



Republic of the Philippines  
**Department of Education**

26 MAR 2019

DepEd MEMORANDUM  
No. **037** s. 2019

**2019 NATIONAL WOMEN'S MONTH CELEBRATION**

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

1. The Department of Education (DepEd) announces the celebration of the **2019 National Women's Month Celebration (NWMC)**. The Philippine Commission on Women (PCW) spearheads 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.

2. The theme for 2017–2022 is We Make Change Work for Women, highlighting the empowerment of women as active contributors to and claimholders of development. This 2019, the NWMC shall focus on strengthening efforts to improve and track the progress of implementation of the Magna Carta of Women (MCW), and other relevant laws and commitments to the international community such as the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), the Beijing Platform for Action (BPfA), and the Sustainable Development Goals (SDGs).

3. 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**

- i. Hanging of 2019 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 2019 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 Friday of March in support of #PurpleFridays. Agencies are encouraged to either suspend implementation of their uniform policy on the said days, 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**

- i. 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 2019 NWMC Facebook camera effects;
- ii. Following these PCW's official social media accounts and sharing updates and posts about the NWMC;
  - <https://www.facebook.com/PCWgovph>
  - <https://twitter.com/PCWgovph>
  - <https://www.youtube.com/user/CommissiononWomenPH/videos>
- iii. Participating in the online campaign thread about the observance using the hashtag #WomenMakeChange; and
- iv. 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](mailto:events.pcw@gmail.com).

**c. Organizing or Co-organizing NWMC Activities**

- i. All government agencies, including local government units, state universities and colleges, and public schools are encouraged to include the NWMC announcement in their respective Flag Raising Ceremonies on March 4, 2019;
- ii. Agencies are encouraged to organize their own NWMC activities and information drive to promote their gender-responsive programs and services for their clients;
- iii. Those at the regional and local levels may consider coordinating with their respective regional and local gender and development (GAD) mechanisms such as the regional GAD councils in holding inter-agency activities aimed at strengthening the implementation and monitoring of the Magna Carta of Women in the area; and
- iv. Using the all-women cast *Lupang Hinirang* video in NWMC activities. The video is downloadable at <http://tiny.cc/allwomenlupanghinirang>.

**d. Participation of key officers in the PCW-hosted event Making Changes Work for Women: The 2019 National Women's Day Conference on March 8, 2019 at the Philippine International Convention Center**

The National Women's Day Conference will serve as the venue for the PCW to launch the following:

- i. Gender Responsive Local Government Unit (GERL) Toolkit,
- ii. Certification of new GAD Local Learning Hubs,
- iii. Gender Equality and Women's Empowerment (GEWE) Plan, and
- iv. GEWE Monitoring and Evaluation Compendium.

4. Expenses related to the 2019 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/WomenMakeChange2019>

Facebook Page: <https://www.facebook.com/PCWgovph/>

Youtube: <https://www.youtube.com/CommissionOnWomenPH>

Twitter: <https://twitter.com/pcwgovph>

6. For more information, contact **Ms. Nikki Delos Santos-Francisco** or **Ms. Trisha Reyes**, Philippine Commission on Women (PCW)-Corporate Affairs and Information Resource Management Division (CAIRMD) through telephone nos: (02) 735-8509 or (02) 735-1654 local 131, mobile phone no. 0917-845-4814, or email at [media@pcw.gov.ph](mailto:media@pcw.gov.ph).

7. Immediate dissemination of this Memorandum is desired.

  
**LEONOR MAGTOLIS BRIONES**  
Secretary

Reference:

DepEd Memorandum No. 058, s. 2018

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

BUREAUS AND OFFICES  
CELEBRATIONS AND FESTIVALS  
CONTESTS  
CULTURE AND ARTS  
SCHOOLS

DJP, DM 2019 National Women's Month Celebration  
0191-March 8, 2019