



Republic of the Philippines  
**Department of Education**  
Region VIII  
**SCHOOLS DIVISION OF CALBAYOG CITY**

June 5, 2025

**DIVISION MEMORANDUM**

No. 247, s. 2025

**ENCOURAGING PARENTAL SUPPORT FOR THE EARLY CHILDHOOD CARE AND DEVELOPMENT (ECCD) PROGRAM**

To: Assistant Schools Division Superintendent  
Chief Education Supervisors (SGOD & CID)  
Education Program Supervisors  
Public Schools District Supervisors  
Public Elementary & Secondary School Heads  
All Others Concerned

1. In line with our commitment to fostering holistic development in young children, we highly encourage you to actively promote the Early Childhood Care and Development (ECCD) program to parents of children aged 3 to 6 years.
2. The ECCD program is a vital initiative by the government designed to provide comprehensive care and education during the formative years of a child's life.
3. The ECCD program offers structured learning activities that stimulate brain development, improving children's cognitive abilities and preparing them for future academic success. Through interactive and play-based learning, children develop essential social skills, emotional resilience, and the ability to work collaboratively with peers. The program includes health and nutrition components that ensure children receive balanced meals and regular health check-ups, promoting overall well-being. This encourages active parental participation, fostering a supportive home environment that reinforces learning and development.
4. We urge you to communicate these benefits to parents and encourage their active involvement in the ECCD program. By supporting this initiative, parents can significantly contribute to their children's early development, laying a strong foundation for lifelong learning and success.
5. For further questions regarding the matter, please don't hesitate to contact the Department of Social Welfare and Development and the Local Government Unit.
6. Immediate dissemination of and compliance with this Memorandum are desired.



for: *[Signature]* JUN 09 2025  
**MARGARITO A. CADAYONA PhD, CESO VI**  
Assistant Schools Division Superintendent  
Officer In-Charge  
Office of the Schools Division Superintendent



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