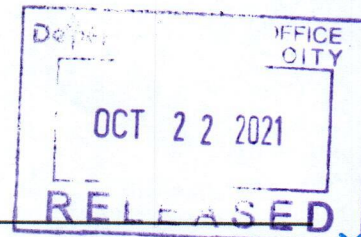




Republic of the Philippines  
**Department of Education**  
 Cordillera Administrative Region  
**SCHOOLS DIVISION OF BAGUIO CITY**



October 22, 2021

**Division Memorandum**  
 No. **279**, s. 2021

**DIVISION BRIGADA PAGBASA ADVOCACY**

To : Curriculum Implementation and School Governance Operation Division Chiefs  
 Public Schools District Supervisors  
 Education Program Supervisors  
 Public Elementary and Secondary School Heads  
 All Others concerned

1. Relative to DepEd Memorandum No. 173, s. 2019 entitled, **Hamon Bawat Bata Bumabasa (3Bs Initiative)** which emphasizes the mandate to produce productive and responsible citizens equipped with essential competencies and skills for lifelong learning, there is a need to make every learner a proficient reader in schools across the country which are tasked to innovate reading programs. The Division of Baguio City will conduct an advocacy program through its reading program, "Mag-aaral Mo, Pabasahin Mo."

2. Thus, it is encouraged that all our School Heads, Teachers, Parents, Learners and Stakeholder to watch this advocacy on FB Live, with the link to be forwarded to all PSDSs for access.

3. Schedules of the advocacy program:

Date	Persons Involved	Time
October 25, 2021	Hon. Marquez Go Congressman Baguio City	10:00 A.M.
October 26, 2021	Diocese of Baguio City	10:00 A.M.
October 27, 2021	Hon. Benjamin B. Magalong Mayor Baguio City	10:00 A.M.
October 28, 2021	Federico P. Martin SDS Baguio City	10:00 A.M.
October 29, 2021	Jonie Lyn Dasalla Film maker	10:00 A.M.
October 30, 2021	Nihongjins	10:00 A.M.

4. In addition, schools are encouraged to adopt the advocacy to support and strengthen our reading program.

5. Immediate dissemination and strict compliance with this Memorandum is directed.

**FEDERICO P. MARTIN, EdD.CEdD.CESO V**  
 Schools Division Superintendent

