitment to child protection and safeguarding through the development and finalization of the Child Safeguarding and Protection Policy (CSPP). This initiative aligns with national and international legal frameworks, including the United Nations Convention on the Rights of the Child (UNCRC), which mandates the creation of institutional mechanisms to protect children from harm, abuse, and exploitation.

As part of this process, CWC has undertaken a comprehensive policy review and capacity-building assessment, resulting in the completion of:

1. Policy Analysis and Evaluation Report to ensure that the CSPP aligns with global best practices and national child protection standards.
2. Revised CSPP Draft, incorporating recommendations from legal, technical, and child welfare experts.
3. Training Gap Analysis Report to identify areas for capacity-building among CWC personnel.
4. Training Design to support the effective implementation and internalization of CSPP principles within the organization.

Currently, the final draft of the CSPP is being prepared for implementation, alongside the development of capacity-building activities to ensure that all CWC personnel are equipped with the necessary knowledge and skills to uphold child safeguarding principles.

Through this initiative, CWC aims to institutionalize a culture of child protection within its operations, ensuring that every child's right to safety and dignity is upheld across all programs, services, and engagements.

PLAN DEVELOPMENT

Launching of the 4th National Plan of Action for Children

The 4th National Plan of Action for Children (NPAC), launched on 14 November 2024, serves as a strategic guide to the implementation of child-focused initiatives in the Philippines. The 4th NPAC focuses on three critical priority areas: Participation, Protection, and Climate Change. Under the Protection pillar, the CWC, together with the United Nations Children's Fund (UNICEF), has been developing the Child Protection Systems Strengthening (CPSS) Strategy. This comprehensive framework is designed to strengthen systems that protect children from violence, abuse, neglect, and exploitation. The CPSS Strategy aims to establish sustainable and well-coordinated child protection mechanisms across all levels, ensuring the safety and well-being of every child.

Overall, to ensure the effective monitoring of the 4th NPAC's implementation, the Technical Management Group (TMG) – composed of various government agencies with initiatives for children – has been identified as the Steering Committee. Their Terms of Reference (ToR) have been revised and enhanced to guarantee that the 4th NPAC remains a priority. While the Monitoring and Evaluation (M&E) Framework of the 4th NPAC is yet to be finalized, the groundwork for a successful implementation has been laid – workshop designs in the formulation of results matrices have been meticulously prepared and indicators pre-identified. To address funding constraints for these workshops, UNICEF has been engaged as a potential partner to provide financial support. These efforts demonstrate CWC's proactive approach to ensuring the 4th NPAC's monitoring and evaluation mechanisms are robust and effective.

Reflecting the collective commitment to advancing child rights, the Plan has been shared with 186 national government agencies, encouraging them to contribute insights and inputs on their programs, projects and activities affecting children.



These contributions are anticipated to be consolidated by the first (1st) quarter of 2025 and will be a critical material in the development of the M&E framework of the 4th NPAC.

Completion of other Sectoral Plan

As part of its mandate to advance child rights and welfare, the CWC spearheaded the development and finalization of key sectoral plans in 2024, ensuring the integration of child-focused priorities into national frameworks.

1. **Chapter 04 of the 4th Philippine Human Rights Plan (PHRP) 2024-2028**, which focuses on children's rights, was finalized and incorporated into the 4th Philippine Human Rights Plan (PHRP). The PHRP was officially launched on 12 December 2024, in observance of International Human Rights Day, reinforcing the government's commitment to upholding human rights, particularly for children.
2. The finalization of the **Costed Operational Plan for Children and Young People (COP-CYP)** in 2024 marks a significant milestone in ensuring a strategic, well-resourced approach to addressing the needs of children and young people. The national launch was conducted on 15 January 2025, serving as a platform to mobilize multi-sectoral commitment and drive effective implementation.
3. The **National Committee on Child and Youth Participation (NCCYP) Strategic Plan (2025-2029)** was finalized to strengthen the institutionalization of child and youth participation in governance and decision-making. Built on the successes and lessons learned from the previous plan, it sets the strategic direction for the next five years, ensuring a structured, inclusive, and responsive approach to engaging children and youth in policy development and advocacy. The plan emphasizes a participatory process, involving both adult stakeholders and children, to align its priorities with national development goals and address emerging challenges in child and youth participation.

These initiatives underscore CWC's leadership in policy development, strategic planning, and inter-agency coordination, strengthening national efforts to protect and promote the rights of children and young people across various sectors.

LOCALIZATION AND INSTITUTIONALIZATION OF POLICY, PLANS AND PPAs FOR CHILDREN

In recognition of the local government's vital role in protecting the rights of children and to ensure the whole-of-nation approach in fulfilling the country's commitment to international treaties and implementation of national laws, localization and institutionalization efforts were pursued by CWC. Relative to this, the **Regional Committee/ Sub-committee for the Welfare of Children (RCSCWC)**, which is a counterpart structure of CWC at the sub-national level serves as the critical link between the national and local government units (LGUs).

Finalization of 17 Regional Plan of Action for Children

To support the achievement of the 4th National Plan of Action for Children (NPAC) goals, outcomes, and targets at the regional level, the development of Regional and Local Plans of Action for Children (RPAC/LPAC) was identified as a key strategy.

The RPAC serves as a mechanism to harmonize and consolidate national and regional efforts in integrating child rights into regional and local development planning, ensuring alignment with national priorities and strategic objectives.

In 2024, all 17 regions in the Philippines successfully developed their RPACs, a significant milestone in institutionalizing child-focused planning at the regional level. This marks a notable advancement, as no RPACs were developed under the 3rd NPAC. The completion of RPACs nationwide enhances policy coherence, program coordination, and resource mobilization for child welfare initiatives at the regional and local levels.

Moving forward, efforts will focus on ensuring the effective implementation, monitoring, and evaluation of RPACs to assess their impact and alignment with NPAC priorities. Capacity-building initiatives and technical assistance will be strengthened to optimize regional and local execution, ensuring sustained commitment to child rights and welfare.

Approval of the Local Council for the Protection of Children (LCPC) Strategic Plan

The Local Consortium for the Protection of Children (LCPC), an inter-agency and multi-sectoral council chaired by the Local Chief Executive organized at the provincial, city, municipal and barangay levels that serves as the umbrella organization of all children's concerns, is mandated to develop, implement, monitor and evaluate the Four Legacies for Children (4LCs):

1. **Local Code for Children (LCC):** An ordinance passed by the local Sanggunian demonstrating LGU commitment in adopting and implementing national laws on children and the provisions of the UNCRC.
2. **Local Development Plan for Children (LDPC):** Three-year plan of actions and interventions fulfilling children's rights.
3. **Local Investment Plan for Children (LIPC):** Reflects the allocation of budgets and resources for the interventions and PPAs identified in the LDPC.
4. **Local State of Children Report (LSCR):** An annual report that presents the current or present status of children in the LGUs, renders an accounting of the accomplishments of the past year, the best practices and the challenges encountered by the LGU in fulfilling child rights.

The LCPC Strategic Plan was formally approved during the 3rd Regular Meeting of the Technical Management Group (TMG) on 19 September 2024. This plan establishes the overall direction and priorities for a three-year period, ensuring a structured and strategic approach to strengthening the Local Council for the Protection of Children (LCPC) at various levels.

The LCPC Strategic Plan serves as a roadmap to guide key interventions, decision-making, resource allocation, and performance measurement. It provides a comprehensive framework for aligning the Consortium's activities and initiatives with its long-term vision and objectives, ensuring that all efforts are coordinated, data-driven, and results-oriented. Furthermore, the plan serves as the foundation for the annual Planning, Implementation, Monitoring, and Evaluation (PIM&E) process, enabling stakeholders to track progress, assess impact, and refine strategies as needed. The approval of this strategic plan represents a significant milestone in institutionalizing evidence-based planning and governance for the protection and welfare of children at the local level.



Technical Assistance Provided

Classification	2024 Accomplishment	2024 Accomplishment	Percent Change
Simple	1,535	751	104.39%
Complex	502	266	88.72%
Highly Technical	224	215	4.19%

In 2024, CWC provided extensive technical assistance (TA) across various levels, recording significant increases compared to 2023. A total of 1,535 simple requests were addressed, reflecting a 104.39% increase, while 502 complex requests marked an 88.72% rise. Additionally, CWC managed 224 highly technical requests, showing a 4.19% increase from the previous year.

This assistance spanned both external and internal stakeholders, facilitated by the CWC's divisions, including the Policy, Planning, and Research Division (PPRD) for policy formulation, planning, and secretariat functions; the Public Advocacy and Information Office (PAIO) for communication and advocacy; the Monitoring and Evaluation Division (MED) for supporting the CFLGA and providing technical aid to local government units (LGUs); and the Administrative and Financial Division (AFD) and Management Information Systems Unit (MISU) for internal support within CWC. The Project Management Office (PMO) contributed through responses provided via the MAKABATA 1383 Helpline.

A key highlight is the implementation of a targeted Technical Assistance Plan at the local level. The Localization and Institutionalization Division (LID) facilitated the development and dissemination of the Enhanced Guidebook on Child Participation and Comprehensive Guidelines in Organizing Local Children's Associations (LCAs), providing critical support to the LCPCs of Agusan del Sur in May 2024 and the LGU of Morong, Rizal in September 2024. Additionally, LID conducted a pilot-testing workshop on the use of the Trainer's Manual on Child Participation Guidebook and LCAs in December 2024. These efforts reflect CWC's commitment to building the capacity of duty-bearers through capacity building, coaching, mentoring, advocacy, monitoring, and evaluation, ensuring that children's rights are protected and promoted at all levels of governance.

Ongoing Initiatives

Local Council for the Protection of Children (LCPC) Toolkit

As of October 2024, the enhanced draft of the LCPC Toolkit has been shared with LCPC Consortium members for further review. This toolkit provides comprehensive guidance and resources to help Local Councils for the Protection of Children (LCPCs) perform their mandated functions effectively.

Since the LCPCs are hosted by local government units (LGUs), the Toolkit serves as a strategic resource for:

- 1.Organizing, strengthening, and sustaining LCPC functionality, ensuring that child-friendly governance remains effective and relevant.
- 2.Guiding LCPCs in formulating local policies, plans, and programs for children, while integrating monitoring and reporting mechanisms.



3. Prescribing the minimum content and processes for formulating the Four Legacies for Children, reinforcing a systematic approach to child-focused local development.

This initiative is a crucial step in institutionalizing LCPCs across LGUs, ensuring consistent, evidence-based, and well-resourced approaches to child protection and local governance.

Budgeting for Children: Public Finance for Child Welfare

CWC recognizes that ensuring adequate financial support for child rights and welfare is essential to sustainable governance. Since 2020, CWC, in partnership with UNICEF and Social Watch Philippines (SWP), has spearheaded the "Strengthening Public Finance Management for Children" project, which aims to:

1. Develop a systematic approach for identifying budget allocations and expenditures related to child welfare at the local level.

2. Strengthen LGU capacity in budget analysis, expenditure monitoring, and financial planning for children.

A major outcome of this initiative is the Budget Tagging System for Children (BTS4C), introduced in September 2022. The BTS4C improves the visibility and traceability of public investments for children within LGUs. Current Progress and Implementation include:

1. The BTS4C is now undergoing alignment with existing public financial management (PFM) systems at both the national and local levels.

2. Capacity-building, coaching, and mentoring sessions are being conducted in selected pilot LGUs, including:

- a. South Upi, Maguindanao del Sur
- b. Municipality of Calbiga, Samar
- c. Municipality of Candelaria, Quezon
- d. Province of Samar
- e. Maguindanao del Sur
- f. Quezon City, Baguio City, and Quezon Province

3. An orientation with pilot LGUs on the Child Budget Tagging Tool was conducted on 05 November 2024, facilitated by SWP.

Institutionalization of the BTS4C through Policy Development

1. A draft Joint Memorandum Circular (JMC) on BTS4C was presented to the Public Financing for Children (PF4C) Technical Working Group (TWG) on 30 September 2024.

2. The draft is currently under UNICEF's review, incorporating recommendations from the PF4C-TWG, with endorsement to concerned agencies scheduled for January 2025.

3. The recognition of the PF4C Committee as a structure under the TMG was discussed during the 28 November 2024 TMG meeting, with further enhancements on committee membership.

Technical Working Group on Budget Tagging

Recognizing the complexities of budget allocation and expenditure for children, a Technical Working Group (TWG) on Budget Tagging was established, comprising representatives from seven (7) agencies. The TWG provides strategic direction and oversight in the development of a standardized local budget tagging system, ensuring that:



- 1.LGUs prioritize and optimize resources for child welfare programs.
- 2.Fiscal policies and budgeting frameworks are harmonized across different government agencies.
- 3.Monitoring mechanisms for child-related expenditures are improved, leading to greater transparency and accountability.

Through these initiatives, CWC is ensuring that public finance mechanisms are responsive to the needs of children, reinforcing the integration of child rights in national and local financial planning.

THE MAKABATA HELPLINE 1383

MAKABATA Helpline 1383 is the the central reporting system for all CNSP issues and concerns and envisioned to be the country's focal public helpline for children and is primarily aimed at developing a safe and efficient mechanism that will provide quick response, monitoring, and feedback through calls, electronic mail, and different social media platforms. It is also expected to serve as a tool for children to report any form of violence, abuse, exploitation, psychosocial problems experienced by themselves and/or other children.

Statistics

The Helpline saw a significant increase in calls in 2024, with 1,524 reported cases compared to 315 since its relaunch in October 2023, reflecting improved public awareness and accessibility. However, a substantial portion of these calls were non-case related, indicating the need for strengthened caller education and case handling procedures.

CATEGORY	2024	2023	PERCENT CHANGE
Incomplete Report	582	-	-
Wrong Dialed	247	-	-
Dropped Call	202	-	-
Inquiry	165	113	46.02%
COOH - Calls Outside Office Hours	65	-	-
Test Call	63	-	-
Others (Concerns Not Related to Children)	52	42	23.81%
Sexual Abuse	22	23	4.35%
Physical Abuse	18	28	35.71%

Child Custody	17	6	183.33%
Psychological Abuse	16	18	11.11%
Economic/Financial Abuse	11	7	57.14%
Prank Reports	10	11	9.09%
Children in Street Situation	10	-	-
OSAEC-CSAEM [1]	9	-	-
Cybercrime [1]	7	10	30.00%
Acts of Lasciviousness	5	-	-
Verbal Abuse	5	-	-
Abandoned	4	-	-
Neglected	4	12	↓66.67%
Bullying	3	4	↓25.00%
Child Trafficking	3	-	-
Behavioral Problem	2	-	-
Child Labor	1	1	-
Missing Children	1	-	-
Cyber Bullying	-	-	-
Children in Conflict with the Law	-	-	-
Children in Situations of Armed Conflict	-	-	-
Fraudulent Call	-	-	-
Unresponsive	-	40	100.00%
TOTAL	1,524	315	383.81%

[1] In 2023, reports of Cybercrime and Online Sexual Abuse and Exploitation of Children (OSAEC-CSAEM) were categorized under a single case classification. In 2024, these were recorded separately, allowing for a more detailed and accurate assessment of online threats to children.



Non-Case Related Calls

The most frequently recorded non-case related calls in 2024 were incomplete reports, wrong dialed calls, and dropped calls, which were not recorded in 2023. Incomplete reports accounted for 582 cases, making it the highest category, followed by wrong dialed calls (247 cases) and dropped calls (202 cases). Additionally, inquiry calls increased from 113 in 2023 to 165 in 2024, demonstrating growing public engagement with the helpline. Calls received outside office hours (65 cases) also became a new category, highlighting the need for extended service availability.

Cases Involving Children

Among child protection-related cases, sexual abuse remained one of the most reported concerns, with 22 cases in 2024, slightly decreasing from 23 in 2023. Physical abuse cases declined significantly, from 28 in 2023 to 18 in 2024, while psychological abuse cases remained consistent at 16 in 2024 compared to 18 in 2023. A notable increase was observed in child custody cases, rising from 6 in 2023 to 17 in 2024, suggesting a growing concern over parental disputes affecting children. Reports on economic or financial abuse also increased, from 7 cases in 2023 to 11 in 2024, reflecting heightened awareness of financial exploitation among children.

New Call Categories in 2024

Several new case categories emerged in 2024, reflecting expanded reporting on child protection concerns. Reports of children in street situations (10 cases) and OSAEC-CSAEM (9 cases) were newly recorded, emphasizing the increasing awareness of online child sexual abuse and exploitation. Additionally, acts of lasciviousness (5 cases), abandoned children (4 cases), and behavioral problems (2 cases) were also recorded for the first time, reinforcing the need for specialized intervention programs.

Significant Decline in Reports

While most categories saw an increase, some child protection concerns saw a decline in reported cases. Physical abuse cases dropped by 35.7%, from 28 in 2023 to 18 in 2024, which may indicate either improved intervention mechanisms or underreporting. Neglect cases decreased significantly, from 12 in 2023 to only 4 in 2024, while cybercrime reports declined from 10 in 2023 to 7 in 2024. This trend suggests the potential effectiveness of cybercrime prevention efforts or the need to reassess public reporting mechanisms for online abuse cases.

REGION	2024	2023	PERCENT CHANGE
N/A	1,300	117	1011.11%
NCR	76	59	28.81%
Not Stated	48	51	5.88%
Region III	32	21	52.38%
Region IV-A	27	38	28.95%
Region VII	11	8	37.50%

Region VI	8	3	166.67%
Region XI	4	1	300.00%
Region I	3	1	200.00%
Region IV-B	3	4	25.00%
Region VIII	3	1	200.00%
Region XII	2	2	-
Region XIII	2	3	33.33%
Region II	1	3	66.67%
Region V	1	1	-
Region X	1	-	-
BARMM	1	-	-
International	1	2	50.00%
Region IX	-	-	-
CAR	-	-	-
TOTAL	1,524	315	383.21%

Regions with the Most Calls

The Helpline received the highest number of reports categorized under "N/A" (1,300 cases in 2024, up from 117 in 2023), indicating that many callers remained anonymous or location data was not recorded. Metro Manila (NCR) recorded the highest number of location-identified calls, increasing from 59 cases in 2023 to 76 in 2024. Region III also saw an increase in reports, rising from 21 in 2023 to 32 in 2024. In contrast, Region IV-A experienced a slight decline, from 38 cases in 2023 to 27 in 2024, while calls with "Not Stated" locations remained consistent at 48 in 2024 compared to 51 in 2023.



STATUS	TOTAL	%
CLOSED	1,521	99.80%
ONGOING	2	0.13%
PENDING - For further assessment	1	0.07%
TOTAL	1,524	100%

Status of Reports

The Helpline has made substantial progress in case resolution, with 99.80% (1,521 out of 1,524 cases) successfully closed, reflecting the agency's efficiency and responsiveness. A minimal 0.13% (2 cases) remain ongoing, while 0.07% (1 case) is pending further assessment. This high resolution rate underscores CWC's commitment to effective case management and prompt action, ensuring that matters concerning children's welfare are addressed with diligence and accountability.

Major Activities and Partnerships

To broaden accessibility and strengthen public engagement, a series of 8 roll-outs was conducted across various regions, provinces, and local government units (LGUs). These roll-outs aimed to increase awareness, enhance local response mechanisms, and strengthen coordination among stakeholders in child protection.

Additionally, **13 Memoranda of Understanding (MOUs)** were established, fostering institutional partnerships that reinforce the Helpline's impact and sustainability. These agreements enabled better coordination with LGUs and key agencies, ensuring that reports received through the Helpline are effectively monitored, referred, and addressed at the local level.

The significant increase in the number of calls received in 2024 may be attributed as a result of these efforts. While this demonstrates improved public recognition and utilization of the Helpline, the increase in calls also raises concerns about the growing number of reported child protection issues. The rise in reports may indicate worsening conditions for some vulnerable children or increased cases of abuse, neglect, and exploitation, which require urgent policy and programmatic interventions.

The challenge moving forward is to ensure that the helpline's expansion is matched by strengthened response mechanisms. Enhancing case resolution, multi-sectoral coordination, and direct service provision will be critical to addressing the growing number of cases effectively, ensuring that the MAKABATA Helpline 1383 not only increases reporting but also leads to tangible improvements in child protection and welfare.

ADVOCACY AND MOBILIZATION OF RESOURCES

Public awareness and advocacy efforts complement policy formulation and plan development, ensuring that children's rights are not only protected through law but are also recognized and supported by society. This works to promote child rights at the highest levels of governance while mobilizing the public to engage in child protection advocacy.

National Observances and Special Campaigns

The CWC successfully led the **2024 National Children's Month (NCM) Celebration** with the theme: "Break the Prevalence, End the Violence: Protecting Children, Creating A Safe Philippines." The month-long observance underscored the country's commitment to upholding children's rights and ensuring a violence-free environment for every Filipino child.

The celebration commenced with a kick-off activity on 14 November 2024 at the Valenzuela Amphitheater, highlighted by the launching of the 4th National Plan of Action for Children (NPAC). Various activities followed, engaging children, parents, and stakeholders in promoting child welfare and protection. On the regional level, Regional Committees and Sub-Committees for the Welfare of Children (RC/SCWC), including MIMAROPA and CAR, actively conducted localized NCM activities.

Key activities included:

1. **National Play Advocacy Week** (09 November 2024, Kolehiyo ng Dasmarinas, Cavite) – emphasized the importance of play in child development.
2. **Special Webinar: Empowered Parenting in the Digital Age** (25 November 2024) – tackled online safety and digital parenting strategies.
3. **Dissemination of NCM collaterals** – distributed to regional and national partners to amplify awareness efforts.
4. **NCM Culminating Activity** (28 November 2024, SM North EDSA) – brought together stakeholders to reaffirm commitments to child protection.

CWC also coordinated and documented significant events:

1. **NCM Summit on Children** (05 November 2024, Cebu City) – featured discussions on advancing children's rights.
2. **Children's House of Representatives' NCM Celebration** (18-21 November 2024) – included the event "Communicating the Results of the 2024 Child-Friendly Local Governance Audit (CFLGA): A Call to Action" (21 November 2024, Villar Hall, South Wing Annex, House of Representatives).

The 2024 NCM Celebration reinforced the collective responsibility of government agencies, local governments, civil society, and communities to protect children from violence and ensure their well-being.

Aside from the 2024 NCM Celebration, CWC actively participated in **15 major observances and national celebrations** in collaboration with CWC staff, children, parents, caregivers, duty-bearers, and external stakeholders. These events served as key platforms for raising awareness, mobilizing multi-sectoral engagement, and strengthening child protection initiatives.



Notable activities included:

1. **National Children's Book Week 2024**
2. **World Day Against Child Labor 2024** – "Ang Mukha ng Batang Manggagawa sa Pilipinas"
3. **Safer Internet Day (SID)** for Children Philippines
4. **National Child Sexual Abuse and Exploitation Awareness Week (CSAAW)**
5. **International Day of Persons with Disabilities**
6. **18-Day Campaign to End Violence Against Women**
7. **Girl-Child Week** as part of National Women's Month

These observances reinforced public consciousness on critical child protection issues, promoting positive parenting, digital safety, and child-friendly governance across various platforms.

Media Engagements and Public Advocacy

One of the ongoing flagship initiatives led by the CWC is the **MAKABATA Teleradyo Program**, a dedicated platform that highlights updates, pressing issues, and advocacy efforts related to Filipino children. This program, which reaches a broad audience through both online streaming and radio broadcast, initially aired every Monday from 10:00 AM to 11:00 AM on 1278kHz Radyo Pilipinas 3. With the renewed partnership between CWC and the Presidential Broadcasting Service (PBS), formalized through a Memorandum of Agreement, the Makabata Teleradyo Program resumed airing on 10 June 2024, with an expanded schedule from 04:00 PM to 06:00 PM every Monday. This initiative continues to serve as a valuable platform for child-focused discourse, fostering public awareness and engagement on child rights, protection, and development.

CWC intensified media efforts to ensure national visibility for child rights advocacy, securing multiple interviews and media appearances featuring CWC's Executive Director across print, radio, television, and online platforms. These engagements covered a wide range of child protection issues, including Online Sexual Abuse and Exploitation of Children (OSAEC), Adolescent Pregnancy Prevention, Illegal Adoption Activities, and the Magna Carta for Children.

Among the most notable media activities were:

1. TV and Radio Interviews

- Radyo Pilipinas, Tinig ng Masa, PTV 4, TV5, GMA News 24 Oras, IBC 13, SMNI, DWAR Abante Radyo
- Topics: Digital Parenting, Child Sexual Abuse, Magna Carta for Children, Child Beauty Pageants, Illegal Adoption, Cybersecurity

2. Press Conferences

- PNP-Anti Cybercrime Group's ANGELNET Summit 2024 – Focus on OSAEC-CSAEM
- National Council for Children's Television – Launch of *Tropa Peeps-Series*
- Save the Children Event on Adolescent Pregnancy Prevention

3. Public Discussions and Advocacy Campaigns

- Kwentuhang Cybersecurity (Philippine Institute of Cybersecurity Professionals)
- PCW's *Tinig ng mga Kababaihan* featuring Girl-Child Week and gender-responsive programs

The media strategy ensured broad audience reach, heightened public engagement, and increased policy support for child-focused legislation and initiatives.

Policy Advocacy

CWC issued several high-impact official statements, reinforcing CWC's position on pressing child protection issues. These statements served to condemn child rights violations, call for urgent action, and influence public discourse on key legislative and social concerns.

Key statements included:

1. Strong condemnation of child grooming, sexual exploitation, and illegal adoption activities
2. Statements on high-profile cases involving child abuse, corporal punishment, and cyber-exploitation
3. Policy advocacy for the Magna Carta for Children, Child Beauty Pageants, and Child Modeling Photo/Video Shoots
4. Responses to specific child-related incidents (e.g., deaths of children due to negligence or abuse)

These statements positioned CWC as a leading authority in child rights advocacy, ensuring swift policy response and public accountability in child protection issues.

Social Media, Digital, and Print

PAIO significantly expanded CWC's digital footprint, producing a total of 426 social media posts throughout the year. This sustained digital engagement reflects CWC's commitment to leveraging online platforms to raise awareness, mobilize public support, and promote child protection initiatives.

CWC successfully produced and disseminated a diverse range of advocacy materials in 2024, including 13 audio-visual presentations, 6 posters, 7 banners, and various collateral materials such as t-shirts, notebooks, and planners. These materials played a crucial role in raising awareness on child rights and welfare, amplifying CWC's key messages, and supporting national campaigns and programs aimed at promoting child protection, participation, and development across the country.

Knowledge Sharing Sessions

In 2024, the CWC successfully conducted 4 knowledge-sharing sessions aimed at promoting child welfare and well-being. These sessions provided platforms for raising awareness and fostering collaboration on critical issues affecting children. The sessions included the 2024 Child Sexual Abuse Awareness Week (CSAAW) on 14 February 2024, themed "Creating a Community of HOPE (Help and Opportunity to Protect and Emancipate)", which focused on combating Online Sexual Abuse and Exploitation of Children (OSAEC) and Child Sexual Abuse and Exploitation Materials (CSAEM). Another key session was held during the 2024 World Day Against Child Labor (WDACL) on 26 June 2024, titled "Ang Mukha ng Batang Manggagawa sa Pilipinas", which shed light on the realities faced by child laborers in the country.

Additionally, the CWC conducted a Knowledge Management Session (KMS) on 25 July 2024 as part of the 2024 National Nutrition Month, emphasizing the theme "Good Nutrition for Good Life" to promote healthy nutrition among children and families. The year's final session was an online KMS on Mental Health Awareness held on 22 October 2024, centered on the theme "Movement: Moving for our Mental Health", highlighting the importance of physical and mental well-being for children and youth. These sessions underscore CWC's commitment to addressing pressing issues through knowledge-sharing, advocacy, and stakeholder engagement.



Guide for Media Practitioners on the Reporting and Coverage of Children, revised version for 2024

CWC spearheaded the development of the revised Guide for Media Practitioners on the Reporting and Coverage of Children, reinforcing its commitment to protecting children's rights in the media landscape. This significant accomplishment aimed to provide clear and actionable standards for media practitioners, content creators, and digital personalities, ensuring that media outputs are respectful, accurate, and sensitive to the needs of children, particularly those in vulnerable situations.

The guide, rooted in the principles of the United Nations Convention on the Rights of the Child (UNCRC), was developed through extensive consultations, including key informant interviews, workshops, and validation sessions with media partners, organizations, and children themselves. The revised version addresses new challenges posed by the evolving digital and media environment, recognizing the media's powerful role in shaping public perceptions of children and their issues.

This initiative ensures that media representations do not perpetuate stereotypes, stigmatization, or exploitation, but instead foster a child-friendly environment that encourages children's participation and respects their rights. The guide serves as an essential resource for promoting ethical journalism and responsible storytelling, highlighting CWC's proactive efforts in safeguarding children while encouraging their meaningful inclusion in media narratives.

MONITORING AND EVALUATION

The CWC plays a critical role in ensuring the effective implementation, coordination, and monitoring of child-focused programs and policies, in line with its mandate. Throughout 2024, CWC successfully carried out key initiatives that strengthened governance frameworks, enhanced child-friendly local governance mechanisms, and improved monitoring and evaluation systems.

2024 Child-Friendly Local Governance Audit (CFLGA) Results

The Child-Friendly Local Governance Audit (CFLGA) serves as a performance measurement tool that assesses the extent to which LGUs have mainstreamed child rights in local development planning and governance.

The Department of Local and Interior Government (DILG) serves as the primary implementing body, ensuring that all local government units (LGUs) are audited based on the established child-friendly governance indicators. Meanwhile, the CWC, as the focal agency for children's rights, provides technical support, policy guidance, and monitoring to ensure that the CFLGA aligns with national child protection policies and international commitments.

	2024 ACCOMPLISHMENT	YEAR-ON-YEAR		TARGET VS. ACCOM	
		2023 Accomplishment	Percent Change	2024 Target	Variance
Total # of Municipalities and Cities	1,634	1,634	0.37%	-	+6
# of Audited Municipalities and Cities	1,618	1,612		1,612	
% of Audited Municipalities and Cities	99.02%	98.65%		98.65%	

In 2024, a total of 1,618 municipalities and cities were audited, a 0.37% increase from 1,612 in 2023. This represents 99.02% of the total 1,634 municipalities and cities nationwide, an improvement from 98.65% in 2023, reflecting enhanced participation and commitment to the audit process.

	2024 ACCOMPLISHMENT	YEAR-ON-YEAR		TARGET VS. ACCOM	
		2023 Accomplishment	Percent Change	2024 Target	Variance
# of Audited Municipalities and Cities	1,618	1,612	14.04%	-	+9.04% INCREASE
# of Eligible Municipalities and Cities	895	782		859	
% of Passed Municipalities and Cities	55.32% (14.04% increase from the 2022 SCFLG Conferees)	48.51%		53.51% (5% increase from the 2022 SCFLG Conferees)	

The number of eligible municipalities and cities that passed the CFLGA significantly increased from 782 in 2023 to 895 in 2024, marking a 14.03% improvement. This resulted in a higher percentage of passing LGUs, with 55.32% of municipalities and cities meeting CFLGA criteria in 2024, compared to 48.51% in 2023.

Monitoring Reports

The Executive Summary and Infographics of the Regional Situational Analysis of Children (RSAC) were finalized and published on 04 November 2024. This report provides critical insights into the regional state of child welfare, helping policymakers and stakeholders identify priority issues and inform child-sensitive development planning. The publication of the RSAC ensures that evidence-based policy decisions are made at the regional and national levels, addressing the most pressing concerns affecting children in different localities.



Capacity Building Initiatives

The Presidential Award for Child-Friendly Municipalities and Cities (PACFMC), established under Executive Order No. 184 in 1999, is a prestigious recognition program that acknowledges LGUs that exemplify excellence in implementing child-friendly policies and programs. To further strengthen the implementation of child-friendly governance policies, a series of capacity development programs targeting LGUs and child rights advocates were conducted.

- **Capacity Development on PACFMC Guidelines, Tools, and Indicators**

- o Held from 07-11 October 2024 in Baguio City, this training was attended by the National Awards Committee (NAC) and the CWC Secretariat to deepen their understanding of their roles in PACFMC implementation and evaluation.
- o Participants gained enhanced knowledge on:
 - Core principles and best practices of PACFMC
 - Standardized evaluation methodologies for LGUs
 - Implementation strategies for improved child-friendly governance

- **Conducted a practicum workshop in four barangays in Baguio City** (*Barangay Irisan, Barangay Atok Trail, Barangay Upper Rock Quarry, and Barangay Sto. Tomas Proper*), providing NAC members with practical experience in evaluating LGU compliance with PACFMC standards.

These activities enhance the technical capacity of stakeholders and ensure the effective rollout of PACFMC initiatives, ultimately strengthening LGU accountability in upholding child rights.

Ongoing Initiatives

Presidential Award for Child-Friendly Municipalities and Cities (PACFMC)

- As of 2024, the PACFMC was conferred to 66 LGUs, while the Hall of Fame Award was presented to nine (9) LGUs for sustained and improved performance. This accounts for less than 5% of the total 1,634 LGUs in the country, highlighting the rigorous selection process and high standards of the award.
- The review and approval of the enhanced PACFMC documents were facilitated, ensuring that the latest updates reflect current child protection policies and evolving governance standards. The final documents were submitted to the Office of the Undersecretary for International Affairs, Attached and Supervised Agencies (OUIAASAs) of the Department of Social Welfare and Development (DSWD) for adoption.
- The development of a PACFMC training module is underway, with three out of five session guides completed. The module remains under review before submission to the Technical Management Group (TMG) and Council Board for finalization.
- The PACFMC Knowledge Management System (KMS) is in development, with facilitated sprint meetings to ensure alignment with modern ICT solutions and data consolidation requirements.

These accomplishments ensure that the PACFMC remains a relevant and credible incentive mechanism for promoting child-friendly governance at the local level.

System Enhancements for CFLGA and SCFLG

- Attended the Training of Trainers (ToT) on CFLGA, in preparation for the 2025 audit, ensuring a harmonized approach to CFLGA implementation across all regions.
- Recommended feasibility assessments and technical enhancements for the SCFLG-KMS, ensuring that the system remains up-to-date with evolving child protection policies.
- The System Analysis Design (SAD) Report is scheduled for presentation on 17 January 2025, incorporating stakeholder feedback and refining data processing capabilities.

CWC COORDINATED STRUCTURES FOR CHILDREN

By virtue of Executive Order no. 233 series of 1987, sectoral panels were created to respond to the five (5) major concerns of children. Since then, CWC's functions have been expanding in accordance with the passage of new laws that resulted in the creation of additional sectoral committees and sub-committees. These structures have been organizing activities specific to their areas of concern. CWC continues to play a central role in various child-focused structures and committees, providing leadership, technical support, and advocacy to ensure that children's rights are upheld and integrated into national and local governance. In 2024, CWC's active involvement in these structures has led to significant milestones and ongoing initiatives.

Under Technical Management Group

Under the Technical Management Group (TMG), CWC spearheaded critical initiatives through its Committees and Sub-Committees:

- The **Committee on Children in HIV/AIDS (COMCHA)** advanced its efforts through the national launch of the Costed Operational Plan for Children and Young People (COP-CYP) on 15 January 2025, and conducting key workshops and committee meetings throughout the year.
- The **Committee on Children in Need of Special Protection (CCNSP)** held multiple committee meetings and participated in validation workshops to revise the Protocol for Case Management of Children in Need of Special Protection (CANED). It should be noted that said Protocol took into consideration Executive Order 79 to align it with the MAKABATA Program.
- Similarly, the **Sub-Committee on Children with Disabilities (SC CWD)** finalized the Strategic Action Plan for Children with Disabilities (2024-2028) through extensive consultations and workshops, ensuring alignment with member agencies' mandates.
- The **Sub-Committee on the Protection and Welfare of Children in Street Situations (SC PWCiSS)** conducted regular meetings and milestone evaluations.
- The **Sub-Committee on Sexual Abuse and Commercial Sexual Exploitation of Children (SC SACSEC)** experienced temporary inactivity due to operational challenges.



- Additionally, the **Research Consortium on Children's Rights (RCCR)** contributed to research and knowledge-sharing on child rights, while CWC's participation in other inter-agency committees—both local and international—ensured that children's welfare remains a top priority in cross-sectoral plans, policies, and programs.
- Meanwhile, the **Committee on Family and Alternative Parental Care (COMFAPC)** faced discussions on potential overlaps with the National Authority for Child Care (NACC), raising questions about its future structure and mandate.

Created by Law under CWC

The **Inter-Agency Committee on the Prohibition of Child Early, Forced Marriages and Unions (IAC-PCEFMU)**, with CWC as Secretariat, conducted a National Consultation Workshop on the Development of the National Action Plan (NAP-CEFMU) and four regional consultations from October to December 2024, gathering inputs from children, youth, parents, and local stakeholders.

The reactivation of the **National Child Protection Working Group (NCPWG)** enabled the dissemination of information, education, and communication (IEC) materials, coordination of child protection concerns during calamities, and submission of situational reports to UNICEF and other international bodies.

The **Inter-Agency Committee on Children in Situations of Armed Conflict (IAC CSAC)** resumed operations in October 2024, focusing on its Advocacy and Communication Plan, agency-specific protocols, and the submission of the 3rd Quarter Global Horizontal Note Report to the United Nations (UN), while contributing to efforts to de-list the Philippines from the UN Special Representative to the Secretary General (SRSG) Children and Armed Conflict (CAAC) Report.

Created by Law

CWC's active involvement in structures created by law such as the **Inter-Agency Council on Violence Against Women and their Children (IAC VAWC)** saw participation in technical working groups and validation workshops to refine the National Action Plan for the Elimination of Violence Against Women (NAP-EVAW) and enhance Gender-Based Violence (GBV) data systems. Similarly, CWC's engagement in the **Inter-Agency Council Against Trafficking (IACAT)** included attendance at regular meetings, participation in community awareness activities such as Brgy. IACAT 2.0 in Antipolo City, and the 10th Manila International Dialogue against Trafficking.

In the **Juvenile Justice and Welfare Council (JJWC)**, CWC contributed to discussions on the proposed bill reorganizing CWC into the Philippine Commission on Children (PCCh) and participated in the Technical Working Group on Restorative Justice. CWC's work in the **Public Financing for Children (PF4C)** included attending planning workshops and enhancing budget tagging systems for children, while its involvement in the **National Coordination Center against OSAEC and CSAEM (NCC-OSAEC-CSAEM)** supported the development of a Multi-Year Strategic Action Plan for combatting online sexual abuse and exploitation of children.

These engagements highlight CWC's multifaceted approach to child protection, policy advocacy, and capacity-building, reinforcing its mandate to promote and safeguard the rights of Filipino children across all sectors of society.

International and Local Engagements

In addition to its leadership within national child-focused structures, the Council for the Welfare of Children (CWC) actively participates in several external structures both locally and internationally, ensuring that children's rights are integrated into broader governance frameworks and international commitments.

The Philippine Delegation to the **Philippine Mission to the United Nations - Pathfinding Initiative 2.0 Technical Meeting** held in Geneva, Switzerland, was solely composed of representatives from the CWC. This global platform provided a crucial opportunity for the Philippines to showcase its unwavering commitment to ending violence against children. The CWC highlighted key national efforts, including the MAKABATA Helpline 1383, a vital support system for children in crisis; the implementation of the OSAEC and CSAEM law, which strengthens legal protections against online sexual abuse and exploitation of children; and the Child-Friendly Local Governance Audit (CFLGA) initiatives that promote child-centered governance at the local level. This Philippine Mission to the United Nations was significant not only in reaffirming the country's dedication to child protection but also in fostering international collaboration, drawing insights from global best practices, and amplifying the voices of Filipino children on the global landscape.

On the regional landscape:

- CWC actively supported the **8th ASEAN Children's Forum (ACF)** held in Vientiane City, Lao PDR, with a delegation comprising three children, including a child with a disability, and four adult companions from CWC, AKAPIN, ASMAE, and DepEd Pasay SDO. Attended by 10 ASEAN member states and Timor-Leste as an observer, the forum centered on the theme "Children-Led Climate Change Actions Towards a Resilient ASEAN Community," addressing the impact of climate change on education, food security, and migration.
- Furthermore, CWC actively participated in the **2nd Regional Meeting on Child-Friendly Cities in East Asia and the Pacific**, held from 23 to 26 September 2024 in Jinan, China. The CWC shared the Philippine government's strategies and policies that prioritize children's rights, fostering stronger regional collaboration for child-friendly governance.
- Additionally, from 26 to 28 November 2024, the Council took part in the **EU-UNICEF Public Finance Facility South Exchange** in Bangkok, Thailand, where it highlighted the country's initiatives on Public Finance Management—particularly the Child Budget and Expenditure Tagging system aimed at promoting child-friendly local governance.
- CWC also contributed inputs through its mother agency to the **4th PH-EU Subcommittee Meeting on Good Governance, Rule of Law, and Human Rights**, emphasizing cases involving children in armed conflict, OSAEC, and corporal punishment. Furthermore, CWC provided inputs to the **UNHCR National Action Plan Technical Working Group** and attended key ASEAN forums, including the **ASEAN Commission on the Promotion and Protection of the Rights of Women (ACWC)**.

Locally, CWC played a crucial role in the Child Rights Network (CRN) by enhancing the communication strategy for the Magna Carta for Children and supporting its legislative progress. It also contributed significantly to the Presidential Human Rights Committee's (PHRC) 4th Philippine Human Rights Plan (PHRP4), which recognized CWC's efforts during its launch. The Council's active involvement in the MAKABATA Technical Working Group led to the signing of the Executive Order No. 79 "ESTABLISHING THE MAHALIN AT KALINGAIN ATING MGA BATA PROGRAM, AND INSTITUTIONALIZING THE MAKABATA HELPLINE 1383". Additionally,



CWC provided technical inputs in various inter-agency working groups, including the NAPC Technical Action Officers-TWG, NACC TWG on Kinship Care, and PDP Ad Hoc TWG on Children's Rights, advocating for child protection in national development plans. Through its participation in these external structures, CWC ensures that children's rights remain at the forefront of policy discussions, program implementations, and collaborative efforts across sectors.

GENERAL ADMINISTRATION AND SUPPORT SERVICES

Financial Management

In 2024, CWC achieved a fund obligation rate of 90.84%, amounting to Php151,755,370.68 out of the Php167,053,682.31 total appropriations. This includes a 100% utilization of continuing appropriations worth Php15,704,505.07 and an 89.89% utilization of the current appropriations amounting to Php136,050,865.61. These financial management efforts ensured that operational programs, projects, and activities were adequately supported.

Human Resource Management

CWC issued 15 appointments throughout 2024. For the current employees, the Council also prioritized staff development through the conduct of the Training on Harmonized Gender and Development Guidelines (HGDG) from 25-27 March 2024.

Digital Transformation

The CWC strengthened its digitalization efforts with the successful implementation of an internal Document Tracking System (DTS), improving operational efficiency and records management across the agency. To keep pace with evolving technology, CWC enhanced its servers and data facilities, ensuring a more robust and secure digital infrastructure. Upgrades included the integration of redundant power systems and energy-efficient cooling solutions to support uninterrupted operations.

In line with expanding digital storage capabilities, CWC established the CWC-NAS (Network Attached Storage)—a smart, scalable, and high-performance storage solution. This system complements the agency's Google Workspace subscription by providing additional storage capacity while enabling multiple users to securely store, access, back up, and manage data remotely through the newly deployed CWC On-Premise Servers.

Infrastructure and Maintenance

Key infrastructure projects completed in 2024 include the first phase of the building electrical system repairs, renovation of the childminding room, podcast room, and stockroom in partnership with DPWH-QC1DEO. Additional improvements included the renovation of a PWD/gender-neutral restroom, rear fire exit, replacement of stairwell windows, installation of a water tank and pump, and fence post lights.

Procurement Services

CWC successfully processed 368 procurements for goods and services through public bidding and alternative modes, ensuring the timely delivery of essential resources for its operations.

Social Inclusivity

The CWC continuously provides employment opportunities for Persons with Disabilities (PWDs). With strategic budget allocations totaling One Million Four Hundred Thirty-One Thousand Six Hundred Twenty-Eight Pesos and Eighty Centavos only (Php 1,431,628.80) under MOOE and One Million Four Hundred Two Thousand Nine Hundred Thirty-Seven Pesos only (Php 1,402,937.00) under PS for FY 2024, the Council continued its commitment to integrating and supporting PWD staff within its workforce, reaffirming its dedication to diversity and inclusivity.

CWC IN ACTION



CWC reinforced child rights and welfare with 17 Council Board Resolutions and 74 Regional Sub-Committee for the Welfare of Children resolutions.



A milestone achievement in 2024 was the launch of the 4th National Plan of Action for Children (NPAC), shaping a strategic roadmap for child protection and development. 13 agencies and ex-officio members contributed to finalizing the plan, nearly doubling the Congress-approved target. NPAC-related activities received a 100% satisfaction rating from stakeholders, proving its strong foundation for a brighter future for Filipino children.



The Child-Friendly Local Governance Audit (CFLGA) saw a remarkable 99.02% audit rate, slightly higher than 98.35% in 2023. 895 LGUs or 55.32% earned the Seal of Child-Friendly Local Governance—a 14.45% increase from 782 LGUs in 2023.

This growth highlights LGUs' commitment to upholding child rights and integrating child-friendly policies into local governance.



Established by virtue of Executive Order No. 79, the MAKABATA Program is a one-stop system for addressing and monitoring all issues and concerns of children in need of special protection or CNSPs.

As part of the Reporting Component of the MAKABATA Program, the existing MAKABATA Helpline 1383 has been institutionalized as the central reporting system for all CNSP issues and concerns. It will continue to be under the management of the CWC.



With the signing of Executive Order No. 79, the "Mahalin at Kaligainin Atin mga Bata" (MAKABATA) Program and the MAKABATA Helpline 1383 are now institutionalized, ensuring sustained support for children in need. Alongside this, CWC reinforced its commitment through legislative advocacy, backing 15 key bills that promote children's welfare.



CWC amplified child rights advocacy through the revised Guide for Media Practitioners on Reporting and Coverage of Children, the Makabata Teleradyo Program, and various national and local media engagements.





Representing the Philippines, CWC also played an active role in the United Nations' Ending Violence Against Children Pathfinder Initiative 2.0, the ASEAN Children's Conference, and the Local sectoral committees tackling child welfare concerns.



Technical assistance expanded significantly, with: Over 2,200 services provided to partners and stakeholders. A targeted Technical Assistance Plan implemented at the local level to develop, monitor, and evaluate the Four Legacies for Children (4LCs). 418 LGUs received hands-on support, strengthening their capacity for child-focused initiatives.





To know more about CWC visit:

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