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DepEd, Kimberly-Clark launch women empowerment program

Education Secretary Jesli Lapus commends Kimberly-Clark Philippines for collaborating with the Department of Education (DepEd) in developing the Kotex You-niversity Program, which promotes women empowerment through education.

“This initiative is in synch with the fifth goal of Education For All (EFA), which is to achieve gender equality in education by 2015,” Education Secretary Jesli Lapus stressed.

He added that DepEd needs the support of the private sector and other community stakeholders to achieve the goals of EFA which the country targets to meet by 2015.

EFA is a global movement initiated by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) that engages UNESCO member countries in improving education outcomes around the globe.

Kimberly-Clark and DepEd’s Bureau of Secondary Education will jointly develop a series of learning modules that promote gender equality and sensitivity to female learners.

The Kotex You-niversity program, which will be integrated in the values education classes, consists of supplementary materials to equip students with knowledge, skills and value orientations to develop their Body Life IQ. Body Life IQ is the ability of an individual to comprehend how the body works and how this affects one’s life.

The program will be participated in by 150 public and private schools in Metro Manila, Pampanga, Cebu and Davao. It consists of teacher training, school plenary assembly, Kotex You- niversity learning modules, and teacher incentive program.

Lapus said that the partnership is expected to boost students’ self esteem and improve their performance in school.

“It will give our young women learners the right information and knowledge that will enable them to make informed decisions and better choices,” he said.

“While we work hard to make our workplace gender sensitive and responsive to the needs of our women employees, we are grateful for the Kotex You-niversity Program, which stresses sensitivity to the needs of young women learners in our schools,” he added.

This partnership is being coursed through DepEd’s Adopt-A-School Program, a unit tasked to bring in private sector assistance to the public school system. Participating private companies are entitled to 150 percent tax incentives in exchange for the support they will extend to public schools.

Since it was relaunched by Lapus in 2006, some PhP12 Billion worth of private sector assistance have been coursed through Adopt-A-School. Private sector assistance can take the form of technology support, learning support, infrastructure and physical facilities, literacy programs, or direct assistance.

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