



Republic of the Philippines  
DEPARTMENT OF PUBLIC WORKS AND HIGHWAYS  
**CENTRAL OFFICE**  
Manila



SEP 21 2023

DEPARTMENT MEMORANDUM )

CIRCULAR NO. )  
Series of 2023 )

59

dt 9/21/23

FOR / TO : SENIOR UNDERSECRETARY  
UNDERSECRETARIES  
ASSISTANT SECRETARIES  
REGIONAL DIRECTORS  
BUREAU DIRECTORS  
SERVICE DIRECTORS  
HEADS OF UPMOs  
DISTRICT ENGINEERS  
HEADS OF ATTACHED AGENCIES  
OTHERS CONCERNED  
This Department

For information and guidance, attached is a copy of **NCSC Memorandum Circular No. 2023-01** dated August 30, 2023 signed by Atty. Franklin M. Quijano, Chairperson & CEO, National Commission of Senior Citizens (NCSC), with the subject: **"GUIDE FOR THE 2023 ELDERLY FILIPINO WEEK CELEBRATION"**.

A copy of the said Memorandum Circular may also be downloaded from the DPWH website: <http://dpwhweb>. If an office cannot access the DPWH website, a hard copy may be obtained from the Records Management Division, HRAS, upon request.

For dissemination to all concerned.

**MARICHU A. PALAFOX, CESO II**  
Assistant Secretary for Support Services

Encl: As stated

cc: Office of the Secretary

10.1.4 JVL/RAG/VGV



Republic of the Philippines  
**National Commission on Senior Citizens**

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**NCSC Memorandum Circular No. 2023-01: Guide for the 2023 Elderly Filipino Week Celebration**

**TO:** HEADS of Executive Departments, Agencies, Bureaus, Offices, State Universities and Colleges, Government-Owned and/or Controlled Corporations, Legislative and Judiciary Branches, Constitutional Bodies, Other Instrumentalities of the National Government, Local Government Units, Senior Citizens Organizations/Associations/Federations, Civil-Society Organizations, and All Others Concerned

**Subject:** Guide for the 2023 Elderly Filipino Week Celebration

**Date:** August 30, 2023

**I. Purpose**

This Memorandum Circular seeks the participation of all agencies including the Local Government Units (LGUs), Senior Citizens Organizations / Associations / Federations, Civil Society Organizations and all others concerned for the Elderly Filipino Week (EFW) celebration scheduled from October 1-7, 2023. These guidelines cover the following aspects:

- Background of the EFW and its legal bases
- Campaign Objectives
- Campaign theme for 2023
- Focus for the 2023 celebration
- Suggested activities for stakeholders
- NCSC-organized activities
- Compliance with Health, Safety, and non-partisan protocols
- Details for inquiries and feedback

**II. Background and Mandates**

**ELDERLY FILIPINO WEEK 2023**

Proclamation No. 470 on September 26, 1994, declared the first week of October every year as the ELDERLY FILIPINO WEEK (EFW) or Linggo ng Katandaang Filipino. The celebration underscores the vital role of the elderly sector in nation-building and the advocacy for the promotion of their rights and welfare.

Enshrined in the implementing rules and regulations of Republic Act 11350, the Commission is mandated to ensure the full implementation of laws, policies, and programs of the government concerning Senior Citizens.

Since 2021, the National Commission of Senior Citizens (NCSC) has spearheaded the annual celebrations of EFW. Meaningful activities in partnership with various government agencies, local government units, NGOs, civil society organizations, and the academe have been successfully conducted. The theme in 2021 highlighted "Older Persons: Resilience in Nation Building," celebrating the noble deeds of senior citizens amidst the COVID-19 pandemic.

### III. Theme and Objectives

The 2023 theme, "**Honoring the Invaluable Legacy of Filipino Senior Citizens**," emphasizes the contributions of Filipino Senior Citizens in contemporary society. This year's celebration will highlight the stories of hope, triumphs, and milestones of senior citizens, showcasing their importance to families, communities, and society at large.

Translations of the theme:

Language/Dialect	Translation
Filipino	<i>Parangal ng Makabuluhang Pamana sa Nakatatandang Pilipino</i>
Ilokano	<i>Panangpadayaw iti Di Mapateg a Tawid dagiti Pilipino a Senior Citizens</i>
Ibanag	<i>Ikakuwa Ira y Meddu nga Sanikuwa para ta Pilipino nga Mannanakam nga Maguili</i>
Ivatan	<i>Kasinchad du uyud a mañina pinamuhun da nu kamangalkeman a Filipino.</i>
Pangasinan	<i>Panagtalungaring ed pinapablin tawir na saray matataken ya Pilipino.</i>
Kapampangan	<i>Dinan talang parangal deng keketamung malugud a senior</i>
Cebuano	<i>Pagpasidungog sa Bililho'ng Kabilin sa mga Pilipinhong Katigulangan</i>
Waray	<i>Pasidungog han Mahinundanon nga Pamana han mga Senior Citizen</i>
Bikolano	<i>Pag tao ning pagpugay sa gabos na sa tuyang mga senior citizens</i>
Ilonggo	<i>Pagtahud sa bililhon nga panublion sang kamal-aman nga mga Pilipino</i>
Akeanon (Aklanon)	<i>Pagkilaea sa mga Legalization it mga Filipino Senior Citizens</i>
Tausug	<i>Panghulmat ha kalagguan nahinang si Filipino Kamaasan din hulah.</i>



Maranao	<i>Kapesela-selaa ko Bantugan o mga pasad e ginwa a Filipino (Senior Citizens).</i>
Maguindanao	<i>Kapedselala Kanu Alaga nu mga Pusaka nu mga Lukes a Pilipino</i>
Chavacano	<i>Reconociendo Con El Valuable Legacia de los Ciudadanos Mayores Filipinos!</i>

#### IV. Calendar of Suggested Activities

The Commission encourages government agencies, NGOs, sectoral groups, private organizations, and other stakeholders at national, regional, and local levels to organize relevant activities aligned with the theme and objectives of the 2023 EFW and the NCSC mandates. Below is a suggested calendar of activities:

<b>October 1 (Sunday)</b>  <b>Sub-theme:</b> <b>Health &amp; Wellbeing,  Development &amp;  Empowerment</b>	<b>Activities:</b>  <b>Simba, Zumba, Sigla at Sayal</b> <ul style="list-style-type: none"> <li>A simultaneous holding of morning exercise activities such as "simba," a walk-for-life, Zumba, Tai-chi, and a healthy breakfast in communities.</li> </ul> <b>Kick-off (local) ceremony after the national opening ceremony</b> <ul style="list-style-type: none"> <li>Join the nationwide opening ceremony and organize local kick-off events to launch the EFW celebration.</li> </ul> <b>National Respect for Centenarians</b> <ul style="list-style-type: none"> <li>Simultaneous Centenarian Gift Pay-outs and the premiere of a Feature/Documentary highlighting the legacy of Pinoy Centenarians.</li> </ul> <b>2023 EFW Banner of Support</b> <ul style="list-style-type: none"> <li>Display the official EFW banner at offices, landmarks, and online platforms, using the standard branding designs released by the NCSC.</li> </ul>
<b>October 2 (Monday)</b>  <b>Supportive and  Enabling Environment</b>	<b>Activities:</b>  <b>Flag Ceremony</b> <ul style="list-style-type: none"> <li>Lead by OSCA Heads at respective City/Municipal Halls to share the theme's significance and announce weeklong EFW activities along with senior citizen associations/organizations/federation members attending the flag ceremony.</li> </ul> <b>Formal opening of the week-long One-stop Shop caravan</b> <ul style="list-style-type: none"> <li>OSCA provides services for seniors, including the registration of OSCA IDs, alongside the NCSC caravan.</li> </ul>

	<p><b>Food &amp; Livelihood Bazaar</b></p> <ul style="list-style-type: none"> <li>Designated SM Activity Centers will showcase and promote local senior citizens' food and livelihood products.</li> </ul> <p><b>Livelihood/Skills Seminar for Senior Citizens Talakayan (Rights and Privileges of Senior Citizens)</b></p> <ul style="list-style-type: none"> <li>Activities to empower senior citizens, including discussions on their rights and privileges as cited in RA 9994.</li> </ul>
<p><b>October 3 (Tuesday) –</b></p> <p><b>Development &amp; Empowerment</b></p>	<p>Activities:</p> <p><b>Art Exhibit of Senior Citizen Artists or curated art featuring the legacy of Senior Citizens</b></p> <ul style="list-style-type: none"> <li>In collaboration with the National Commission on Culture and the Arts (NCCA), volunteers from the academe, art enthusiasts, and artists are invited to lead this activity, showcasing the artistic legacy of senior citizens. It may also include a <b>Free Art Class for Seniors</b>.</li> </ul> <p><b>Free spot for SC Association/Organizations at identified SM Activity Centers</b></p> <p><b>Recognizing Senior Citizens' Legacy</b></p> <ul style="list-style-type: none"> <li>Advocates may hold book fairs and story-telling sessions for Lolos and Lolas as part of the development and empowerment sub-theme.</li> </ul>
<p><b>October 4 (Wednesday) -</b></p> <p><b>Supportive and Enabling Environment</b></p>	<p>Activities:</p> <p><b>Environmental &amp; Social Stewardship - The Legacy of Filipino Senior Citizens</b></p> <p><b>Action 1: Plant a Tree for Legacy</b></p> <ul style="list-style-type: none"> <li>Partnering with the Department of Environment and Natural Resources, Climate Change Commission, and other environmental advocates to encourage the planting of "legacy" native trees adopted by local communities, academies, and private establishments. These trees will symbolize the senior citizens' contribution and corporate social responsibility.</li> </ul>
<p><b>October 5 (Thursday) –</b></p> <p><b>Health &amp; Wellbeing</b></p>	<p>Activities:</p> <p><b>Medical/Dental Mission in selected/identified areas</b></p> <ul style="list-style-type: none"> <li>Providing free eye, ear, dental, and geriatric assessments, along with discounts on eye wear, equipment, and medicine for senior citizens. A seminar on healthy habits will be offered.</li> </ul> <p><b>Note:</b> Specific areas for this activity will be coordinated with PCUP, PCSO, DOH and PhilHealth.</p> <p>Activities:</p>

<b>October 6 (Friday) - Supportive and Enabling Environment</b>	<p>Activities:</p> <p><b>Environmental &amp; Social Stewardship - The Legacy of Filipino Senior Citizens</b></p> <p><b>Action 2: The Legacy of Keeping Local Beaches Clean</b></p> <ul style="list-style-type: none"> <li>Coordinate with the Department of Environment and Natural Resources (DENR), SM Cares, the National Coast Watch Center (NCWC) Secretariat, and the Climate Change Commission (CCC) to encourage coastal clean-up activities.</li> </ul>
<b>October 7 (Saturday) - Development &amp; Empowerment</b>	<p>Activities:</p> <p><b>Culminating Activities</b></p> <ul style="list-style-type: none"> <li>Closing ceremonies and other similar activities will highlight the accomplishments of the celebration. Recognition of outstanding senior citizens and partners may also be conducted.</li> </ul>

#### V. Calendar of NCSC-Organized Activities

October	Theme	Activities	Description
<b>1 Sunday</b>	Health & Wellbeing	Simba, Zumba, Sigla at Saya!	The opening salvo of the week-long activity will be focused on health and well-being of the senior citizens with simultaneous holding of simba, walk-for-life Zumba/Tai-chi and healthy breakfast. Partner SM Supermalls' identified activity centers will be one of the venues for the entire EFW celebration.
	Development & Empowerment	<p>*Live Simulcast of the National Opening Ceremony in selected SM Mall Activity Centers</p> <p>- Unveiling of the official EFW banner</p> <p>National Respect for Centenarian</p> <ul style="list-style-type: none"> <li>Simultaneous Centenarian Gift Pay-outs</li> <li>Feature/Documentary-Legacy of Pinoy Centenarians</li> </ul>	<p>It will be followed by the <b>national opening ceremony and press conference in SM Seaside, Cebu</b>, which will be live-streamed in other places with the launching of the health and wellness booths at the designated SM supermalls.</p> <p>In partnership and support of the Department of Social Welfare and Development (DSWD) to the EFW celebration and in accordance to the Republic Act No. 10868, a simultaneous awarding of the Centenarian gift will be awarded in the various regions in honor of the Filipino centenarian. A documentary of the recipients' legacy as Filipino centenarians will also be premiered. Submission of feature stories of the legacy of Centenarians from various fields are also welcome for showcasing</p>



			in the various venues of the celebration.
<b>2 Monday</b>	Supportive and Enabling Environment	<p>Flag Ceremony</p> <p>Launching of the PPASC 2023-2028</p> <p>Formal opening of the week-long One-stop shop caravan</p> <p>Food &amp; Livelihood Bazaar</p> <p>Livelihood/Skills Seminar for Senior Citizens or Talakayan- Rights and Privileges of Senior Citizens</p>	<p>The NCSC will lead the flag-raising ceremony at the Malacañang grounds, share the significance of this year's theme to all Filipino senior citizens, and announce the weeklong activities in relation to the celebration of the EFW.</p> <p>A simple ceremony will follow the flag raising ceremony. The 2023-2028 PPASC will be launched in line with its mandates and of the Philippine Development Plan 2023-2028.</p> <p>A one-stop shop for Lolos &amp; Lolas where they will be assisted to in the NCSC online registration will be conducted. Alongside this registration campaign, the NCSC will be inviting Philhealth and the Philippine Statistics Authority as well as the local OSCA in the various designated SM SuperMalls in the clustered regions to offer additional services for all seniors.</p> <p>Designated SM Activity Centers will be holding food and livelihood bazaars, livelihood/skills seminar and Talakayan as activities to promote a supportive and enabling environment for all senior citizens in the locality. The NCSC Commissioners will be guesting at "Talakayan" in different regions to discuss the benefit and privileges of senior citizens.</p>
<b>3 Tuesday</b>	Development & Empowerment	Art Exhibit of Senior Citizen Artists or curated art featuring the legacy of Senior Citizens	In partnership with the National Commission on Culture and the Arts (NCCA), volunteers from the academe, art enthusiasts, and artists are invited to convene and spearhead the activity.
<b>4 Wednesday</b>	Supportive and	Environmental & Social Stewardship - The Legacy of Filipino Senior Citizens	In partnership with the Department of Environment and Natural Resources, Climate Change Commission and other environmental advocates, planting

	Enabling Environment	Action 1: Plant a Tree for Legacy Plant a Tree for Legacy	of "legacy" native trees and its adoption by local communities, the academe and private establishments are encouraged. The legacy trees will be dedicated to the senior citizens who helped in the tree planting and becomes part of the corporate social responsibility and/or community extension of community partners.
<b>5 Thursday</b>	Health and Wellbeing	Medical/Dental Mission in selected/identified areas	There will be free eye, ear, dental, and geriatric assessment, as well as discounts for senior citizens on eye wear, equipment, medicine from partner merchants, with free seminar on healthy habits at the booths to be set up in designated SM malls (venues to follow) (Note: cite specific areas, in coordination with PCUP, PCSO, DOH and PhilHealth).
<b>6 Friday</b>	Supportive and  Enabling Environment	Environmental & Social Stewardship - The Legacy of Filipino Senior Citizens  Action 2: The Legacy of Keeping Local Beaches Clean	In coordination with the Department of Environment and natural Resources (DENR), SM Cares, the National Coast Watch Center (NCWC) Secretariat, and the Climate Change Commission (CCC), coastal clean-up activities will be undertaken in selected clustered regions.
<b>7 Saturday</b>	Development &  Empowerment	Culminating Activities  National Closing Ceremony Recognition of Partners	Activities on this day highlights the weeklong celebration and accomplishments made. A recognition will also be given to all partners who actively supported the celebration.

## VI. Observance of Health, Safety, and Non-Partisan Protocols

While the IATF has lowered COVID-19 alert levels, stakeholders are reminded to observe relevant health and safety protocols during physical gatherings. Additionally, the EFW is a peaceful and non-partisan activity. The use of NCSC-produced materials for partisan political activities is strictly prohibited to maintain focus on the advocacy.



## VII. Additional Information and Inquiries

Agencies/organizations with planned activities are encouraged to share details via the provided form (<http://bit.ly/2023EFWCelebration>) for inclusion in the NCSC Calendar of Activities.

Activity photos can be submitted for posting on the NCSC Official Facebook Page (subject to review and deadline). Submit activity photos with appropriate captions here: <https://bit.ly/2023EFWPics>



Stakeholders should visit the following links for more information, downloadable collateral designs, and updates about the 2023 EFW:

- Official NCSC Website: <https://www.ncsc.gov.ph/>
- NCSC Official Facebook Page:  
<https://www.facebook.com/NCSC.Philippines.OfficialPage/>

For inquiries and clarifications, stakeholders may contact the EFW Secretariat through the following channels:

- (0976-2891371 / +632 82498310 loc. 8482): (Mr. Alain C. Famacion)
- Email: [efwsecretariat@ncsc.gov.ph](mailto:efwsecretariat@ncsc.gov.ph) and [ph.ncsc@gmail.com](mailto:ph.ncsc@gmail.com)

This circular aims to ensure the successful and meaningful celebration of the 2023 Elderly Filipino Week while upholding the welfare and interests of our senior citizens. Cooperation and active participation from all concerned entities are highly encouraged to make this celebration a success.

Thank you for your utmost support and dedication to the well-being of our senior citizens.

  
**ATTY. FRANKLIN M. QUIJANO**  
Chairperson & CEO  
National Commission of Senior Citizens



# 2023 EFW EVENTS

OCTOBER 1-7

THEME



"HONORING THE INVALUABLE LEGACY  
OF FILIPINO SENIOR CITIZENS"

SUNDAY

1

NATIONAL OPENING CEREMONY  
SIMBA, ZUMBA, SIGLA at SAYA  
National Centenarian Recognition Day

MONDAY

2

FLAG RAISING CEREMONY  
LAUNCHING OF PPASC 2023-2028  
NCSC Caravan; Talakayan/SC Forum  
Food & Livelihood Bazaars

TUESDAY

3

ART & LEGACY OF FILIPINO SC  
Art & Legacy Gallery; Free Art Class for Seniors  
Feature Story: School of Living Traditions

WEDNESDAY

4

PLANT A TREE FOR LEGACY  
Environmental & Social Stewardship  
of Filipino Senior Citizens

THURSDAY

5

MEDICAL/DENTAL MISSION  
Free Geriatric Screening,  
Eye & Ear Exam  
Free Vaccination

FRIDAY

6

THE LEGACY OF KEEPING LOCAL  
BEACHES CLEAN  
Feature Release:  
Age-Friendly Philippines

SATURDAY

7

CULMINATION  
NCSC & Partners Gala Night  
Recognition & Closing Ceremonies