



Republic of the Philippines
Department of Education

14 MAR 2016

DepEd MEMORANDUM
No. **37**, s. 2016

2016 NATIONAL WOMEN'S MONTH CELEBRATION (NWMC)

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. Pursuant to Presidential Proclamation Nos. 224 and 227, s. 1988 and Republic Act No. 6949, 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 **2016 National Women's Month Celebration (NWMC)** with the theme *Kapakanan ni Juana, Isama sa Agenda! (Include Women in the Agenda)*. The theme resonates the call for gender-balance in leadership and decision making positions both in public and private sector, inclusion of women's concerns in leadership platforms and the government's development agenda, and capacitating and preparing women and girls to reach their ambitions.
2. The Celebration aims to:
 - a. create an avenue for women and women advocates to celebrate the gains of the current administration with regards to closing gender gap, as well as to call on the next administration to continue supporting the advocacy and to prioritize women's issues in various agenda;
 - b. present the achievements of the Aquino Administration in promoting gender equality and women's empowerment, through the Report on the State of the Filipino Women;
 - c. gather public perception on what women's issues should be prioritized by the next administration through crowdsourcing of *Agenda ni Juana*; and
 - d. strengthen public advocacy on National Women's Month, with emphasis on women's issues still needed to be addressed.
3. The following are the suggested activities for the 2016 NWMC:
 - a. For Government Agencies
 - i. Organizing activities related to this year's theme and focus areas during the month-long celebration with both external and internal stakeholders as participants;
 - ii. Hanging of 2016 NWMC official streamer in all government agencies, including regional offices, LGUs, and Philippine embassies and consulates;
 - iii. Featuring the organization's calendar of activities and activity implementation reports and Women's Month advocacy materials in their official websites, social media accounts and publications, and sending links to the reports to PCW through email: events.pcw@gmail.com;
 - iv. Uploading of the official logo, advocacy video and other National Women's Month advocacy materials in government agencies' website, and social media (Facebook, YouTube, Twitter) pages;
 - v. Participating in the online campaign thread about the observance using the hashtag *#AgendaNiJuana*;

- vi. Development, production and distribution of IEC materials for 2016, NWMC which include collaterals designed by PCW and agency-specific materials like flyers that feature agency services offered to their women clients;
- vii. Watching the live telecast of The State of Filipino Women (SFW) Report on March 8 (International Women's Day) on PTV Channel 4;
- viii. Using the All-Women Cast *Lupang Hinirang* Video in agency's NWMC activities (PCW Memorandum Circular 2016-01);

b. For Agencies Providing Frontline Public Services

- i. Production of PCW-designed NWMC collaterals or freebies to be given away to the agency's women clients;

c. For Agencies/Offices in the Greater Manila Area

- i. Participation in the 2016 NWMC Public Event entitled *Sama-Samang Pagsulong sa mga Agenda ni Juana* on March 16, 2016 and mobilizing as many delegates as possible (at least 30 delegates per agency/office); and

d. For Regional/Provincial Offices and LGUs

- i. Coordination with other government offices or LGUs in the area for inter-agency/LGU collaboration in holding a regional/local version of the 2016 NWMC Public Event entitled *Sama-Samang Pagsulong sa mga Agenda ni Juana* on March 16, 2016.

4. Regional offices, schools division offices, public elementary and secondary schools are enjoined to participate in the NWMC. The attendance of government employees in the 2016 NWMC activities especially the March 16 Public Event shall be **on official business**.

5. All expenses relative to the conduct of 2016 NWMC activities shall be charged to Gender and Development (GAD) Funds, subject to the usual accounting and auditing rules and regulations.

6. For more information, all concerned may visit www.pcw.gov.ph, facebook.com/philippine.commission.on.women, and youtube.com/CommissionOnWomenPH for details of the NWMC Concept, Guidelines for Participation in the March 16 Public Event, and advocacy materials and videos or contact any of the following:

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7. Immediate dissemination of this Memorandum is desired.



BR. ARMIN A. LUISTRO FSC
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
EMPLOYEES
OFFICIALS
SCHOOLS
STRAND: Curriculum and Instruction

SMA, DM 2016 National Women's Month Celebration
0143-February 19/29/March 1/2/4, 2016