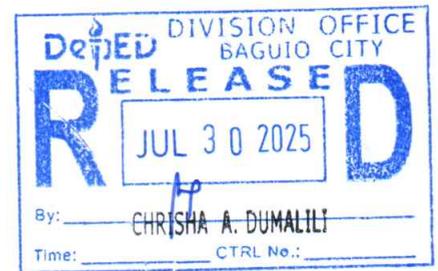




Republic of the Philippines
Department of Education
CORDILLERA ADMINISTRATIVE REGION
SCHOOLS DIVISION OF BAGUIO CITY



July 29, 2025

DIVISION MEMORANDUM

No. **440-2025**

**REQUEST FOR ASSISTANCE IN THE CASCADING OF THE
U- REPORT POLL TO THE DIFFERENT SCHOOLS**

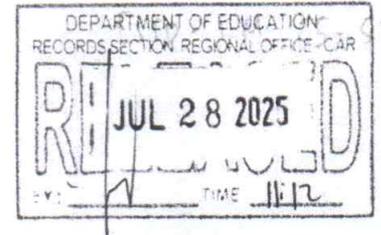
To: Public Schools District Supervisors
Public Secondary School Heads
All Others Concerned

1. Anent to Regional Memorandum No.539 s. 2025 titled "**Request for Assistance in the Cascading of the U- Report Poll**", the United Nation's International Children's Emergency Fund (UNICEF) have launched a **U-Report Poll**, a digital platform that empowers children and youth to share their views on issues that matter to them by answering simple survey questions via Facebook Messenger.
2. The result of the poll will serve as an initial data set to help inform the national framework, grounding it in the real experiences and aspirations of children and youth across the country. The gathered responses may also be utilized for the celebration of International Youth Day and National Children's Month.
3. The learners may participate in the poll by following the steps:
Step 1: Send "**VOICE**" to **U-Report Philippines** on Messenger
Step 2: Register as a U-Reporter or update your information
Step 3: Answer Six (6) Quick Multiple-choice Questions
Step 4: Click "**Get Updates**"
4. Upon completion of all the required steps, kindly access the compliance link available in the provided Google Sheet to confirm your compliance <https://tinyurl.com/U-ReportPollBaguioCity>.
5. Attached are the Regional Memorandum, letter of DSWD-CAR and UNICEF on the activity for reference.
5. For queries or clarifications, please contact Arlani B. Buccat / Augie Perl A. Simangan, Youth Formation Coordinators at (074) 619-3492.
6. Immediate and wide dissemination of this Memorandum is desired.

SORAYA T. PACULO PhD, CESO VI
Schools Division Superintendent



Republic of the Philippines
Department of Education
Cordillera Administrative Region



21 July 2025

REGIONAL MEMORANDUM
No. 539.2025

**REQUEST FOR ASSISTANCE IN THE CASCADING OF THE
U- REPORT POLL TO THE DIFERRENT SCHOOLS**

To: Assistant Regional Director
Schools Division Superintendent
School Head
Division LRP Focal/Alternate LRP Focal
All Others Concerned

1. In reference to the enclosed documents, the United Nations International Children's Emergency Fund (UNICEF) have recently launched a **U-Report Poll** focused on children and youth participation. It is a digital platform that empowers children and youth to share their views on issues that matter to them by answering simple survey questions via Facebook Messenger.

2. The poll will serve as an initial data set to help inform the national framework, grounding in it the real experiences and aspirations of children and youth across the country. It may also be used as a baseline information on fulfilling the rights for participation of children and youth in the Philippines.

3. The Schools Division Offices is hereby requested to facilitate the cascading of the U-Report Poll to the different schools in the region. The learners may participate in the poll by following these 4 four simple steps:

- a. **Step 1:** Send "VOICE" to U-Report Philippines on Messenger
- b. **Step 2:** Register as a U-Reporter or update your info
- c. **Step 3:** Answer 6 quick multiple-choice questions
- d. **Step 4:** Click "Get Updates".

4. Attached are the documents relative to this for reference and additional information.

5. Immediate dissemination of and compliance with this memorandum is directed.


ESTELA P. LEON-CARIÑO EdD, CESO III
Director IV/ Regional Director 

Attachment: As stated

ESSD/GCD/dst



Address: DepEd-CAR Complex, Wangal, La Trinidad, Benguet, 2601

Telephone No: (074) 422 - 1318

Email Address: car@deped.gov.ph

 DepEd Tayo Cordillera

 <https://depedcar.ph>



United Nations Children's Fund
14/F North Tower, Rockwell Business
Center Sheridan, Mandaluyong City
1550 Philippines

Telephone +63 2 8249 5400
www.unicef.org/philippines



26 June 2025
MALO No. 2025-392

UNDER SECRETARY ANGELO M. TAPALES
Executive Director V
Council for the Welfare of Children

Attn: ELINO L. BARDILLON
Planning Officer V
Localization and Institutionalization Division
Council for the Welfare of Children

Dear Under Secretary Angelo Tapales,

UNICEF Philippines would like to express our continued appreciation for the Council for the Welfare of Children's steadfast commitment to advancing child participation in the country. We are truly pleased to be working with you on this important endeavor.

Building on our joint efforts, we have recently launched [a U-Report poll focused on children and youth participation](#). U-Report is UNICEF's digital platform that empowers children and youth to share their views on issues that matter to them by answering simple survey questions via Facebook Messenger.

This initiative is closely aligned with CWC's priorities, especially as CWC and UNICEF are currently in collaboration for the development of the Harmonized Children and Youth Participation Framework. The results of this upcoming poll will serve as an initial data set to help inform this national framework, grounding it in the real experiences and aspirations of children and youth across the country. In the absence of an existing national study on participation rights, the result of the poll will also give us some baseline information on where we possibly stand on fulfilling the rights for participation of children and youth in the Philippines.

In view of this, we respectfully request CWC's active support in cascading the U-Report poll through the following channels:

1. Dissemination to the **Regional Committees and Sub-Committees for the Welfare of Children (RC/SCWCs)**, including their **member agencies** and respective **local government units** within their jurisdictions;
2. Sharing the poll on the **official social media pages** of the **Council for the Welfare of Children**, as well as encouraging RC/SCWCs to post it on their respective platforms;
3. Circulating the poll among **CWC staff** for wider internal engagement.

This poll is planned to run throughout the year, with an initial target of gathering at least 3,000 responses. We hope to harvest early insights in time for International Youth Day and

United Nations Children's Fund
14/F North Tower, Rockwell Business
Center Sheridan, Mandaluyong City
1550 Philippines

Telephone +63 2 8249 5400
www.unicef.org/philippines



National Children's Month, using the data to capture the general sentiment of children and youth on their participation. For more detailed information, we are also resharing the concept note, which is attached to this letter.

If you are amenable to this collaboration, we are also attaching the following: **(1) launch poster for CWC logo inclusion and posting, (2) guidelines for the CWC logo placement, and (3) an instruction guide for respondents in answering the U-Report poll.** Please note that the instruction guide is not intended for public posting on social media, but may be shared through group chats or printed and posted on physical bulletin boards for respondents' convenience.

We believe this initiative presents another valuable opportunity to ensure that children and youth in the Philippines have a platform to share their voices on issues that affect their participation and well-being.

Thank you again for your continued partnership and leadership. We look forward to working closely with you and your team to make this effort a success.

Warm regards,

A handwritten signature in black ink, appearing to read 'Lely Djuhari'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Lely Djuhari
Chief of Advocacy and Communication

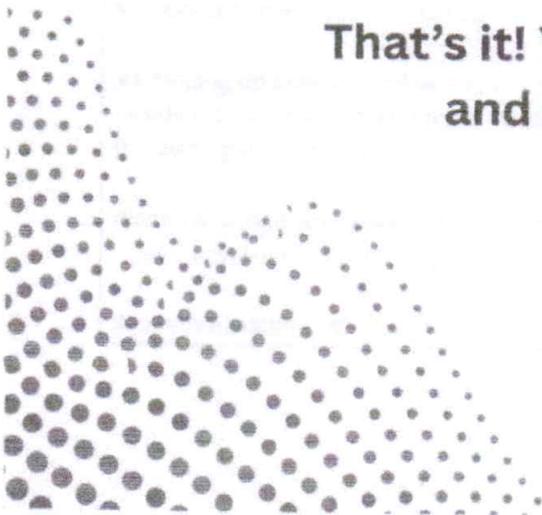
Speak up through U-Report
Philippines and help UNICEF
push for stronger policies
that ensure children and
youth are heard!



4 SIMPLE STEPS TO JOIN:

- Step 1:** Send **“VOICE”** to **U-Report Philippines** on Messenger
- Step 2:** Register as a U-Reporter or update your info
- Step 3:** Answer 6 quick multiple choice questions
- Step 4:** Click **“Get updates”**

**That’s it! You’re officially a U-Reporter
and have made your voice heard!**



U Report by UNICEF

	<p>F. Wala akong gaanong access sa mga platforms na pwedeng mag-share ng opinyon.</p> <p>G. Mas pinipili kong hindi mag-share ng opinyon.</p> <p>H. Iba pa (paki-type ang sagot)</p>
--	--

Outro message:

ENGLISH

Thanks for sharing your voice in this U-Report poll! ✨

Your insights will help shape policies, programs, and activities that support children and youth participation in decisions that affect you.

📌 Stay updated by following U-Report Philippines and UNICEF Philippines on Facebook. You can also visit <https://philippines.ureport.in/opinion/7946/> to see live updates on the results.

Learn more about UNICEF's work on children and youth participation here:
<https://www.unicef.org/philippines/topics/adolescent-and-youth-participation>

Your voice matters! ❤️

FILIPINO

Salamat sa pagsagot ng U-Report poll na ito! ✨

Makakatulong ang mga sagot mo para mabuo ang mga polisiya, programa, at aktibidad na susuporta sa pakikilahok ng kabataan sa mga desisyong may kinalaman sa inyo.

📌 Maging updated at i-follow ang U-Report Philippines at UNICEF Philippines sa Facebook. Pwede mo ring bisitahin ang [Insert U-Report opinion poll page URL] para makita ang live updates ng mga resulta.

Alamin ang mga ginagawa ng UNICEF Philippines sa children and youth participation:
<https://www.unicef.org/philippines/topics/adolescent-and-youth-participation>

Your voice matters! ❤️

	<ul style="list-style-type: none"> B. Oo, ramdam ko na nakikinig ang mga magulang/guardian ko, pero hindi ako palaging nakaka impluwensya ng desisyon. C. Hindi ko ramdam na pinakikinggan ng mga magulang/guardian ko ang opinyon ko. D. Hindi, ramdam kong binabaliwala o 'di pinapansin ng mga magulang/guardian ko ang mga opinyon ko.
<p>3. Sa school o trabaho, may opportunities ka bang i-share ang mga ideya at opinyon mo sa mga aktibidad o discussion? (halimbawa: pagbibigay ng feedback sa teacher/boss, pag-suggest ng mga improvements sa mga discussion, atbp.)</p>	<ul style="list-style-type: none"> A. Oo, may opportunities, at ramdam kong safe akong mag-share ng opinyon. B. Oo, may opportunities, pero hindi ako komportable o safe sumali. C. Wala, wala akong opportunities na mag-share. D. Hindi ko alam kung may opportunities na pwedeng salihan.
<p>4. Sa community mo (barangay o lugar mo), nai-invite ka ba sa mga usapan o aktibidad kung saan pwede mong i-share ang opinyon mo? (halimbawa: policy forums, youth group activities, atbp.)</p>	<ul style="list-style-type: none"> A. Oo, nai-invite ako at palagi akong sumasali. B. Oo, nai-invite ako, pero hindi ako madalas sumali. C. Hindi, wala pa akong experience na ma-invite.
<p>5. Minsan, mahirap maging parte ng pagdedesisyon sa bahay, school, o barangay. Para sa'yo, bakit ito mahirap? (Piliin ang pinaka-swak na sagot.)</p>	<ul style="list-style-type: none"> A. Hindi ako komportable magsalita. B. Pakiramdam ko, hindi ako kasali. C. Pakiramdam ko, hindi ako pinapakinggan. D. Hindi ko alam kung paano sumali. E. Hindi ako nahihirapan. Confident ako mag-share ng opinyon. F. Iba pa (paki-type ang sagot)
<p>6. Paano ka madalas nagshe-share ng opinyon o saloobin mo? (Piliin ang pinaka-swak na sagot para sa'yo.)</p>	<ul style="list-style-type: none"> A. Sumasali ako sa youth clubs o groups. B. Ipo-post ko sa social media. C. Ine-express ko gamit ang art, music, tula, o iba pang likha. D. Kinakausap ko ang pamilya ko. E. Shineshare ko sa mga kaibigan ko.

	C. No, I have not experienced getting invited.	
5. Sometimes it can be hard to take part in decision-making at home, in school, or in the community. In general, what makes it difficult for you? (Choose one answer that applies to you the most.)	A. I do not feel comfortable speaking up. B. I do not feel included. C. I do not feel heard. D. I'm not sure how to participate. E. No difficulty. I am confident and comfortable sharing my thoughts. F. Others (Please specify)	This question identifies why children might not participate in decision-making. Understanding these barriers (for example, feeling shy or thinking that adults won't listen) is crucial so that programs can address them.
6. What do you usually do to share your thoughts and opinions? (Choose one answer that applies to you the most.)	A. Join youth clubs or groups. B. Post it on social media. C. Express through arts, music, poems, and other forms of literature. D. Talk to my family. E. Share it with my friends. F. I have limited access to platforms where I can express my views. G. I prefer not to share my opinions. H. Others (Please specify)	This question lets children describe how they express themselves on issues that matter to them. It recognizes that participation isn't only in meetings or formal settings - it can be through creative activities, online platforms, or community groups. By learning this we can support those channels and encourage young people to speak up more frequently in the ways they are most comfortable.

FILIPINO	
Question	Options
1. Bilang kabataan, alam mo ba na may karapatan kang ipahayag ang iyong opinyon at seryosohin ka ng mga matatanda?	A. Oo, alam ko ang karapatang ito. B. Narinig ko na, pero hindi ko sigurado kung anong ibig sabihin. C. Hindi ko alam ang karapatang ito.
2. Sa bahay, nararamdaman mo ba na nakikinig ang mga magulang/guardian mo sa mga ideya mo at kinokonsidera ito sa pagdedesisyon? (halimbawa: pagpili ng school, hobbies, career, atbp.)	A. Oo, ramdam kong nakikinig ang mga magulang/guardian ko at kinokonsidera ang mga opinyon ko sa mga desisyon.

views and have adults take you seriously?	<p>B. I have heard about it, but I am not sure what it means.</p> <p>C. No, I did not know about this right.</p>	empowering children and young people.
2. At home, do you feel that parents/guardians listen to your ideas and consider them when making decisions? (e.g. choice of school, hobbies, careers, etc.)	<p>A. Yes, I feel that my parents/guardians truly listen to me and consider my opinions in decisions.</p> <p>B. Yes, I feel that my parents/guardians listen, but my opinions don't often affect decisions.</p> <p>C. No, I don't really feel listened to or asked for my opinion by my parents/guardians.</p> <p>D. No, I feel that my parents/guardians ignore or dismiss my opinions.</p>	To explore fulfillment of right to participate at home. Home is also the place where children/young people can hone their skills to participate.
3. At school or work, do you have opportunities to share your thoughts and ideas in activities or discussions? (e.g. open feedback to teachers/boss, suggesting improvements during discussions, etc.)	<p>A. Yes, there are opportunities, and I feel safe sharing my thoughts.</p> <p>B. Yes, there are opportunities, but I don't feel safe participating.</p> <p>C. No, there are no opportunities for me.</p> <p>D. I am not aware of any opportunities that I can be part of.</p>	To explore fulfillment of right in school or workplaces
4. In your community (barangay or neighborhood), do you get invited to join discussions or activities where you can share your thoughts? (e.g. policy forums, youth group activities, etc.)	<p>A. Yes, I get invited and actively participate.</p> <p>B. Yes, I get invited but I don't usually participate.</p>	To explore fulfillment of rights in community/neighborhood.

This initiative also aims to be more statistically sound by targeting specific demographics and regions. These targets will be refined to enhance the poll's statistical rigor, as it is essential for effectively informing policies on child and youth participation.

Poll Flow

Below are the suggested questions for the U-Report poll. The final poll will include a maximum of six (6) questions.

The questions will be available in both English and Filipino, and users will have the option to choose their preferred language.

Note that the U-Report platform has a limitation: it is currently unable to support multiple-answer questions / "select all that apply" options. The platform can only accommodate one answer per poll question.

Trigger word: VOICE

Intro message:

ENGLISH

Welcome to U-Report Philippines! 🇵🇭

We want to hear about your experiences on speaking up and being involved in decisions that affect you.

Your answers will help UNICEF and partners push for stronger policies that ensure children and youth are heard and included! Don't worry, your responses are completely anonymous!

This poll will take just 1-2 minutes of your time. Ready to share your thoughts?

Send "VOICE" to get started! 🇵🇭

(Intro message varies depending on whether respondent is previously registered or not. Details can be found here: [2025 Flow - Children and Youth Participation Poll](#))

Suggested Poll Questions

ENGLISH		
Question	Options	Rationale
1. As a child/young person, do you know that you have the right to freely express your	A. Yes, I know about this right.	To directly measure awareness of rights as a fundamental requirement to

Objectives

The poll will aim to:

1. Gather insights from children and youth about their experiences and perspectives on participation and engagement.
2. Inform the harmonized child and adolescent participation framework being developed by UNICEF, NYC, DepEd, CWC, and NCCYP, which will serve as a baseline for the 4th NPAC and can be presented during the International Youth Day in August 2025 and during the National Children's Month in November 2025.
3. Inform the recommendations to improve children and youth participation indicators for the Child-Friendly Local Governance Audit (CFLGA) and the Seal of Good Local Governance (SGLG) - Youth Development.

Poll Implementation

Questions on child and youth participation will be based on the global framework for adolescent participation, which has an adolescent country tracker which has a domain on participation and engagement:

ADOLESCENT COUNTRY TRACKER (ACT) 5x5 PLUS5

	 Health and Wellbeing	 Education and Learning	 Protection	 Transition to Work	 Participation and Engagement**	PLUS 5
5x5	All-cause mortality	Reference to "reducing and eliminating"	Child marriage by 15 and 18*	Time spent in unpaid household services*	Share of self-employment	Adolescent population
	Female mortality rate	Youth literacy rate*	Maternal mortality rate*	Time spent on unpaid household services*	Dependence of being self-employed being tracked in	Adolescents living below the international poverty line*
	Gender inequality index	Completion rate for primary education	Internet usage percentage*	Information and communications technology (ICT) use in*	Existence of individual status-asking	Use of improved drinking water source and sanitation facility*
	Prevalence of adolescent and young people	Completion rate for lower and upper secondary education	Student discipline*	Access to full or near-full employment or training	Opportunity to volunteer/organize	Sex inequality index
	Life expectancy	Out-of-school rate	Experience of bullying	Unemployment rate*	Existence of youth participation	Social institutions and gender index
Country Specific Indicators						

*SDG indicator

** Unavailable or comparable indicators for the domain are under development. Full domain data have been proposed by stakeholders and survey tools are being designed.

This will be a long-running poll to be launched on 23 June 2025. The initial target for harvesting partial results is August 2025 for International Youth Day and November 2025 for National Children's Month. However, the poll may remain open beyond this period to allow more young people to share their views on participation.

Demographic data captured by U-Report

<p>Year of Birth</p>	<p><i>Respondents input the year they are born</i> Categorization:</p> <ul style="list-style-type: none"> • 1994 and below (30 years old and above this year) – not eligible to answer poll • 2012 - 1995 (13-30 years old this year) - eligible to answer the poll • 2011 and above (12 years old and below this year) – not eligible to answer poll
<p>Gender Identity</p>	<p>A. Woman B. Man C. Nonbinary / Nonconforming D. Transwoman E. Transman F. I prefer not to say</p>
<p>Region</p>	<p>A. Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) B. National Capital Region (NCR) C. Cordillera Administrative Region (CAR) D. Region I (Ilocos Region) E. Region II (Cagayan Valley) F. Region III (Central Luzon) G. Region IV-A (CALABARZON) H. Region IV-B (MIMAROPA) I. Region V (Bicol Region) J. Region VI (Western Visayas) K. Region VII (Central Visayas) L. Region VIII (Eastern Visayas) M. Region IX (Zamboanga Peninsula) N. Region X (Northern Mindanao) O. Region XI (Davao Region) P. Region XII (SOCCSKSARGEN) Q. Region XIII (Caraga) R. Region XVIII (Negros Island Region)</p>

U-Report Children and Youth Participation Poll
May 2025

Context

All child rights are equally important, yet children and adolescents' right to participate is often overlooked, sidelined, or not treated as a priority. On the Local Government Unit (LGU) level, while there are existing national child and youth development indicators for children and youth participation in the Child-Friendly Local Governance Audit (CFLGA) and Seal of Good Local Governance (SGLG), these indicators are yet to capture its depth and nuances. Moreover, within UNICEF, the December 2024 evaluation of the Adolescents Development and Participation (ADAP) programming highlighted the need to strengthen UNICEF's approach to participation and find better ways to integrate it effectively across sectoral programming.

Children's participation is recognized as a key priority under the 4th National Plan of Action for Children (NPAC). However, there is currently no national study that examines the state of child and youth participation in the Philippines. To address this, UNICEF Philippines is working with the National Committee on Child and Youth Participation (NCCYP), alongside National Youth Commission (NYC), the Department of Education (DepEd), and Council for the Welfare of Children (CWC), to harmonize a national framework on children and youth participation.

With the support of the NCCYP members, a U-Report poll with six (6) simple questions will be launched and disseminated nationally among young people aged 13 to 30 to help inform the harmonized child and youth participation framework.

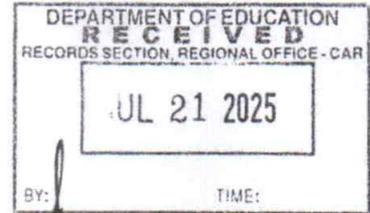
About U-Report

U-Report is a digital community, powered by UNICEF, for young people, by young people, where they can raise their voices and share opinions on topics that matter to them. It empowers youth to find out about issues that affect them and take action. U-Report started globally in 2011 and has evolved into an international movement for positive social change with over 37 million U-Reporters to date. U-Report Philippines was launched in 2019 and is currently being used as a polling platform to ensure that voices of children and youth in the Philippines are heard.

Know more about U-Report here:

Website: <https://philippines.ureport.in/>

Facebook Page: <https://www.facebook.com/UReportPhilippines>



18 July 2025

DIR. ESTELA L. CARINO, EdD, CESO
Regional Director
Department of Education –
Cordillera Administrative Region
Wangal, La Trinidad, Benguet

Dear Dir. Carino:

Greetings!

The UNICEF Philippines works with the Council for the Welfare of Children and Regional Subcommittee for the Welfare of Children in promoting the rights of children to participation. In line with this effort, UNICEF have recently launched a **U-Report poll focused on children and youth participation**. U-Report is UNICEF's digital platform that empowers children and youth to share their views on issues that matter to them by answering simple survey questions via Facebook Messenger.

The results of this upcoming poll will serve as an initial data set to help inform this national framework, grounding it in the real experiences and aspirations of children and youth across the country. In the absence of an existing national study on participation rights, the result of the poll will also give us some baseline information on where we possibly stand on fulfilling the rights for participation of children and youth in the Philippines.

This poll is planned to run throughout the year, with an initial target of gathering at least 3,000 responses. UNICEF hopes to harvest early insights in time for International Youth Day and National Children's Month, using the data to capture the general sentiment of children and youth on their participation.

To hear the voices of the children, may we respectfully request the assistance of your office in cascading the U-Report Poll to the different schools. The children can send their responses through:

- Step 1: Send **"VOICE"** to **U-Report Philippines** on Messenger
- Step 2: Register as a U-Reporter or update your info
- Step 3: Answer 6 quick multiple choice questions
- Step 4: Click **"Get updates"**

Attached are references about the U- Report Poll for your additional information.

PAGE 1 of 1

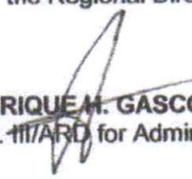
Inquiries can be coordinated with Ms. Joyce Paysa at 09123722147 and Maricel Aquisition at 09197071886 or through rscwc_car@cw.gov.ph.

Thank you and we look forward for your support!

Very truly yours,

For the Regional Director:

MARIA A. CATBAGAN-APLATEN, PhD
Dir. IV, Regional Director/Chairperson


ENRIQUE M. GASCON JR.
Dir. III/ARD for Administration

In case this communication/correspondence and its attachments are signed other than by the Regional Director, Reference materials for the authority of the ARDs are:

- The Manual of Delegation and Delineation of Authority (DSWD AO 16, series of 2019)
- SO for the ARDs as authorized signatories of the Regional Director. bit.ly/SOFORARD

PAGE 2 of 2