



Republic of the Philippines
Department of Education
Caraga Region
SCHOOLS DIVISION OF SURIGAO DEL SUR

DIVISION MEMORANDUM

No. **77/**, s. 2025

To: Chief Education Supervisors, CID and SGOD
Education Program Supervisors
Division ARAL Technical Working Group
Public Schools District Supervisors/District In-Charge
Public Elementary and Secondary School Heads
Public Elementary and Secondary School Teachers
All Others Concerned

**ACADEMIC RECOVERY AND ACCESSIBLE LEARNING (ARAL) PROGRAM
ADVOCACY CAMPAIGN AND LAUNCHING**

1. Relative to the implementation of DepEd Memorandum No. 64, s. 2025 dated August 1, 2025, titled "Implementing Guidelines for the Academic Recovery and Accessible Learning (ARAL) Program in Reading for Key Stages 1 to 3" and pursuant to Regional Memorandum No. 0832, s. 2025, all public elementary and secondary schools are directed to conduct a **Simultaneous Advocacy Campaign and School-Based Launching of the ARAL Program on September 10, 2025.**
2. This advocacy campaign and launching aims to promote a culture of reading in schools and communities while addressing the learning gaps of learners. Specifically, it seeks to:
 - a. heighten educators' awareness of the importance of reading;
 - b. inspire schools to strengthen the implementation of reading program;
 - c. lead schools and personnel in aligning priorities toward the promotion of a reading culture;
 - d. encourage the active involvement of parents, school partners, and stakeholders to sustain learner support; and
 - e. acknowledge the support of schools and stakeholders in advancing reading initiatives.
3. In line with the advocacy campaign and launching, schools are highly encouraged to ensure the presence of parents of ARAL learners, school partners, and other stakeholders during the activity. Their involvement is vital to emphasize the importance of collaborative support in improving the reading skills of learners.
4. Schools are likewise encouraged to design unique and innovative activities that promote reading and highlight community partnership. These may include, but are not limited to:
 - a. distribution of school supplies to learners;
 - b. feeding programs to support learners' nutrition and well-being;
 - c. conduct of Vision Screening Test for learners, in partnership with licensed and recognized eye care professionals or with assistance from school and district nurses; and



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- d. community-based reading advocacy activities.
5. The launching of the ARAL Program shall involve the designated tutors, ARAL learners, and non-teaching personnel. Regular classes shall continue during the launching; hence, there will be **no suspension of classes** due to this activity. Learners who are not part of the ARAL Program launching shall remain in their respective classrooms and continue their regular classes, in line with DepEd Order No. 9, s. 2005 on maximizing engaged time-on-task and other existing DepEd rules and regulations.
 6. Schools shall also facilitate the Signing of Pledge of Commitment by Parents of ARAL Learners and the Signing of Pledge of Active Participation and Support by School Partners and Stakeholders as part of the launching. All activities shall be properly documented through photos, videos, and narrative reports.
 7. All schools are directed to submit an Accomplishment Report on the conduct of the Advocacy Campaign and Launching of the ARAL Program. The report shall contain both data (number of participants, materials distributed, activities conducted, etc.) and qualitative information (observations, challenges, feedback, and success stories).
 8. Attached to this memorandum are the following templates:
 - a. **Enclosure No. 1-** *Suggested Activities for the Advocacy Campaign and School-based Launching of ARAL Program*
 - b. **Enclosure No. 2-** *Pledge of Commitment by Parents and Pledge of Active Participation and Support*
 - c. **Enclosure No. 3-** *Template for Accomplishment Report Advocacy Campaign and Launching of the ARAL Program*
 - d. **Enclosure No. 4-** *Monitoring and Evaluation Tool on the Conduct of the Advocacy Campaign and Launching of the Academic Recovery and Accessible Learning (ARAL) Program*
 9. **Accomplishment Reports shall be submitted** to the Curriculum Implementation Division (CID), attention to Jonathan L. Ambel, Education Program Supervisor, **on or before September 26, 2025** via email at jonathan.ambel@deped.gov.ph or soft copy in a pdf format through the Google Drive.
 10. Immediate and widest dissemination of and compliance with this Memorandum is directed.


LORENZO O. MACASOCOL, PhD, CESO VI
Schools Division Superintendent

Encl.: As stated
Reference: DepEd Memorandum No. 64, s. 2025
To be indicated in the Perpetual Index
under the following subjects:

READING

LAUNCHING

CAMPAIGN

ADVOCAC



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Enclosure No. 1 to Division Memorandum No. _____, s.2025

**Suggested Activities for the Advocacy Campaign and School Lunching
of ARAL Program**

1. All public elementary and secondary schools shall identify an ARAL Reading Room intended for learners undergoing reading intervention.
2. The ARAL Reading Room shall showcase printed learning resource materials for Key Stages 1 and 2 (Elementary) and for Key Stage 3 (Secondary).
3. The room shall also function as an Exhibit and Tutorial Area, equipped with a flat-screen TV, projector, laptop, flyers, photos, tarpaulins of basic sight words, and a small library hub to support the reading program.
4. Parents of ARAL learners, school partners, and stakeholders shall be invited and encouraged to actively participate in the launching activities.
5. Schools may initiate innovative advocacy activities such as:
 - a. Distribution of school supplies to ARAL learners;
 - b. Feeding programs for learners; and
 - c. Community-based reading promotion activities.
6. A Vision Screening Test may be conducted in partnership with licensed or accredited eye care professionals, school/district nurse, or teachers oriented on how to demonstrate the vision screening test to help address learners' visual concerns that may affect their reading performance.
7. Schools are encouraged to prepare documents and evidence of ARAL Program implementation for presentation and monitoring purposes (photos, short video clips, and narratives).



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(Name of District)
(Name of School)

PLEDGE OF COMMITMENT
PANATA SA PAGSAAD PARA SA MGA GINIKANAN
(For Parents of ARAL Learners)

We, the parents of ARAL learners, in full recognition of our role of our children,
Kami, ang mga ginikanan sa mga ARAL nga tinun-an, sa tibuok pagkaila sa among papel

do hereby pledge our support and commitment to the Academic Recovery and Accessible Learning (ARAL) Program.

sa among mga anak, buot kamu manumpa sa among suporta ug panumpa sa pagpasalig alang sa Academic Recovery Accessible Learning (ARAL) Program.

1. Actively guide and assist our children in their reading journey at home
Aktibong maggiya ug motabang sa among mga anak sa ilang sa pagbasa sa panimalay
2. Provide encouragement, time, and a conducive environment for them to learn
Maghatag og pagdasig, panahon, ug usa ka maayong kahimtang sa ilang pagkat-on
3. Participate in school activities that promote reading
Mopartisipar sa mga kalihokan sa eskwelahan nga nag-pasiugda sa pagbasa
4. Work hand-in-hand with teachers, school heads, and the Department of Education in nurturing a culture of reading and learning.
Magtinabangay uban sa mga magtutudlo, mga lider sa eskwelahan, ug sa Department of Education sa pag-amuma sa kultura sa pagbasa ug pagkat-on.

With this pledge, we affirm our dedication to support the ARAL Program and its vision for our learners.

Pinaagi niining saad, among gipamatuod ang among pagkamaunongon sa pagsuporta sa ARAL Program ug sa tumong niini para sa among mga anak.

Signed this ___ day of _____, 2025 at [School Name].

Gipirmahan kini karong ___ nga adlaw sa _____, 2025 sa [Ngalan sa Eskwelahan].

Name of Parent:

Signature of Parent:



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(Name of School)

PLEDGE OF ACTIVE PARTICIPATION AND SUPPORT
(For Stakeholders and School Partners)

We, the stakeholders, and partners of this school, in recognition of the vital role of education in nation-building, do hereby pledge our active participation and support to the **Academic Recovery and Accessible Learning (ARAL) Program**.

1. Extend assistance and resources, whenever possible, to strengthen the implementation of the ARAL Program;
2. Actively participate in school activities that promote reading and learning among children;
3. Foster collaboration between the school and the community to sustain a culture of reading; and
4. Support initiatives that address the needs of learners, especially those undergoing reading interventions.

With this pledge, we affirm our dedication to support the ARAL Program and its vision for our learners.

Signed this on the ___ day of _____, 2025 at _____.

Signature of Stakeholders/Partners:

Position/Organization:



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Enclosure No. 3 to Division Memorandum No. _____, s.2025

Template for Accomplishment Report
Advocacy Campaign and Launching of the ARAL Program

Instructions:

- Fill out all sections clearly and completely.
- Provide both **quantitative data** (numbers) and **qualitative details** (descriptions, observations, reflections).
- Attach supporting documents (attendance sheets, photos, sample programs, pledges signed, etc.).

I. School Profile

- Name of School : _____
- District : _____
- School Head : _____
- Aral Reading Coordinator: : _____
- Date of Activity : _____

II. Activity Highlights

- Number of learners participated : _____
 - Key Stage 1 (Grades 2-3) : _____
 - Key Stage 2 (Grades 4-6) : _____
 - Key Stage 3 (Grades 7-10) : _____
- Number of parents attended : _____
- Number of stakeholders/partners attended : _____
- Number of teachers/tutors involved : _____
- Activities conducted (check all that apply):
 - Ribbon-Cutting of ARAL Reading Room
 - Pledge of Commitment (Parents)
 - Pledge of Support (Stakeholders)
 - Distribution of school supplies
 - Feeding program
 - Vision Screening Test
 - Others (please specify): _____



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III. Qualitative Information

- 1. Description of Activities:**
(Provide a short narrative of how the activities were conducted.)

 - 2. Observations and Insights:**
(Write reflections on learner engagement, parent and stakeholder participation, challenges faced, and innovations observed.)

 - 3. Feedback from Participants:**
(Share sample comments or feedback from learners, parents, or stakeholders.)

 - 4. Best Practices / Success Stories:**
(Highlight a unique or outstanding moment during the event.)
-

IV. Documentation

(Attach photos, short video links if available, scanned pledges, program of activities, and attendance sheets, etc.)

Prepared by:

Name: _____
Designation: _____
Date Submitted: _____

Noted by:

Name: _____
Designation: _____
Date Submitted: _____



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Enclosure No. 4 to Division Memorandum No. _____, s.2025

MONITORING AND EVALUATION TOOL

**Advocacy Campaign and Launching of the Academic Recovery and Accessible Learning
 (ARAL) Program
 School Year 2025–2026**
(To be accomplished by the Division/District Monitoring Team)

School Profile

District: _____ School Name: _____
 School Head: _____ School ID: _____
 School Address: _____ Contact No.: _____

A. Participation Profile

Participants	Male	Female	Total	Remarks
ARAL Learners (Key Stages 1)				
ARAL Learners (Key Stages 2)				
ARAL Learners (Key Stages 3)				
Parents/Guardians				
School Partners/Stakeholders				
Teachers/Tutors				

B. Observation Checklist

Areas	Indicators	Yes/No	Remarks / Evidence
Advocacy Campaign	1. Conducted simultaneous advocacy and school-based launching on September 10, 2025. (program of activities or photos as proof).		
	2. The advocacy launching promoted the importance of reading (e.g., through messages in speeches, slogans, posters, streamers, chants, or other advocacy materials, etc.).		

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	3. ARAL learners, parents, school partners, and stakeholders were present during the activity (attendance sheets, photos).		
	4. Parents of ARAL learners signed the Pledge of Commitment (signed forms, photos).		
	5. School partners/stakeholders signed the Pledge of Active Participation and Support (signed forms, photos).		
Launching Activities	6. Conducted a symbolic launching activity of the ARAL Program/Reading Room (e.g., unveiling of a banner/poster, signing of a pledge wall, candle-lighting, or short program highlight, etc.)		
	7. ARAL Reading Room was prepared with reading materials, posters, and advocacy displays (actual inspection, photos).		
	8. Innovative advocacy activities were conducted (e.g., school supplies distribution, feeding program, vision screening, community-based event); if applicable (program, photos).		
	9. Tutors, ARAL learners, and non teaching personnel actively participated in the program (attendance, photos, activity records).		
	10. Regular classes continued for non participating learners during the launching in compliance with DO 9, s. 2005 (classroom monitoring, schedule).		
Stakeholder Engagement	11. Parents of ARAL learners were actively involved in the activities (participation in pledges, volunteering, or other involvement captured in photos).		
	12. School partners/stakeholders visibly participated, gave commitments, and were acknowledged in the program (e.g., delivering messages, providing		

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	resources, signing pledges, or being formally recognized during the activity).		
	13. Stakeholder pledges and presence were documented (attendance sheets, photos, copies of signed pledges).		
Program Support (On-the-Day)	14. Roles were clearly assigned for documentation (e.g., teachers/staff designated to handle photos, attendance, and reporting were verified by program matrix or observed on-site).		
	15. The launching program was managed smoothly (organized flow of events, schedule followed, minimal disruption to classes).		

C. Others Concerned

General Observations	Issues/Concerns (if any)	Suggested Follow-up / Activities

Monitored and Evaluated by:

Confirmed by:

 Division Monitor

 School Head

Date Signed: _____

Date Signed: _____



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