

**[ EXECUTIVE ORDER NO. 286, February 23, 2004 ]**

**DIRECTING NATIONAL GOVERNMENT AGENCIES AND OTHER  
CONCERNED AGENCIES TO ACTIVELY SUPPORT AND IMPLEMENT  
PROGRAMS ON THE "BRIGHT CHILD"**

WHEREAS, Republic Act 8980, "An Act Promulgating a Comprehensive Policy and a National System for Early Childhood Care and Development (ECCD)", states that it is the policy of the State to promote the rights of the child to survival, development, participation and special protection with full recognition of the nature of childhood and its special needs;

WHEREAS, the Early Childhood Care and Development (ECCD) System within the framework of Child 21 has an integrative program using complementary strategies that include service delivery for children from conception to age 6 years, educating parents and caregivers, encouraging active involvement of parents and communities and raising awareness about the quality of life for young children and families;

WHEREAS, the Council for the Welfare of Children/National Early Childhood Care and Development Coordinating Council (CWC/NECCDCC) is mandated to ensure the sustained inter-agency and multi-sectoral collaboration in program implementation at the national and local levels; WHEREAS, there is need to intensify collaboration among government and non-governmental organizations, private sector, media, local and international agencies as well as families and communities in promoting the Child Friendly Movement by supporting the Bright Child.

NOW, THEREFORE I, GLORIA MACAPAGAL-ARROYO, President of the Republic of the Philippines, by virtue of the powers vested in me by law, do hereby order:

SECTION 1. Support for the Bright Child Program - National Government agencies and other concerned offices are hereby directed to support and implement programs on the Bright Child. The Bright Child refers to the delivery of a one-brand package of interventions on food and nutrition, health, early education and psychosocial programs for young children resulting in their optimum growth and development.

SEC 2. Management of the Bright Child – The Council for the Welfare of Children Coordinating Office shall manage the Bright child and develop the mechanics of its implementation together with an Inter-Agency Technical Working Group consisting of the lead cooperating agencies mentioned in Sec. 3 hereof.

SEC. 3. Lead Cooperating Agencies for the Bright Child. – The Council for the Welfare of Children/National Early Childhood Care and Development Coordinating Council (NECCDCC) through its Co-chairpersons, the Secretaries of the Departments of Health, Social Welfare and Development, Education and the Interior and Local Government shall spearhead the development, promotion and delivery of the one-brand package of programs and interventions at national, regional, and local levels