



Republic of the Philippines
Department of Education

16 MAR 2021

DepEd MEMORANDUM
No. **009**, s. 2021

2021 NATIONAL WOMEN'S MONTH CELEBRATION

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

1. The Philippine Commission on Women (PCW) spearheads the **2021 National Women's Month Celebration (NWMC)** which serves as a tribute, platform, and call to action highlighting the extraordinary roles of ordinary **Juanas** in society as trailblazers and harbingers of change with the theme, *Juana Laban sa Pandemya*, from March 1 to March 31, 2021.
2. This celebration is pursuant to Presidential Proclamation (PP) No. 224, s. 1988 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, PP 227, s. 1988 providing for the observance of the Month of March as Women's Role in History Month, and Republic Act No. 6949, s. 1990 declaring March 8 of Every Year as a Working Special holiday to be known as *National Women's Day*.
3. In addition, the country celebrates the Girl Child Week and the Women with Disabilities Day within the Women's Month pursuant to PP 759, s. 1996 *Declaring Every Fourth Week of March as Protection and Gender-Fair Treatment of the Girl Child Week*, and PP 744, s. 2004 *Declaring the Last Monday of March of Every Year as Women with Disabilities Day*.
4. To promote public awareness about this celebration, all DepEd offices, including the central, regional, schools division offices and schools, are encouraged to undertake the following suggested activities:
 - a. Hanging of the official 2021 NWMC banner bearing this year's campaign theme. Banner design and specification can be downloaded from the link, <https://bit.ly/BannerNWMC2021>;
 - b. Wearing anything purple on all the Mondays of March and using a virtual background during online meetings in the same color to signify support for women's empowerment and gender equality as part of the #PurpleMondays Initiative;
 - c. Using the NWMC Facebook Profile Frame that PCW will release. Offices can also showcase their activities online and join the online thread using the hashtag: #WomenMakeChange. Follow and share PCW's official social media accounts to help in reaching out more

Juanas;

- d. Conducting and organizing fora, workshops, lectures, contests, and other activities in support of the NWMC, the **Girl Child Week** and the **Women with Disabilities Day** celebrations;
 - e. Using of the official collateral designs released by PCW, which can be accessed and downloaded from the link, <https://pcw.gov.ph/2021-national-womens-month/>; and
 - f. Nominating an inspiring DepEd woman official or employee "**DepEd Juana**" whose story or accomplishments demands to be heard. Accepted nomination entries will be posted and featured through the DepEd Philippines Facebook Page within the month of the celebration. The online form for submission of nomination can be accessed through <https://bit.ly/DepEdJuana>. For more information regarding the mechanics of **DepEd Juana**, please contact the Employee Welfare Division-BHROD at bhrod.ewd@deped.gov.ph.
5. For more information on the PCW-organized activities and schedules, visit the PCW page at <https://pcw.gov.ph/2021-national-womens-month> and PCW social media accounts at www.facebook.com/PCWgovph, www.twitter.com/PCWgovph, and www.youtube.com/user/CommissionOnWomenPH.
6. For more information, please contact the following **Bureau of Human Resource and Organizational Development-Employee Welfare Division** through email, bhrod.ewd@deped.gov.ph or at telephone number (02) 8633-7229 and the **Philippine Commission on Women-Corporate Affairs and Information Resource Management Division** through email, library@pcw.gov.ph and info@pcw.gov.ph or at telephone numbers (02) 8352-5372 or 8735-1653.
7. Immediate dissemination of this Memorandum is desired.



LEONOR MAGTOLIS BRIONES
Secretary

Reference:

DepEd Memorandum No. 193, s. 2019
To be indicated in the Perpetual Index
under the following subjects:

BUREAUS AND OFFICES
CELEBRATIONS AND FESTIVALS
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SCHOOLS
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