



Republic of the Philippines
Department of Education

14 MAR 2017

DepEd MEMORANDUM
No. **52**, s. 2017

2017 NATIONAL WOMEN'S MONTH CELEBRATION

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

1. This is pursuant to Presidential Proclamation Nos. 224 and 227 s. 1998 and Republic Act (RA) No. 6469. The Philippine Commission on Women (PCW) leads the annual National Women's Month Celebration (NWMC) in March of every year.

2. This year's theme is *We Make Change Work for Women*. Being the first NWMC under the new administration, the theme is aligned with the tagline and commitment *Malasakit at Pagbabago* or True Compassion and Real Change. The NWMC theme emphasizes that women should be active drivers in bringing about positive changes and that they should also reap from development efforts. This can be made possible by empowering women—enabling them to meaningfully engage with other development stakeholders, and by fully implementing the Magna Carta of Women (RA 9710), which is also one of the directives on the President's first State of the Nation Address (SONA).

3. To promote public awareness in the celebration of the event, all DepEd offices, including the regional and schools division offices and schools are encouraged to undertake the following related activities:

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

- i. hanging of 2017 NWMC official streamer in all government agencies including central, regional, and schools division offices and schools; and
- ii. development, production and distribution of IEC materials for 2017 NWMC which include collaterals designed by PCW and agency-specific materials like flyers that feature agency services offered to their women clients. Schools can develop their own IEC materials provided that they features accomplishments and plans on gender and development.

b. Participation to Women’s Month Online Advocacy

- i. uploading of the official logo, advocacy video and other National Women’s Month advocacy materials in schools’ website and social media accounts;
- ii. participating in the online campaign thread about the observance by uploading photos, news features and other information relative to NWMC 2017, gender and development (GAD), and the Magna Carta of Women using the hashtag #WomenMakeChange;
- iii. enjoining DepEd offices personnel, teaching and non-teaching staff of schools, students, and parents to participate in the online advocacy: #BilangBabae I am a #PartnerForChange from March 1 to 20. Said online advocacy is a PCW initiative through social media enjoining women netizens to share their idea of change and how they see themselves contributing to achieve that change. All they have to do is post a photo of themselves via Facebook using the hashtag: #BilangBabae and #partnerforchange. PCW will randomly select from pre-evaluated posts recipients of special prizes as simple token of appreciation for joining the online initiative. Please visit www.pcw.gov.ph/womenmakechange for complete details;
- iv. featuring calendar of activities and activity implementation reports of DepEd offices and schools, as well as Women’s Month advocacy materials in their official websites, social media accounts and publications, and sending links to the reports to PCW through e-mail events.pcw@gmail.com; and
- v. use the All-Women Cast Lupang Hinirang Video in NWMC activities. The music video can be downloaded at <http://tiny.cc/allwomenlupanghinirang>.

c. Organizing of their own or participation to Women’s Month information campaigns/ advocacy activities

We Make Change: Women Inspiring Women Forum

- i. 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.

PCW-led Forum Schedule

Activity Information	Mechanics for Participation
Date: March 1, 2017 Time: 1:00-5:00 p.m. Venue: Cebu Capitol Social Hall	All concerned will coordinate with: Ms. Hedda V. Largo Telephone Nos.: (032) 254-1212 256-2166 Mobile Phone No.: 0916-441-2995 Email Address: cebupwc@gmail.com
This is in partnership with the Provincial Women’s Commission of Cebu.	

<p>Date: March 8, 2017 Time: 1:00-5:00 p.m. Venue: GSIS Theatre, Pasay City</p> <p>This is in partnership with the Government Service Insurance System</p>	<p>www.pcw.gov.ph/womenmakechange Telephone No.: (02) 735-8509 Mobile Phone No.: 0917-845-4814</p>
<p>Date: March 15, 2017 Time: 1:00-5:00 p.m. Venue: Davao City - Integrated Gender and Development Division</p>	<p>All concerned will coordinate with: Ms. Lorna Mandin Telephone No.: (082) 226-8011 Mobile Phone Nos.: 0917-546-0823 0915-400-2139 Email Address: lorna.mandin@davaocity.gov.ph</p>

4. Expenses related to the 2017 National Women's Month Celebration may be charged to the GAD Budget of DepEd offices and public schools.

5. For further information and clarification, all concerned may contact **PCW Information Resource Management Division** at telephone nos. (02) 735-85-09; (02) 735-16-54 local 131, or **Mr. Kim Harold Peji** at mobile phone no. 0917-845-4814, or **Ms. Honey Castro** at mobile phone no. 0917-544-7524, or through email address: media@pcw.gov.ph, and or visit website addresses: www.pcw.gov.ph; facebook page: www.facebook.gov.PCWgovph; twitter: www.twitter.com/PCWgov.ph; and youtube: youtube.com/commissiononwomenph.

6. Immediate dissemination of this Memorandum is desired.


LEONOR MAGTOLIS BRIONES
Secretary

Reference:

DepEd Memorandum No. 28, s. 2014

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

BUREAUS AND OFFICES
CELEBRATIONS AND FESTIVALS
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CULTURE AND ARTS
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