



Republic of the Philippines
Department of Education
REGION X
DIVISION OF CAGAYAN DE ORO CITY



Office of the Schools Division Superintendent

February 28, 2022

DIVISION MEMORANDUM
No. 70, S. 2022

2022 National Women's Month Celebration

TO: Public School District Supervisors
Public Elementary and Secondary School Heads
School GAD Focal Point System (GFPS)
This Division

1. Relative to the RDC-X RGADC Memorandum dated February 17, 2022 with the subject "CY 2022 National Women's Month Celebration Activities in March 2022", the field is hereby informed of the upcoming activities related to the celebration.
2. The NWMC theme for this year is "We Make Change Work for Women" with this year's sub-theme "Agenda ng Kababaihan, Tungo sa Kaunlaran". It highlights the empowerment of women as active contributors to and claimholders of development.
3. All schools to be led by the School GAD Focal Point System, are encouraged to support and participate in the activities. See enclosed list from the RDC-X RGADC.
4. Furthermore, schools may also implement their own activities or follow some of the suggested activities from the Philippine Commission on Women. The Memorandum Circular No. 2022-01 is also attached as reference.
5. Lastly, School GAD Coordinators shall submit a narrative report on the activities participated and conducted to roxanne.fuentes@deped.gov.ph.
6. Immediate dissemination of this memorandum is directed.


CHERRY MAE L. LIMBACO - REYES
Schools Division Superintendent

Enclo.: As stated
Reference: RDC-X RGADC 2022 Memo,
PCW Memorandum Circular No. 2022-01

To be indicated in Perpetual Index

under the following subjects:

GENDER AND DEVELOPMENT POLICY PROJECTS PROGRAMS

ehr/rhf/rrv



Address: Fr. William F. Masterson Ave., Upper Bahulang, Cagayan de Oro City
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Republic of the Philippines
REGIONAL DEVELOPMENT COUNCIL-X
NORTHERN MINDANAO

FOR : MEMBERS OF THE REGIONAL DEVELOPMENT COUNCIL X – REGIONAL GENDER AND DEVELOPMENT COMMITTEE (RDC-X RGADC)

FROM : JESUS ANTONIO G. DERIJE, DVM
Chairperson, RDC-X RGADC
President, CMU

SUBJECT : CY 2022 National Women’s Month Celebration Activities in March 2022

DATE : 17 February 2022

Action Requested: For information, support and participation

1. The 2022 National Women’s Month Celebration (NWMC) in March endeavors to highlight the gains achieved for women and girls, assess actions towards gender equality and look forward to steps that must be taken to ensure progress in empowering women. With the country still reeling from the COVID-19 pandemic, studies and data show that the health crisis stalled movements towards gender equality, worsening inequalities, further exposing gender gaps, and exacerbating vulnerabilities in social and political, and economic aspects.
2. The NWMC theme for 2017-2022 is “*WE Make CHANGE Work for Women*” with this year’s sub-theme “*Agenda ng Kababaihan, Tungo sa Kaunlaran,*” highlights the empowerment of women as active contributors to and claimholders of development. It will be a celebration of women exercising their choices, taking chances to make their voices heard, and benefitting from and trailblazing changes. Likewise, it is a celebration of Filipino women’s power to take the narrative, raise priority issues that matter to them, and call for concrete actions.
3. During the 1st quarter 2022 RDC-X RGADC meeting on 11 February 2022, the body approved the following RGADC-wide NWMC activities:

Date	Proposed Activities	Responsibility	Remarks
National Women’s Month Virtual Kick-off Activity https://bit.ly/2022RGADC-kickoff			
01 March 2022 (8:30 a.m.- 10:30 a.m.)	<ul style="list-style-type: none">• Hataw• Program Proper• Mini Quiz Bee	All RDC-X RGADC Members	Please register in advance using this link to confirm attendance: https://bit.ly/rgadc-kickoff-reg
12:00 nn – 12:45pm	Holy Mass at the St. Augustine Cathedral (onsite)	All RDC-X RGADC Members (3-5 representatives per office)	Representatives to wear GAD advocacy t-shirt or any purple attire

CY 2022 National Women’s Month Celebration Activities in March 2022 Page 1 of 9

Date	Proposed Activities	Responsibility	Remarks
International Women's Day Celebration			
<p>08 March 2022 (8:00 a.m. – 12:00 nn)</p>	<ul style="list-style-type: none"> • Outreach Program (onsite; simultaneous for all identified beneficiary institutions) 	<p>All RDC-X RGADC Members</p>	<p>Please see attached list of assigned RGADC members for each of the identified beneficiary institution (Annex 1). The assigned NEDA-X focal person per beneficiary institution will directly coordinate with the RGADC members on the details / requirements for the outreach program.</p>
<p>08 March 2022 (1:30-5:00 p.m.)</p>	<ul style="list-style-type: none"> • Tribute to women in the organization (virtual/onsite, as applicable) 	<p>All RDC-X RGADC Members</p>	<p>All RGADC members are encouraged to conduct the activity in their respective offices.</p>
<p>NWMC Virtual Culmination Program https://bit.ly/2022RGADC-culmination</p>			
<p>31 March 2022 (8:00 a.m. – 12:00 nn)</p>	<ul style="list-style-type: none"> • RDC-X RGADC GAD Quiz Bee 	<p>All interested RDC-X RGADC Members</p>	<p>Please see attached contest mechanics (Annex 2)</p>
<p>31 March 2022 (1:30-5:00 p.m.)</p>	<ul style="list-style-type: none"> • Culminating Activity <ul style="list-style-type: none"> - Awarding of quiz bee winners - Presentation of Top 5 Video Contest entries and announcement of winners - Video presentation highlighting the activities of the 2022 NWMC of the RGADC and its member agencies 	<p>All RDC-X RGADC Members</p>	<p>Please register in advance using this link to confirm attendance for the culminating activity: https://bit.ly/rgadc-culmination-reg</p> <p>For the Video Contest, please see attached mechanics (Annex 3). A separate memo will be sent to all RGADC members to call for entries, with registration form.</p>

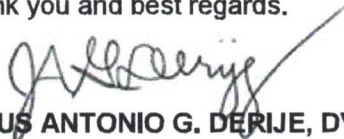
Date	Proposed Activities	Responsibility	Remarks
Other RDC-X RGADC-wide activities :			
25 March 2022	Guesting during "Ang Rehiyon Karon Radio Program" with focus on gender and development	NEDA-X in coordination with PIA-X	Identified guest: PCW-NMFO representative
Within March	Outreach program to address deteriorating mental health of students of Region X State Universities and Colleges during the pandemic	Region X SUCs with CHED-X	Concept paper to be finalized by concerned SUCs

4. As part of the NWMC Kick-off Program and Culminating Activity, the RGADC Secretariat will prepare a video presentation highlighting activities of RDC-X RGADC members during the NWMC. Relative thereto, please submit pictures/videos of your agency-specific NWMC activities to rgadc10@gmail.com, to wit:

What to Submit	Deadline of Submission	Responsible	Remarks
Pictures and/or videos of agency-specific 2021 NWMC Activities (one picture/video per activity with caption)	22 February 2022	All RDC-X RGADC Members	To be featured in the Kick-off Activity on 1 March 2022
Pictures and/or videos of agency-specific 2022 NWMC Activities (one picture/video per activity with caption)	25 March 2022	All RDC-X RGADC Members	To be featured in the Culminating Activity on 31 March 2022

5. For queries and other concerns, kindly let your designated staff coordinate with Mr. Renie M. Dumangas, NEDA-X staff/Secretariat through mobile number 0917-773-3732 and contact details indicated below.

Thank you and best regards.



JESUS ANTONIO G. DERIJE, DVM
Chairperson, RDC-X RGADC
President, Central Mindanao University

Encl: a/s

LIST OF RDC-X RGADC MEMBERS ASSIGNED PER BENEFICIARY INSTITUTION

**2022 NATIONAL WOMEN'S MONTH CELEBRATION (NWMC)
RDC-X Regional Gender and Development Committee (RGADC) Outreach Program
8 March 2022 @ 8:00am-12:00nn**

For the month of March, the entire nation is celebrating National Women's Month¹ through the conduct of various activities aligned with the 2017-2022 theme: "We Make Change Work for Women."

On 8 March 2022, International Women's Day,² the entire world celebrates this significant day with the theme "Gender equality today for a sustainable tomorrow."³ The theme recognizes the role and contribution of women and girls as change leaders to build a more sustainable future for all."

The gendered effects when coupled with the COVID-19 crisis bring in the vivid picture of the most vulnerable. Poor communities further plunge into food and livelihood insecurity due to closure of businesses and unemployment, limited mobility, increasing risks to diseases and rising medical expenses.

While women and girls are recognized as more vulnerable than men, they are also involved in sustainability efforts in the world including the Philippines. In Region X, there are programs and projects of regional agencies and local government units that build the leadership capacities of women and/or open opportunities for girls to develop their potentials in becoming change-makers.

The RDC-X RGADC, with the support of its members, will also extend its assistance to women and girls in selected shelters/centers in Cagayan de Oro City through an outreach program during the International Women's Day Celebration. The proposed beneficiaries are as follows:

- **Home Care for Girls**

- This center is managed by the City Social Welfare and Development (CSWD), LGU of Cagayan de Oro City, located at Macanhan, Carmen, CDOC. It aims to provide temporary shelter and alternative parental care and protection to the *Dependent, Physically & Sexually Abused and Neglected* children, in a safe and home-like environment. It also provides different programs and services to the in-house children, such as: Home Life Services; Social Services; Educational Services (Formal & Non-formal Education); Livelihood and Productivity Skills Training; Socio Cultural and Recreational Activities; and Religious/Spiritual Services.
- Number of Clients: **19 clients (7 to 17 years old)**

- **Balay Paglaum**

- This center is managed by the City Social Welfare and Development (CSWD) of Cagayan de Oro, located at Macanhan, Carmen, CDOC. It aims to provide temporary shelter and protection, relief, and appropriate crisis intervention to the children in conflict with the law; children in special situation; and women who were

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victims of gender-based violence from further harm or hazardous/high risk situations, thereby facilitating their healing and recovery for their eventual reintegration to families and communities through various center-based services and interventions.

- Number of Clients: **22 clients (5 mothers with their children, from 1 month to 6 years old)**

- **Home for Girls**

- This center is managed by the Department of Social Welfare and Development (DSWD) Region X located at Masterson Avenue, Lumbia Road, Upper Carmen, CDOC. It is primarily a residential treatment facility for girl children aged 7 to age below 18 years old who have been removed from their families due to sexual abuse or exploitation, and have been taken custody by the Center. Children clients of the Home are referred by the Police, Government and Non-Government Organizations, Local Government Units, family of the victims or concerned citizens.

- Number of Clients: **35 clients (4 mos. to 17 years old)**

- **CDOCJ Female Dormitory**

- Cagayan de Oro City Jail - Female Dormitory is managed by BJMP-X located at F. Delima St., Lumbia, Cagayan de Oro City and currently serves **240 detainees**.

A validation and needs assessment of the beneficiaries will be conducted by the assigned focal persons from NEDA-X/PCW-NMFO to determine the appropriate interventions to be provided by the RGADC-X members. The said focal persons will directly coordinate with the all assigned RGADC-X members within February 2022 on the type of assistance/items to be provided to the beneficiaries.

Below is the final list of RDC-X RGADC Members and the assigned beneficiary center/institution:

AGENCY/OFFICE	BENEFICIARY
Province of Lanao del Norte City of Ozamiz MSU-IIT Confederation of Phil. Exporters Foundation Region 10 Chapter, Inc. BLGF-X CHED-X CHR-X POPCOM-X CSC-X DA-X	CSWD Home Care for Girls (19 clients)
Province of Bukidnon City of Gingoog Cagayan de Oro Hotel and Restaurant Association United Architects of the Philippines Cagayan de Oro Chapter PSA-X DAR-X	CSWD Balay Paglaum (22 clients)

AGENCY/OFFICE	BENEFICIARY
DOT-X DPWH-X PCW-NMFO DTI-X LTO-X	
Province of Mis Occ City of Cagayan de Oro City of Tangub NBSC PNP-X TESDA-X DENR-X DepEd-X DFA-X DILG-X	DSWD Home for Girls (35 clients)
Province of Camiguin Province of Mis. Or. City of Malaybalay City of Iligan City of Oroquieta City of El Salvador USTP-CDO NMSC CMU RIMCU BUKSU DAWN Handicapped's Anchor is Christ, Inc DHSUD-X DOH-X DOJ-PPA - X DOLE-X DOST-X CHED-X DSWD-X NEDA-X BSP BFAR-X NCIP-X CPSC DBM-X	CDOCJ Female Dormitory (240 detainees)

The outreach activity will be on-site. There will be a short program for each center/institution to be facilitated by the NEDA-X/PCW-NMFO focal persons and 1-2 representatives of the assigned RGADC-X members. There should be a written, photo and video documentation of each outreach site in order to produce a short article, social media story that would capture the essence and highlight of the activity.

**RGADC-X VIRTUAL GAD QUIZ BEE
31 MARCH 2022 at 8:00 A.M. VIA ZOOM**

MECHANICS:

- Open to all RGADC-X member LGUs, RLAs, academe and private sector (except the Secretariat).
- One (1) team per office composed of three (3) representatives (combination of male and female).
- Participating teams are requested to register through this link <https://bit.ly/RGADC-quiz-reg> on or before **25 March 2022**.
- Quiz bee questions will mainly cover general Gender and Development topics with three (3) category levels: Easy, Average, and Difficult.
- During the quiz bee:
 - Participants should have stable internet connection
 - Each team will register only one gadget in the zoom link with the name of the office they represent. Example: NEDA-X
 - Cameras are required to be turned-on during the entire duration of the quiz bee
- Orientation on the detailed mechanics of the quiz bee will be provided to the participating teams on 31 March 2021, one hour before the start of the quiz bee proper.
- Awarding of winners will be during the 31 March 2021 culminating activity at 1:30 p.m. Top 5 teams will receive a trophy each, and medals will also be given to the representatives/ contestants. Certificates of Participation will be given to all participants.
- The Secretariat will administer the quiz bee and will invite non-participating RGADC-X members as monitors to ensure objectivity of its conduct.

RDC-X RGADC 2022 Video Contest
#2022rgadcxwomensmonthvc

Objective:

To showcase and honor the women in the agency/organization, their various roles/contributions in the performance of the agency's mandate towards the achievement of goals and objectives, as well as, their hopes and aspirations for change.

Mechanics:

1. The contest is open to all Region X LGU/RLA/NGA/SUC/NGO/PO.
2. Each entry must be an original work of the agency/organization with only 1 entry per agency/organization is allowed.
3. There will be no limit on the number of participants in the video.
4. The video entry shall espouse the 2017-2022 NWMC Theme : "We make Change Work for Women" with focus on women in the agency/organization, their various roles/contributions in the performance of the agency's mandate towards the achievement of goals and objectives, as well as, their hopes and aspirations for change.
5. Each agency must submit their registration form through this link <https://bit.ly/RGADC-video-reg> together with their video link (participants shall upload their video through an online drive).
6. The video must run for at least 1 minute but not more than 3 minutes (including title screen and credits at the end of the video).
7. Video resolution should at least be 720p (1280x720), 25fps frame rate.
8. Videos should not :
 - Violate a person's right, including but not limited to intellectual property rights and privacy;
 - Contain offensive, inappropriate, disparaging remarks or content which could adversely affect the name, reputation or goodwill of the agency nor of any person/s involved in the entry.
9. An ENTRY NUMBER shall be assigned upon submission.
10. It is the sole responsibility of the agency/organization to secure consent from concerned parties if the video contains material or element that is not the participant's property or if any person appears in the video. Under no circumstances shall the RDC-X RGADC be held liable.
11. The participating agency/organization authorizes the RDC-X RGADC to post the video entry in the RDC-X RGADC fb page.
12. Once the official entries are uploaded to the RDC-X RGADC fb page, public voting will start. Overall social media engagement shall be based on the total number of Facebook likes/reactions/shares.
13. The Board of Judges shall be composed of representatives from the following agencies/organizations: NEDA-X, PCW-NMFO, BIR RR16, DAWN and RIMCU. In such case, these agencies are barred from joining the contest. The decision of the judges is final. No appeal is allowed.
14. Deadline for submission of entries will be on **11 March 2022** at 5:00 p.m.
15. Timelines for the video contest are as follows :

Posting of videos in the RDC-X RGADC fb page	15 March 2022
Public viewing/voting	15-25 March 2022
Close of public voting	25 March 2022 at 5:00 p.m
Final judging	28 March 2022
Submission of winners to RDC-X RGADC Chair	29 March 2022
Declaration of winners	31 March 2022 (during the RDC-X RGADC NWMC Culminating activity)

16. Winners of the Video Contest shall receive the following :
 Grand Winner and Runners up (1-4) – Plaque and token
 Social Media Favorite Award – Plaque and token
 All entries – Certificate of Participation

Criteria for judging:

Criteria	Score	Definition																		
Relevance	40%	Adherence to the NWMC Theme : “We Make Change Work for Women” with focus on women in the agency/ organization, their roles/contributions and their hopes and aspirations for change																		
Creativity	30%	How well the video was able to convey the idea/message to the viewers in a logical sequence;																		
Technical Quality	20%	Overall video composition : visual and sound quality, lighting, sequencing, editing and adherence to the set time limit of at least 1 minute but not more than 3 minutes																		
Social media engagement	10%	Ranking of video entries according to the number of likes/reactions (1 point) and shares (2 points) it generated from the viewers : <table border="1" data-bbox="817 933 1259 1251"> <thead> <tr> <th>Rank</th> <th>Percentage Allocation</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>10%</td> </tr> <tr> <td>2</td> <td>8%</td> </tr> <tr> <td>3</td> <td>6%</td> </tr> <tr> <td>4</td> <td>4%</td> </tr> <tr> <td>5</td> <td>3%</td> </tr> <tr> <td>6</td> <td>2%</td> </tr> <tr> <td>7</td> <td>2%</td> </tr> <tr> <td>8 and below</td> <td>1%</td> </tr> </tbody> </table>	Rank	Percentage Allocation	1	10%	2	8%	3	6%	4	4%	5	3%	6	2%	7	2%	8 and below	1%
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CAGAYAN DE ORO CITY DIVISION
Received by: *[Signature]*
Date: FEB 17 2022
Time: 3:22
Philippine Commission on Women

MEMORANDUM CIRCULAR NO. 2022- 01

TO: Heads of Executive Departments, Agencies, Bureaus, Offices, State Universities and Colleges, Government-Owned and/or -Controlled Corporations, Legislative and Judiciary Branches, Constitutional Bodies, Other Instrumentalities of the National Government, Local Government Units, and All Others Concerned

SUBJECT: **Guide for the 2022 National Women's Month Celebration**

DATE: February 11, 2022

1.0 Purpose

This Memorandum Circular is issued to stakeholders to provide guidelines for the National Women's Month Celebration in March 2022.

2.0 Background and Policy Mandates

The Philippine Commission on Women (PCW) leads the annual National Women's Month Celebration (NWMC). The celebration is in recognition of women's role and contribution in nation-building and as agents of national development. This celebration also coincides with the worldwide observance of the International Women's Day (IWD).

The following issuances serve as the legal bases for staging this annual national activity:

- **Proclamation No. 224, s. of 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. of 1988**, providing for the observance of the Month of March as Women's Role in History Month; and
- **Republic Act No. 6949 (1990)**, declaring March 8 of every year as National Women's Day.

In addition, the country also celebrates the **Girl Child Week** and the **Women with Disabilities Day** within the Women's Month pursuant to the following:

- **Proclamation No. 759, s. of 1996** - Declaring every fourth week of March as the Protection and Gender-Fair Treatment of the Girl Child Week. This underscores the need to provide every girl who is below 18 years of age

with equal opportunities and adequate protection to prepare her for a role in community development.

- **Proclamation No. 744, s. of 2004** – Declaring the last Monday of March of every year as Women with Disabilities Day to emphasize the inclusion of women with disabilities within the society who deserve equal rights in the field of law and in all aspects of human endeavor.

3.0 Multi-year Theme and Objectives

The NWMC theme from 2017 to 2022 is **“WE Make CHANGE Work for Women”** which highlights the empowerment of women as harbingers of change that is anchored on “malasakit at pagbabago.” It encapsulates the following key elements:

- **WE** stands for **Women’s Empowerment**. Empowering women enables them to confidently and meaningfully engage with appropriate institutions to ensure that they contribute to and benefit from development and changes. Thus, women’s empowerment will make the change that we are espousing or any development effort responsive to women’s concerns.
- **We** or **“kami / tayo”** in Filipino. The advocacy for gender equality is not solely for and from women. It is the work that needs and can benefit the whole nation. In various capacities whether as government officials and employees, members of the private sector, the academe, non-government organizations, or as private individuals, we can be partners for a change that is gender-responsive. It emphasizes our collective effort, collaboration, and participation to ensure that women will not be left behind in the pursuit of change.
- **CHANGE: Compassionate and Harmonized Actions and Networks for Gender Equality.**
- **Make Change Work.** Bearing the same acronym with MCW or the Magna Carta of Women, making change work for women entails strengthening the implementation of this landmark law at all levels. It means providing functional mechanisms as well as implementing and making known to citizens, programs and services that address strategic gender needs of women.

With this, we want to emphasize that women should be active contributors to and beneficiaries of national development. 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. The multi-year theme goes with the hashtag **#WomenMakeChange**.

Agencies at the national and local levels, as well as other stakeholders, shall be guided by the following general objectives in planning their NWMC activities:

- **To inform and engage women as stakeholders of government programs and services** – to promote citizen-centric governance and make “change” a conscious effort to know, understand, and provide what ALL citizens need;
- **To create and facilitate platforms to discuss good practices, gaps, challenges, and commitments in pursuing gender and development (GAD)** – to strengthen implementation of the Magna Carta of Women; and
- **To inspire and empower women and girls to be agents of change** – to contribute in promoting gender equality and the empowerment of all women and girls.

4.0 Focus for NWMC 2022: Agenda ng Kababaihan, Tungo sa Kaunlaran

To cap the six-year recurring theme, the 2022 NWMC will focus on the sub-theme: ***Agenda ng Kababaihan, Tungo sa Kaunlaran.***

It will be a celebration of women exercising their choices, taking chances to make their voices heard, and benefitting from and trailblazing changes. It is a celebration of Filipino women’s power to take the narrative, raise priority issues that matter to them, and call for concrete actions.

As the PCW continues to push for gender equality and women’s empowerment (GEWE) in leadership, governance, and public service, this year’s sub-theme focuses on including women’s concerns in the government agenda and enabling more women to implement and at the same time, demand programs and services that can bring the country closer to narrowing the gender gaps and moving towards sustainable and equitable development.

Specifically, this year’s celebration calls on stakeholders from both the government and private sector to:

- Assess the gains already achieved towards GEWE and prevent sliding back as a result of the COVID-19 pandemic and other national issues;
- Inspire actions to promote a gender-responsive pandemic recovery; and
- Draw attention to the priority gender issues that must be addressed by future public servants, as outlined in the recently-updated GEWE Plan which spans until year 2025.

5.0 Suggested Activities

The PCW encourages government agencies and instrumentalities, non-government organizations, sectoral groups, private and civil society organizations, and other stakeholders at the national, regional, and local levels to conceptualize their own activities in line with the general objectives and focus of the 2022 NWMC. Everyone is also enjoined to conduct any of the following suggested activities:

- 5.1. **Share about NWMC in Flag Raising Ceremonies** – All government agencies and local government units are encouraged to include NWMC announcement in their respective Flag Raising Ceremonies on February 28 or March 7, 2022. The use of the All-Women Cast Lupang Hinirang Video in NWMC activities is also encouraged. The music video can be downloaded from <https://tinyurl.com/lupang-hinirang-all-women>.
- 5.2. **GAD Forum / GAD Agenda Setting** - Government agencies and local government units (LGUs) can organize virtual or hybrid activities where they can discuss gender issues that they can help resolve or minimize, given their mandates, as well as assess internal gender concerns that need attention. The activities can be mounted alongside or after the online poll participation of the stakeholders and the issues therein can be integrated in the discussion. With GAD Agenda Setting, agencies and LGUs can reflect on their own GAD journey and plot their future plans towards a gender-responsive governance that benefits their clients/constituents and internal stakeholders.
- 5.3. **#GADtoKnow** – Agencies and LGUs can produce and/or distribute **information materials** (online and print) featuring the list of their gender-responsive programs and services benefiting women, as well as simplified steps and requirements to avail of such. Agencies with major programs and services for the public in response to the COVID-19 pandemic are enjoined to share the number of their women beneficiaries as they encourage more women to take part in their programs. Participating agencies and stakeholders can also produce and distribute different IEC materials on the National Women’s Month Celebration and laws on women. Agencies can access information materials at library.pcw.gov.ph.
- 5.4. **2022 NWMC banner of support.** Support the National Women’s Month Celebration by displaying the **campaign banner** in front of offices and uploading on the official website and social media accounts.
- 5.5. **#PurpleTuesdays or #PurpleYourIcon.** Wear anything purple on all the Tuesdays of March to signify support for women’s empowerment and gender equality. Participants can also light up or decorate offices or landmarks in purple to spark interest and discourse on the celebration and what it stands for.
- 5.6. **Musika ng Kababaihan Fridays (#MNKFRidays).** Share the advocacy through music! Play the songs from the MusikJuana Songwriting Contest 2021 and other PCW advocacy songs in office premises, public and private establishments, parks, and even on social media every Tuesday of March. Get these hymns of women’s empowerment <https://library.pcw.gov.ph/search/?q=musikjuana>.

- 5.7. **Create and offer your own “Serbisyo para kay Juana”.** It’s the season to make “everyJuana” feel appreciated! The PCW encourages government agencies and private organizations offering direct services, transactions, and products to the public to surprise Juanas with freebies, discounts, special lanes, and other promos for women and girls on International Women’s Day (March 8) and/or other dates in March as a form of appreciation for women’s various contribution in the society. Stakeholders who wish to have their #SerbisyoParaKayJuana activities included in PCW’s list for announcements are requested to send details to e-mail: womensmonth@pcw.gov.ph.
- 5.8. **Coordinate with regional and local 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 their respective areas.
- 5.9. **Conduct Fora, Workshops, Lectures, Contests or similar activities** about Gender and Development (GAD) or tackle specific issues and concerns of women relevant to their respective sectors or mandates, especially in the context of the COVID-19 pandemic. For schools, colleges, and universities, essay-writing, poster-making, or other contests and creative activities that cultivate young people’s interest on GAD may also be explored.
- 5.10. **Organize activities in support of the Girl-Child Week and the Women with Disabilities Day Celebration –** NGAs and LGUs may contact the Council for the Welfare of Children (www.cwc.gov.ph) and the National Council on Disability Affairs (www.ncda.gov.ph), respectively, for guidance.
- 5.11. **Use the official collateral designs released by PCW –** stakeholders are advised to use the standard branding design released by the PCW for the 2022 NWMC. The branding guide, standard banner, and sample collateral designs can be downloaded from <https://pcw.gov.ph/2022-national-womens-month-celebration>.
- 5.12. **Support PCW’s online advocacy.** Make the advocacy take over the online realm by posting about it, sharing posts from PCW’s official social media accounts, and developing agency-fit NWMC campaigns. Participants can also use the **NWMC Advocacy Profile Photo** and other online materials (Instagram Story/Facebook My Day Frames, Viber stickers). They can also showcase their activities online and join the online thread using **#WomenMakeChange**. Follow and share PCW’s official social media accounts to help us reach more Juanas.

- 5.13. **Send us your Calendar of Activities and Activity Photos.** Agencies with activities lined up can share the same to PCW by filling out this form (<https://tinyurl.com/2022NWMCcalendarofevents>) so their respective events can be featured in the NWMC Calendar of Activities. For activity photos, submit them here: <https://tinyurl.com/2022NWMCActivityPhotos>.

6.0 PCW-Organized Activities

Stakeholders are enjoined to participate or support the activities organized by the PCW in time for the 2022 NWMC.

- 6.1. **Pulso para sa Kababaihan, Tungo sa Kaunlaran Online Poll.** Timely set months before another change in national and local leaderships, this activity aims to set a roadmap for future leaders through getting the pulse of Juanas and Juans on priority issues that must be addressed. Based on the Updated GEWE Plan Results Matrices, it lays down specific targets aimed at addressing gender issues in the following areas: *Trade, Industry and Services; Agriculture, Forestry, and Fisheries (AFF); Labor and Employment; Health and Nutrition; Education; Shelter; Gender-Based Violence (GBV) and the Justice System; Women, Peace, and Security; Disaster Risk Reduction and Management; Science, Technology and Innovation (STI) and Information and Communication Technology (ICT); Infrastructure and Transportation; Energy; Women and Politics; Women and the Civil Service; Gender Norms and Culture.*

The **PCW will launch the online poll on March 8** and interested Juanas can participate until March 25, 2022. The results will be released on March 31, in line with the culmination of the National Women's Month Celebration. The poll results can serve as a guide for future elected officials, but also for government agencies, private organizations, and GEWE advocates in crafting programs, activities, and projects.

- 6.2. **International Women's Day Celebration (March 8).** The PCW will launch the NWMC Online Poll on the International Women's Day and will guide the stakeholders in answering the survey. Relative to the IWD theme, "Gender equality today for a sustainable tomorrow", the forum will also feature the contribution of Juanas in climate change response and disaster risk reduction and mitigation.
- 6.3. **#JuanaSays: Agenda ni Juana edition.** Now on its 8th year, the #JuanaSays online advocacy takes a twist. Weaving it with the online poll, #JuanaSays: Agenda ni Juana edition will feature videos of Juanas from different walks of life sharing the key concerns they want to see in the government's agenda.
- 6.4. **Musika ng Kababaihan Fridays (#MNKFriday).** Every Friday of March is MNK day! In a teleradyo format, the PCW will stream songs from the MusikJuana Songwriting Contest 2021, to popularize the 12 areas of concern of the 1995 Beijing Declaration and Platform for Action (BPfA) and

For further questions and clarifications, stakeholders may contact PCW's Corporate Affairs and Information Resource Management Division through Trunk Line: (02) 8735-1654, local 131 or 121, Direct Line: (02) 8352-5372 (Ms. Nevi P. Calma, Mr. Ann Jun A. Magnaye, or Ms. Franz F. dela Cruz) or email: womensmonth@pcw.gov.ph and media@pcw.gov.ph.

10.0 For guidance and appropriate action.



SANDRA S. MONTANO
Chairperson

