



Republic of the Philippines
Department of Education

06 MAR 2014

DepEd MEMORANDUM
No. **28**, s. 2014

2014 WOMEN'S MONTH CELEBRATION

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Directors of Services, Centers and Heads of Units
Regional Directors
Schools Division Superintendents
Heads, Public Elementary and Secondary Schools
All Others Concerned

1. Pursuant to Presidential Proclamation Nos. 224 and 227, s. 1988 and Republic Act (RA) No. 6949 dated April 4, 1990, the Department of Education (DepEd), in coordination with the Philippine Commission on Women (PCW), other national agencies and local government units (LGUs), shall observe the **2014 Women's Month Celebration** with the theme *Juana, ang Tatag Mo ay Tatag Natin sa Pagbangon at Pagsulong*. The theme pays tribute to the strong and resilient *Juanas* who brought inspiring changes here in the country and across the globe. It highlights the role of women in the rehabilitation process of the country and their over-all contributions to progress.
2. The Celebration aims to:
 - a. recognize women's resiliency, strength, and contributions to progress; and
 - b. discuss Philippine gains, gaps, and challenges in implementing the Beijing Platform for Action (BPfA).
3. Enclosed is the Campaign Brief of the Celebration for reference.
4. This year's Celebration will focus on the following activities as detailed in the enclosure (Paragraph 4):

Activity	Date	Venue
Learning Session on Gender Fair Media	March 3, 2014 1:00-5:00 p.m.	Mabini Social Hall Malacañan Palace, Manila
Women's Human Symbol Forming	March 8, 2014 6:00-9:00 a.m.	Quirino Grandstand Rizal Park, Manila
Women's Consultative Conference on the Beijing Platform for Action (BPfA) (By Invitation Only)	March 27-28, 2014 8:00 a.m. - 5:00 p.m.	Diamond Hotel, Manila
GADtimpala Awards		
Magna Carta of Women (MCW) Mobile Application Contest		
Women's Month Photo Exhibit	March 1-31, 2014	House of Representatives and Senate Lobby
Inspiring Changes: Stories of Empowered <i>Juanas</i> (Microsite)		
Capacity Development and Certification of Gender and Development (GAD) Resource Pool Member	March 25-26, 2014	
Legislator's Forum	To be announced	TBA

5. The regional offices (ROs) and schools division offices (SDOs) including schools are enjoined to hold similar information dissemination activities on women-related concerns and issues. The aforementioned activities can be participated in by the Central Office (CO) personnel and staff, as well as nearby regions and divisions. These activities will be coordinated by the Staff Development Division-Human Resource Development Service (SDD-HRDS). A limited number of participants will be identified for the different activities.

6. Transportation expenses, honoraria of external resource persons, workshop kits, supplies and materials, tarpaulins, meals and snacks, theme/promotional T-shirts/caps (for the kick-off activity only), and other incidental expenses for CO activities are to be charged to Gender and Development (GAD) Funds, while activities in the field are to be charged to local funds, subject to the usual accounting and auditing rules and regulations.

7. For more information, all concerned may contact:

Ms. Cleofe Velasquez-Ocampo

Staff Development Division-Human Resource Development Service (SDD-HRDS)
DepEd Central Office, 2nd Floor, Teodora Alonzo Building
DepEd Complex, Meralco Avenue, Pasig City
Telephone Nos.: (02) 638-8638; (02) 633-7237

8. Immediate dissemination of this Memorandum is desired.


BR. ARMIN A. LUISTRO FSC
Secretary

Encl.:

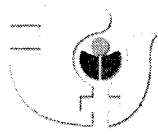
As stated

Reference:

DepEd Memorandum: No. 38, s. 2013

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

BUREAUS AND OFFICES
CELEBRATIONS AND FESTIVALS
EMPLOYEES
OFFICIALS
SCHOOLS



PHILIPPINE COMMISSION ON WOMEN

2014 Women's Month Celebration

CAMPAIGN BRIEF

Theme:

"Juana, ang Tatag Mo ay Tatag Natin sa Pagbangon at Pagsulong!"

I. BACKGROUND

The observance of International Women's Day (IWD) was a result of the organizing activities of women in the early 20th Century. Between 1909 and 1911, working women in the United States participated in organizing strike activities of the National Women's Trade Union League and other concerned groups. They were responding to the low wages, lack of protective legislation and the poor working conditions to which women workers were subjected during that time.

The demonstrations were an offshoot of the tragic March 25 Triangle Shirtwaist Factory fire in New York City, which took the lives of more than 140 working girls, mostly Italian and Jewish immigrants. Subsequently, the inhumane working conditions and other unfair labor practices leading up to the disaster were invoked during observances of IWD.

In Europe, Clara Zetkin and the Socialist Women's International demanded that March 8th be the International Women's Day (IWD), celebrated each year to recognize working women around the world. The celebration of IWD has since stimulated major historical events. For instance, IWD was the inspiration for the general strike which began the Russian Revolution in St. Petersburg in 1917 when 10, 000 women textile workers demonstrated.

It is due to such history of women organizing around the world that IWD was officially recognized by the United Nations in 1975 to recognize women's contributions to all society and promote gender equality.

II. LEGAL MANDATES IN THE PHILIPPINES

- Proclamation No. 224 s. 1988 declaring the first week of March each year as Women's Week and March 8 as Women's Rights and International Peace Day;
- Proclamation No. 227 s. 1988 providing for the observance of the Month of March as Women's Role in History Month; and
- Republic Act (RA) 6949 s. 1990 declaring March 8 of every year as National Women's Day.

II. THEME

This year's celebration of Women's Month pays tribute to the strong and resilient "Juanas" who brought inspiring changes here in the country and across the globe.

With the recent geological, socio-economic and political upheavals that shook the country last year, 2014 brings a new ray of hope that will pave the way for healing, recovery and reconciliation. From the Zamboanga crisis to the pork barrel scandal, the magnitude 7.2 earthquake that hit Bohol and Cebu, and the strongest typhoon history has ever recorded, and many disaster in other parts of the country, the Filipino spirit remains indomitable and unbowed.

These challenges have united the nation and inspired everyone to take part in recovery and rehabilitation processes. People from all walks of life and across the world extended all kinds of help they could offer. Efforts, regardless of how small or significant they were, did not go unnoticed.

The 2014 Women's Month Celebration is the best time to highlight the "drivers of change" who untiringly volunteered themselves in times of disaster, conflict and calamity. This celebration recognizes the role of women in the rehabilitation process and their over-all contributions to progress.

III. OBJECTIVES

The objectives of this year's celebration are as follows:

- To recognize women's resiliency, strength and contributions to progress;
- To discuss Philippine gains, gaps and challenges in implementing the Beijing Platform for Action (BPfA).

IV. PROPOSED ACTIVITIES

As the lead advocate for women's empowerment and gender equality, the PCW has again geared itself up with a set of activities for the implementation of National Women's Month celebration as follows:

1. **Learning Session on Gender Fair Media** - March 3, 2014, Mabini Hall, Malacañang Palace

The Learning Session on Gender Fair Media aims to mainstream the *Gender Equality Guide, Code of Ethics and Guidelines to Protect Women from Discrimination* among media networks and organizations. It also aims to generate public awareness on the 2014 Women's Month Celebration and to disseminate advocacy messages from the PCW.

2. **Women's Human Symbol Forming** - March 8, 2014, Quirino Grandstand, Rizal Park Manila

The kick-off activity will try to set a world record of the most participated women symbol formation. This gathering of women's groups, delegation from national and local government, academic institutions and civil society organizations aims to echo a united voice in valuing the indispensable role of women in recovery and progress and nation building.

3. Women's Consultative Conference on the Beijing Platform for Action (BPfA) + 20 (by invitation only) – March 27-28, 2014

In 2015, the United Nations Commission on the Status of Women will carry out a review and appraisal of the implementation of the Beijing Declaration and Platform for Action adopted at the Fourth World Conference on Women (Beijing, 1995) and the outcomes of the twenty-third special session of the General Assembly (2000).

The United Nations Economic and Social Council called upon all States to undertake comprehensive national-level reviews of the progress made and challenges encountered in the implementation of the Beijing Declaration and Platform for Action and the outcomes of the twenty-third special session of the General Assembly.

The Philippine Progress Report to the BPfA +20 being prepared by concerned agencies and NGOs will be presented and validated in a Women's Consultative Conference. The conference shall serve as the venue for key government organizations, non-government organizations, and other stakeholders to share and discuss the achievements gained as well as gaps and challenges in the implementation of the BPfA. Recommendations from the post-2015 development goals will also be discussed.

4. GADtimpala Awards

GADtimpala, the search for the most outstanding gender-responsive government agency at the national level, aims to recognize the outstanding achievement or performance of government agencies in upholding the rights of women and for effective implementation of gender-responsive programs. The GADtimpala awarding ceremony will be held during the Women's Conference.

5. MCW Mobile Application Contest

Recognizing the potential of mobile applications for improving the information and communication services of PCW, the PCW with support from AECID launched the Magna Carta of Women (MCW) mobile application contest. The contest aims to explore how mobile applications can help promote women's rights and support the knowledge about MCW and its provisions. The winning mobile application will be announced during the Women's Conference.

6. Short Film Making Contest

Open to all college students nationwide, the contest aims to raise awareness on women and gender issues. Entry submissions must fall under one of the following categories: "Women and Disaster Response," "Women and Media," "Women and Peacebuilding," "Women's Political Participation" or "Young Women's Reproductive Health."

7. Women's Month Photo Exhibit - March 1-31, 2014 (HOR and Senate Lobby)

The photo exhibit aims to promote awareness on women's empowerment and gender equality in a visual manner, capturing the essential representation of Filipino women in different situations/conditions in our society. The photos on the BPfA +20 will serve both as an IEC material for PCW and strategic tool on creating change towards better perception on women's empowerment and gender equality.

8. "Inspiring Changes": Stories of Empowered Juanas (microsite)

This microsite will feature inspiring/success stories of empowered women, from all walks of life. Individuals and organizations may submit their stories through this user-generated content (UGC) platform and will be channeled to various media networks and affiliations of PCW.

9. Capacity development and Certification of GAD Resource Pool Member March 25-26, 2014

The PCW will certify 40-50 GAD Resource Pool members that can be tapped to provide strategic and effective technical assistance to National Government Agencies (NGAs) and Local Government Unit (LGUs) in mainstreaming Gender and Development.

10. Legislator's Forum (venue and date to be announced)