



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



ADVISORY NO. 063, 2024

October 29, 2024

In compliance with DepEd Order No. 8, s. 2013
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ASIAN FESTIVAL OF CHILDREN'S CONTENT CIRCLE PHILIPPINES (AFCC)

With the aim to promote the creation and appreciation of high-quality children's literature and content across the Philippines and Asia, the AFCC is scheduled as part of the Ibagiw Creative Festival on November 21 to 23, 2024 in Baguio City.

Public school teachers, principals/school heads or librarians are invited as participants since this is a significant event that brings together writers, illustrators, publishers, educators and reading advocates who share a passion for children's literature and content.

Enclosed are details of the said event for your reference and information. Participation on the above-mentioned activity is personal and voluntary, and shall be subjected to the "No-disruption-of classes" policy stipulated in DepEd Order No. 9, s. 2005, titled "Instituting Measures to Increase Engaged Time-On-Task and Ensuring Compliance Therewith".

For more details, kindly send an email at info@ibby-philippines.org

SORAYA T. FACULO PhD, CESO VI
Schools Division Superintendent

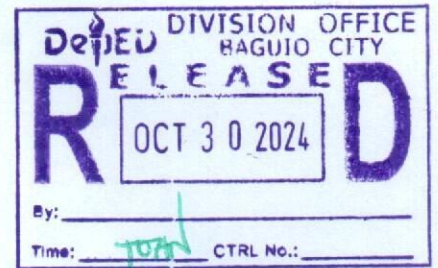
For the Schools Division Superintendent


ARMI VICTORINA A. FIANGAAN
Education Program Supervisor





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Asian Festival of Children's Content (AFCC) Circle Philippines
November 21 to 23, 2024
Baguio Convention Center
Baguio City, Benguet



Theme: Curiosity!

Region/Culture of Focus: Cordillera

Conference Objectives:

- **Inspire Curiosity:** Equip attendees with creative strategies to nurture curiosity in children, encouraging exploration and imagination through diverse content.
- **Enhance Literacy:** Provide practical tools to help children become enthusiastic, lifelong readers, while promoting literacy as a key to personal and cultural development.
- **Build Community:** Foster a network of educators, parents, and literacy advocates, along with creative city representatives, to collaborate in promoting children's literacy through curiosity, creativity, and cultural exchange.

The Asian Festival of Children's Content (AFCC) is the leading festival in Asia for children's stories and young adult (YA) fiction. Targeted at writers, illustrators, translators, publishers, educators and media professionals, AFCC offers a series of exciting programmes, including panel discussions, presentations, workshops, lectures, masterclasses, networking sessions and public programmes that promote the creation and appreciation of quality children's literature and YA with a focus on Asian themes.

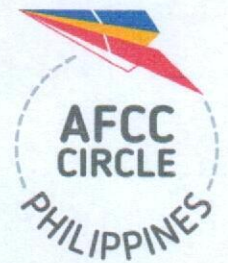
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The inaugural edition of the AFCC Circle Philippines was held from November 15 to 17, 2023, in Manila with the theme "Read!" Building on its success, the second year of the Asian Festival of Children's Content (AFCC) Circle Philippines will take place from November 21 to 23, 2024, at the Baguio Convention Center, with the theme "Curiosity!" This year's region and culture of focus is the Cordillera, with Baguio, recognized as a UNESCO Creative City, serving as the perfect setting to celebrate creativity, cultural heritage, and storytelling in children's content. The conference is part of this year's Ibagiw Creative Festival.



PROGRAM (as of October 15, 2024)

November 21, 2024 - Thursday (Day 1)



8:00 to 9:00 AM - Registration and Opening of Bookstore

9:00 AM Opening Program

Prayer

Philippine National Anthem

Opening Number

Welcome Remarks

Messages

IBBY Philippines (IBBY-PH)

UNESCO Philippine National Commission

National Book Development Board (NBDB)

Singapore Book Council (SBC)

9:30 AM Guest Speaker: **Kidlat Tahimik**, National Artist for Film

"Nurturing the Indigenous Imagination: Cultivating Curiosity Through Stories"

Drawing from his rich experience in storytelling, film, and cultural preservation, National Artist Kidlat Tahimik discusses how indigenous narratives and traditional forms of play can inspire curiosity in children.

10:00 AM **"Building a Country of Literature: Collaborative Pathways to Strengthening the Philippine Literary Ecosystem"** (panel)

National Book Development Board

Department of Education

Creative Baguio City Council

IBBY Philippines

This panel will explore how the academe, government agencies, and private institutions can work together to cultivate a robust literary culture in the Philippines. The discussion would cover initiatives for promoting reading among all age groups, enhancing literacy programs, supporting local authors and publishers, integrating literature into the educational system, and preserving and promoting Filipino literary heritage.



10:45 AM **"Creating Lifelong Readers: Cultivating Curiosity and Building Communities to Sustain Children's Reading Habits" (panel)**

Daniel Lorenzo Mariano, Readership Development Division, NBDB
Gabe Mercado, Executive Director, VIVITA Philippines
Ningning Doble, President, LINKS PH

This panel will focus on the critical role that communities play in nurturing and sustaining children's reading habits. It will explore strategies for engaging teachers, parents, educators, libraries, and local organizations in collaborative efforts to create supportive reading environments for children. The discussion will also cover how communities can foster a culture of reading in and outside the classroom, ensuring that children develop a lifelong love for books.

11:30 AM Book Launches

12:00 PM Lunch Break

1:00 PM **"Bridging Cultures: The Role of Children's Content in Shaping a Shared Asian Identity (panel)**

Melanie Lee, Children's book author, Singapore Book Council
Professor Anna Christie V. Torres, UP Baguio
Professor Junley L. Lazaga, UP Baguio
William Phuan, SBC (moderator)

This panel will explore how children's content from the Philippines and other Asian countries contributes to the formation of a shared cultural identity across the region. By examining stories, themes, and characters that resonate with young audiences throughout Asia, the discussion will highlight the ways in which children's content can foster mutual understanding, respect, and a sense of belonging among diverse cultures.

1:45 PM **Lecture: The Co-optation of Indigenous Literature into Children's Literature**
Ms. Christine Bellen-Ang, educator and children's book author

The talk explores the process of co-opting or incorporating indigenous literature into the realm of children's literature. It will examine how stories, wisdom, and traditions from indigenous communities become part of children's books, and how this contributes to shaping young readers' awareness of their cultural roots. The talk will also delve into the challenges and responsibilities faced by writers in adapting indigenous literature, ensuring cultural authenticity while making it accessible to a broader audience.

2:30 PM

"Authenticity and Empowerment: Stories from the Cordillera and the Indigenous Representation in Children's Literature" (panel)

Luchie Maranan, writer
Heather Ann Pulido, educator and children's book author
Tor Sagud, illustrator and writer
Lioba Asia Piluden, educator and writer (moderator)



This panel will delve into the rich tapestry of children's stories from the Cordillera region, highlighting the unique cultural narratives, folklore, and traditions that shape the identity of the highlands. Panelists will explore how these stories serve as a vehicle for preserving indigenous knowledge and values while fostering a deep sense of place and identity among young readers. The discussion will also address the challenges and opportunities in adapting these traditional stories for contemporary audiences, ensuring they remain relevant and engaging for today's children. Through this exploration, the panel will emphasize the importance of preserving and sharing Cordilleran stories as a vital part of the Philippines' literary and cultural heritage. This panel provides a platform for Indigenous voices to discuss the challenges and opportunities in reshaping how their cultures are shared with young readers.

3:15 PM

Break

3:30 PM

"Shaping Tomorrow's Stories: Digital and Sustainable Trends in Children's Book Illustration" (panel)

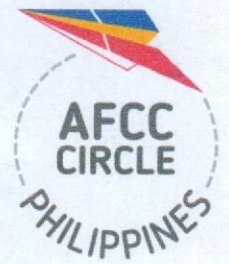
Tor Sagud, President, Studio Sagud
Angelica Mae Olli
Glenn Urbano, President, Apex Academy Corporation
Niño Jose Seryosa, School Director, Cordillera School of Digital Arts, Inc.

In an era where children's book illustration is evolving at the intersection of digital innovation and sustainability, illustrators face new challenges and opportunities. This panel features Baguio-based artists who are pushing the boundaries of visual storytelling for young audiences. Each brings a unique perspective on how digital tools and sustainable practices are reshaping their creative process, as well as how these trends influence the broader landscape of children's literature. From incorporating technology into their artwork to using eco-conscious materials, these trailblazing illustrators will share their insights on how they are adapting to the future of children's book illustrations while preserving the heart and soul of their craft. Attendees will discover how these innovators are contributing to a more creative, accessible, and environmentally responsible industry, and how illustrators can lead the way in shaping tomorrow's stories

4:15 PM

Keynote: Fostering Creativity and Cultural Exchange: The Role of UNESCO Creative Cities in Shaping the Future of Children's Content

This keynote will explore how UNESCO Creative Cities foster creativity and cultural exchange, shaping the landscape of children's content. It will highlight how cities recognized for their creative innovation play a crucial role in developing diverse, inclusive, and culturally rich narratives for children. Through collaboration and shared best practices, these cities help cultivate young readers' imaginations while promoting global understanding and cultural dialogue in children's literature and media.



5:00 PM

Closing of Day 1

November 22, 2024 - Friday (Day 2)

8:00 AM

Registration

8:30 AM

Engaging Young Readers: Creative Strategies to Connect Students with Literature

Melanie Lee, Children's book author (Singapore)

The celebrated children's book author explores the power of storytelling, creative activities, and collaborative learning techniques that ignite imagination and deepen understanding of texts. This engaging session focuses on innovative strategies to connect young learners with literature. With practical tools for fostering curiosity and critical thinking, this session empowers educators to create an inclusive reading environment that resonates with diverse learners.

9:45 AM

The Creative Process: Conversation between Quek Hong Shin (illustrator) and Eugene Evasco (author)

Join award-winning children's book author Eugene Evasco and acclaimed illustrator Quek Hong Shin as they share the stage to discuss the intricacies of their creative process. This conversation delves into how a writer and an illustrator collaborate to bring stories to life for young readers.

10:30 AM

Harnessing the Power of Stories to Propel Literacy

Bea Mandapat

This session will provide the audience with insights into how storytelling can be leveraged as a transformative tool in literacy education, equipping them with the

inspiration and practical strategies needed to make learning come alive through the power of stories.



11:15 AM **Igniting Imagination: Bringing Curiosity to Life Through Design Thinking**

Rich Rodriguez

This session will explore how Design Thinking—a creative problem-solving approach—can be used to nurture curiosity and innovation in children. The discussion will focus on how educators, content creators, reading advocates, and even parents can apply Design Thinking principles to develop engaging and educational content that sparks children's imaginations.

12:00 PM Lunch Break

Workshop Sessions:

1:00 to 3:00 PM **Parallel Workshops 1 to 4**

1. **Getting the Community to Advocate: Building, Implementing, & Sustaining a Reading Program**
Ningning Doble, LINKS Philippines

A successful reading program goes beyond the classroom—it requires the support and active participation of the community. This workshop focuses on how to engage key stakeholders such as parents, local organizations, businesses, and policymakers to build, implement, and sustain a long-lasting reading program. By fostering a sense of shared responsibility and advocacy, communities can become powerful partners in promoting literacy and a culture of reading.

2. **Picture this! Transforming Stories into Visual Narratives (An Illustration Workshop)**
Quek Hong Shin

Multi-awarded writer and illustrator Quek Hong Shin welcomes you to the world of picture books, where stories are told with vivid illustrations and minimal text. He will share tips and techniques on writing descriptive scenes, bringing characters to life, creating immersive story backdrops, and seeing things from different perspectives. There will be hands-on activities such as character design and sketching of thumbnails for storyboards. This workshop is for writers

or artists who are interested in the usage of sequential art to tell stories that engage young readers.



3. **"Unlocking Curiosity: Crafting Interactive Stories with Endless Possibilities"**
Melanie Ramirez

This topic emphasizes the idea of storytelling as a tool to fuel curiosity, encouraging participants to create dynamic, engaging narratives that keep audiences invested through decision-making and exploration.

4. **Cordillera Dances: An Immersive Experience**
UP Baguio Committee on Culture and the Arts

This session invites participants to dive into the vibrant cultural heritage of the Cordillera region through its traditional dances. This session not only teaches the steps and rhythms but also connects attendees with the stories and values passed down through generations. By immersing in the movements and meanings of Cordillera dance, participants will gain a deeper understanding of how indigenous cultures inspire creativity and storytelling, perfectly aligning with the theme of fostering curiosity and cultural appreciation in children's content.

3:00 to
5:00 PM

Parallel Workshops 5 to 6

5. **Visual and Material Culture as Basis of Children's Illustration**
Danielle Florendo, Children's book illustrator

Visual and material culture provide insights into how people express themselves, communicate, and interact with their environments and each other. They play a crucial role in shaping cultural narratives and understanding social dynamics. In this workshop, participants will examine how visual and material culture affects children's illustrations. By understanding how these illustrations are influenced by their cultural backgrounds, artists, educators, and illustrators can improve their work and better engage young readers.

6. **The Power of Curiosity: Turning Ideas into Impact with Design Thinking**
Rich Rodriguez

Curiosity is a powerful driver of creativity and innovation, especially in the fields of education, writing, and illustration. In this interactive workshop, teachers, authors, and illustrators will learn how to harness the power of curiosity to generate impactful ideas and solutions using the Design Thinking process.

November 23, 2024 - Saturday (Day 3)



8:00 AM Registration

8:30 AM **Early Explicit Literacy Instruction: Laying the Foundation for Lifelong Learning** (lecture)
Bro. Ricky Aguirre

Establishing a robust early literacy program in Key Stage 1 (KS1), particularly for Grades 1 to 3, is essential for laying a solid foundation for students to develop advanced literacy skills. During these critical years, young learners acquire fundamental language and reading abilities that set the stage for future academic success. This keynote will highlight the importance of a strong early literacy program in nurturing key skills such as phonological awareness, vocabulary development, and comprehension strategies. These foundational skills are vital for proficient reading and writing in later grades.

10:00 AM **Applying the Bahay-bahayan System and Philosophy in Reading Appreciation for Children: Gamification and Participatory Learning** (Lecture and Workshop)

In this dynamic session, we explore the innovative integration of the Bahay-bahayan system and philosophy into children's reading appreciation through gamification and participatory learning. The Bahay-bahayan, a traditional Filipino play system, fosters imaginative play and social interaction, making it an ideal framework for enhancing literacy and engagement among young readers. Participants will discover how this system can be applied to create interactive reading experiences that not only captivate children's imaginations but also encourage critical thinking and collaborative learning. By incorporating gamified elements, such as storytelling challenges, role-playing, and interactive activities, we can transform reading into a lively and engaging adventure that resonates with children.

11:00 AM **Weaving Stories of Empowerment: Lessons from the UP Baguio Creative Arts, Culture, and Writing (CACAW) Experience and Istoryaan: Ugnayan ng Pahinungod** (Panel)

Rai Aldrin Salvador, Director of Cordillera Writing Workshop
Frederick Aquino, UP Pahinungod
Moderator: Ms. Erika Diwata Jacinto

This session highlights the transformative power of storytelling and volunteerism in empowering youth. Drawing from the UP Baguio CACAW initiative, attendees will explore how creative arts and writing programs nurture the creativity and cultural heritage of Baguio's young writers. Through success stories from CACAW participants, we will see how this initiative has shaped their identities and aspirations. Additionally, "Istoryaan: Ugnayan ng Pahinungod" showcases how storytelling is integrated into

community-building efforts, fostering a culture of volunteerism and engaging children and youth in meaningful, impactful ways. Participants will leave inspired with practical strategies to foster creativity, resilience, and community engagement in young people.



11:45 AM Synthesis
Closing

12:00 PM Lunch

#END#

Public Programmes

- Storytelling sessions at the Burnham Park Children's Playground (Nov 23)
- Parenting Sessions at the Baguio City Public Library (Nov 23)
- Illustrators Gallery at the SM Baguio from Nov 11-28, 2024
- Story Writing Workshop and Contest in partnership with the Creative Baguio City Council and Baguio City Public Library

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