

### Republic of the Philippines

## Department of Education

26 MAR 2018

DepEd MEMORANDUM No. **058** s. 2018

#### 2018 NATIONAL WOMEN'S MONTH CELEBRATION

Undersecretaries Assistant Secretaries Bureau and Service Directors Regional Directors Schools Division Superintendents Public and Private Elementary and Secondary School Heads All Others Concerned

- The Department of Education (DepEd) announces the celebration of the 2018 National Women's Month Celebration (NWMC). The Philippine Commission on Women (PCW) leads the National Women's Month Celebration NWMC in March of every year.
- The celebration is pursuant to Presidential Proclamation No. 224, s. 1988 entitled Declaring the First Week of March of Every Year as Women's Week and March 8, 1988 and Every Year Thereafter as Women's Rights and International Peace Day, Presidential Proclamation No. 227, s. 1988 entitled Providing for the Observance of the Month of March as Women's Role in History Month, and Republic Act No. 6949 entitled An Act to Declare March Eight of Every Year as a Working Special Holiday to be known as National Women's Day.
- 3. In 2017, the PCW Board Members and inter-agency technical working group identified the NWMC theme We Make Change Work for Women, which shall be used from 2017-2022. It highlights the empowerment of women as active contributors to and claimholders of development. This pursuit of development is also anchored on the commitment of Malasakit at Pagbabago or True Compassion and Real Change.
- DepEd enjoins all offices in the central, regional and school divisions, and schools to undertake activities to promote public awareness on the celebration of the event, such as:

## a. Production of Information, Education and Communication (IEC) **Materials**

- Hanging of 2018 NWMC official streamer in all government agencies, including central, regional, and school division offices and schools;
- ii. Development, production and distribution of IEC materials for 2018 NWMC, which include collaterals designed by PCW, and agency-specific materials like flyers that feature agency services offered to their women clients; and
- iii. Wearing purple shirts/blouses/polo every Thursday of March in support of #PurpleThursdays. Agencies are encouraged to either suspend implementation of their uniform policy on the said day, or wear purple accessories or accents such as button pins, scarves, wristbands, or ribbons with their uniform for the day.

#### b. Participation to Women's Month Online Advocacy

- Uploading of the official logo, advocacy video, and other NWMC advocacy materials in the region, schools division, and school websites and social media accounts, and using the 2018 NWMC Facebook camera effects;
- ii. Participating in the online campaign thread about the observance using the hashtag #WomenMakeChange;
- iii. Featuring the calendar of activities, activity implementation reports, and NWMC advocacy materials in the region, schools division, and school websites, social media accounts, and publications, and sending links of the reports to PCW through events.pcw@gmail.com; and
- iv. Use the all-women cast *Lupang Hinirang* video in NWMC activities. This video is downloadble at http://tiny.cc/allwomenlupanghinirang.

# c. Organizing or Participation to NWMC Information Campaigns/Advocacy Activities

i. We Make Change Work: Women Inspiring Women Forum

Modeled after TEDx format, this forum aims to celebrate women's journey and sharing inspiring stories of change in their chosen fields, to encourage their fellow women to be empowered change agents. It will also serve as a venue for women to inspire and appreciate each other, and create an environment supportive of each other. Schools can hold a forum similar to this. The suggested guidelines and program of the forum are provided in Enclosure No. 1.

Activity Information	Registration/Contact Details
Date: March 8, 2018	
(International Women's Day)	For Luzon-based participants only
Time: 1:00-5:00 p.m.	PCW-Corporate Affairs and Information
Venue: GSIS Theater, Pasay	Resource Management Division (CAIRMD)
City	Telephone No: (02) 735-8509
	Mobile Phone No.: 0917-845-4814
In partnership with the	Website:
Government Service Insurance	http://pcw.gov.ph/WomenMakeChange2018
System (GSIS)	
Date: March 15, 2018	For Visayas-based participants only.
Time: 1:00-5:00 p.m.	Engr. Roger Esto
Venue: Aklan Training Center	Telephone Nos.: (036) 268-5442
T	(036) 262-1555
In partnership with the Aklan Provincial Government	Email Addresses: ppdoaklan@gmail.com
Provincial Government	aklanpgo@yahoo.com
	• For Mindanao-based participants, interested
	local government units (LGUs), national
	government agencies (NGAs), nongovernmental organizations (NGOs), state universities and
Data: March 22, 2019	colleges (SUCs).
Date: March 22, 2018 Time: 1:00-5:00 p.m.	coneges (SOCs).
Venue: Davao City	LGUs, NGAs, and NGOs may contact:
Venue. Davao City	Ms. Lorna Mandin
In partnership with the Davao	Davao City IGDD
City-Integrated Gender and	Telephone No: (082) 225-0363
Development Division (IGDD)	Mobile Phone No.: 0917-546-0823
and University of Southeastern	Email Address: igdd@davaocity.gov.ph
Philippines (USeP)	
	SUCs may contact:
	Ms. Rioliza B. Molina
	Mobile Phone No.: 0917-315-8293
	Email address: rio.molina@usep.edu.ph

#### ii. 2018 CineJuana Film Festival

The Film Development Council of the Philippines (FDCP) is organizing the CineJuana Film Festival, featuring films celebrating women's strength, power and resiliency, from **March 26 to 28, 2018** at the Cinematheque Centre Manila.

iii. NWMC Photo and Poster Making Contests

The PCW, in partnership with the Philippine Charity Sweepstakes Office (PCSO), will conduct the photo and poster making contest to promote women's empowerment. The photo contest is open to college students, while the poster making contest is open to high school students. The contest mechanics can be found in the PCW website:

http://pcw.gov.ph/sites/default/files/documents/events/2018/March/information%20officer/2018%20National%20Womens%20Month%20Photo%20Contest%20and%20Poster%20Making%20Contest.pdf

iv. Cultural Center of the Philippines (CCP) Readathon and Peek-a-book Exhibit

The CCP will hold a readathon, a gathering of women playwrights. It will feature dramatic readings, workshops for women playwrights and talks on writing for the stage from **March 23 to 24, 2018**. The CCP will also hold an art exhibit featuring the works and books of twelve all-women, all-Filipino illustrators for children on **March 24** at the *Pasilyo* Edades Hallway, 4th floor CCP Building, Roxas Boulevard, Pasay City. For more information, contact Ms. Marivic Santos of the CCP Training and Development Division.

- 4. Expenses related to the 2018 NWMC may be charged to the Gender and Development (GAD) budget of DepEd offices and public schools subject to availability of funds and the usual accounting and auditing rules and regulations.
- 5. The NWMC concept note, advocacy materials, videos, and other details can be accessed through the following links:

Website: http://pcw.gov.ph/WomenMakeChange2018 Facebook Page: https://www.facebook.com/PCWgovph/

Youtube: https://www.youtube.com/user/CommissionOnWomenPH

Twitter: https://twitter.com/pcwgovph

- 6. For more information, contact the Philippine Commission on Women (PCW)-Corporate Affairs and Information Resource Management Division (CAIRMD) through Ms. Nikki Delos Santos-Francisco at telephone nos: (02) 735-8509, (02) 735-1654 or mobile phone no. 0917-845-4814, or Ms. Honey Castro at mobile phone no. 0917-544-7524, or email at media@pcw.gov.ph.
- 7. Immediate dissemination of this Memorandum is desired.

LEONOR MAGTOLIS BRIONES

Secretary

Encl:

As stated

Reference:

DepEd Memorandum No. 52, s. 2017

To be indicated in the Perpetual Index under the following subjects:

BUREAUS AND OFFICES CELEBRATIONS AND FESTIVALS CONTESTS CULTURE AND ARTS SCHOOLS

DJP/MCR,  $\underline{\rm DM}$  2018 National Women's Month Celebration 0188-March 2, 2018

# WE MAKE CHANGE: WOMEN INSPIRING WOMEN GUIDELINES

Venue, Date and Time	Venue shall be indoor, preferably an auditorium. Schools can hold this half-day activity during the duration of the National Women's Month Celebration or from March 1 to 31, 2018.
Objectives	To celebrate women's journey and share inspiring stories of change in their chosen fields thereby encouraging their fellow women to be empowered change agents.
	To create a venue for women to inspire and appreciate each other, and create an environment supportive of each other.
Target Participants	Around 100 to 200 pax, depending on your chosen venue.
Suggested Flow of Program	I. Preliminaries Lupang Hinirang All-Women Cast Music Video Opening Prayer Welcome Remarks c/o the host agency Opening Remarks PCW Message on the 2018 NWMC (Please download at PCW website) Intermission
	II. Forum Proper  Introduction of Resource Person 1 Resource Person 1 sharing of her inspiring story/journey Q and A with Resource Person 1
	Introduction of Resource Person 2 Resource Person 2 sharing of her inspiring story/journey Q and A with Resource Person 2
	Introduction of Resource Person 3 Resource Person 3 sharing of her inspiring story/journey Q and A with Resource Person 3
	Photo Opportunity and Awarding of Certificates
	III. Closing (3:31-4:30pm)
	Closing Remarks Commitment Ritual
Requirements for the Resource Person/Talk	Participating schools shall invite a resource person that is deemed capable of sharing her inspiring stories of change as a woman to its audience. Ideally, the talk shall not exceed 12 minutes and in a language that a resource person is comfortable with. The resource person can infuse visual presentations in photo or video format during her talk.
Events Documentation and Coverage	The talk of each resource person shall be filmed and shall be uploaded in school's official social media sites and websites. Please also give a copy to Philippine

Commission on Women via sending the link at events.pcw@gmail.com

To get a glimpse of last year's Women Inspiring Women series, visit https://www.youtube.com/watch?v=GpiXCBvPDNU

I Soar 'Coz I have W.I.N.G.S. - Maria Anthonette C. Velasco-Allones

Minimum technical requirements:

- At least one LED wall / high-definition projector with screen - Four lapel microphones (for moderator and speakers)

use during Q & A

1 LED TV for resource person guide

Wireless microphones or corded microphones at the aisles for audience