



Republic of the Philippines  
**DEPARTMENT OF EDUCATION**  
Negros Island Region

**SCHOOLS DIVISION OF NEGROS ORIENTAL**  
**Office of the School Governance and Operations Division**  
Capitol Area, Dumaguete City

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July 6, 2017


**DIVISION MEMORANDUM**

No. 345 s. 2017

**ADVOCACY FILM SHOWING WITH FILM CRITIC ANALYSIS SCHOOL**

**TO :** Asst. Schools Division Superintendent  
Chiefs, CID & SGOD  
DEPS/SEPS/EPS/Coordinators/Section Heads  
Public Schools District Supervisors  
Public and Private Elementary and Secondary School Heads  
All Others Concerned

1. Attached is an Advisory from Negros Island Region, dated July 3, 2017, inviting pupils and students to view the movie "**Larong Bata**".
2. District Supervisors are advised to remind school heads and teachers that no classes shall be disrupted for the purpose of viewing the said film, as stipulated in DepEd Order No. 9, s. 2005.
3. For the information, guidance and compliance of all concerned.

  
**LELANIE J. LABNEKA**  
ASSISTANT SCHOOLS DIVISION SUPERINTENDENT  
**SALUSTIANO T. JIMENEZ, CESO VI**  
OIC-Office of the Assistant Regional Director  
Concurrent, Schools Division Superintendent

JUL 2017



REPUBLIC OF THE PHILIPPINES  
 DEPARTMENT OF EDUCATION  
**NEGROS ISLAND REGION**



West City Elementary School Campus  
 Dumaguete City 6206

<b>RELEASED</b>	
CONTROL NO.	1966
RELEASED BY:	ln
DATE RELEASED:	7/3/17

**ADVISORY**

*In compliance with DepEd Order No. 8, s. 2013  
 This advisory is issued for the information of Schools Division Superintendents  
 Personnel/staff, as well as the concerned public.  
 July 3, 2017*

*D: 7/3/17  
 86*

**ADVOCACY FILM SHOWING WITH FILM CRITIC ANALYSIS SCHOOL**

This is to disseminate information/invitation for all schools to utilize advocacy films produced by R.E.R Marketing and Events Services as a tool in raising awareness on the fight against bullying in schools.

One of the advocacy films recently promoted by the group is "Larong Bata". The target viewers of this movie are pupils and students of both public and private schools.

Interested parties should ensure that no classes shall be called off for the purpose of viewing the film and that rules and guidelines stipulated in DepEd Order No. 9, s. 2005 entitled "Instituting Measures to Increase Engaged Time on Task and Ensuring Compliance Therewith" is adhered to.

Refer to the attached sheets for details.

For information and guidance.

For:

**GILBERT T. SADSAD, PhD, CESO V**  
 Director III  
 OIC- Regional Director

  
**ROSE MARIE A. VAILOCES**  
 HRDD Lead Coordinator

**SINO ANG PANALO?** Ang Bully? O Ang Api?

ROBINSONS  
MOVIEWORLD



# "Larong Bata"

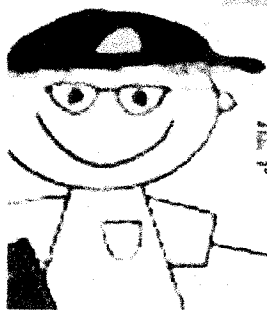
Starring: Melai Cantiveros, Jason Francisco, Makisig Morales, Nash Aguas  
Basti, Sharlene San Pedro, Quintin and Ms. Jackie Lou Blanco

A STORY ON BULLYING

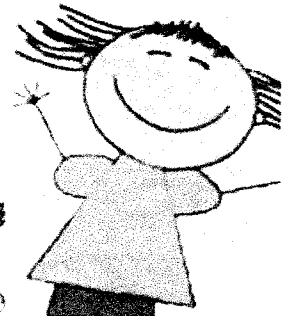
EXOGAIN PRODUCTION

Directed by: Neal Tan

Produced by: Ms. Donna Sanchez



PEW! Kids  
www.pewkids.com



# Larong Bata: A Story on Bullying

Sino ang panalo ? Ang bullying? O ang api?

**Larong Bata**, an indie film on bullying. An advocacy film of R.E.R Marketing & Events Services directed by Neal Tan and produced by Ms. Donna Sanchez.

It emphasizes a prominent issue in school- bullying. **Bullying** is the use of **force or coercion to abuse or intimidate others**. The behavior can be habitual and involve an imbalance of social or physical power. It can include verbal harassment or threat, physical assault or coercion and may be directed repeatedly towards particular victims, perhaps on grounds of race, religion, gender, sexuality, or ability. If bullying is done by a group, it is called **mobbing**. The victim of bullying is sometimes referred to as a "**target**".  
(Source: Wikipedia)

Now let's answer the question: Sino ang panalo? Ang bully? O ang api? (Who wins ? The bully? Or the bully-victim?)

Nobody wins. Both are considered victims in their own ways. The one picked on is definitely a victim. There is no question to that. But why is the bully a victim too? You may ask. The bully experiences certain difficulties-perhaps abuses- at home, which then provokes them to create a façade at school – showing that they are strong and powerful and they could step on the weak ones. This makes them feel better about themselves and it uplifts their egos.

**DepEd ADVISORY No. 552, 2012**  
**In compliance with DepED Order No. 39, 2009**

This advisory is issued for the information of DepED officials and personnel  
(visit DepEd website at [www.deped.gov.ph](http://www.deped.gov.ph))  
November 29, 2012

**AN INVITATION TO VIEW THE MOVIE \*LARONG BATA\***

The Exogain Production with the direction of Director of Neal Tan invites the viewing public to see the movie \*Larong Bata\*. The film increases the awareness on the fight again at school bullying and its consequences affecting an individual and the society as a whole.

The Movie aims to:

1. propagate self-awareness on the menace brought about by bullying ;
2. contribute to the prevention and social of bullying;
3. provide examples of verbal , physical and social bullying, as well as cyber-bullying ;
4. demonstrate the role of the perpetrator , the target, and the witnesses in a bullying situation ;
5. demonstrate the ways by which people inaction can exacerbate a bullying situation
6. create understanding and empathy for the targets of bullies ; and
7. inspire the victims of bullying to become more dynamic and encourage positive consequences.

The target viewers of this movie are the pupils and student from both public and private elementary and secondary schools.

Participate of both public and private schools shall be subject to the no disruption of classes policy as stipulated in DepEd Order No. 9, 2005 entitled instituting Measure to Increase Engaged Time on task and Ensuring Compliance There with,

## **PNoY signs Republic –Act 10627, or the “Anti-Bullying Act of 2013**



President Benigno Aquino has signed Republic Act 10627, or the “Anti- Bullying Act of 2013.” The law, signed on September 12, 2013 requires all elementary and secondary schools to adopt policies to prevent and address the acts of bullying in their institutions.”

It ask schools to prohibit bullying retaliation against a person who reports bullying and provides disciplinary administrative sanctions against a “perpetrator of bullying”

The perpetrator is also required to undergo a rehabilitation program to be administered by the school concerned while the parents will also be encouraged to participate in the program.

Schools are expected to educate students, parents and guardians about the “dynamics of bullying,” as well as the mechanism for reporting incidents of bullying or retaliation.

The school’s anti-bullying policies shall be published in the student handbook and be posted in school bulletin boards and websites.

The designated school officer or school principal to handle bullying cases is expected to “promptly investigate” reports of bullying and take the necessary steps if bullying is found to have occurred.

This includes notifying law enforcement agencies if criminal charges may be pursued against the perpetrator, taking the appropriate disciplinary administrative action, and notifying the parents and guardians of the perpetrator and victim.

The Department of Education will be prescribing the appropriate administrative sanctions on school administrators who fail to comply with the requirements of the law.