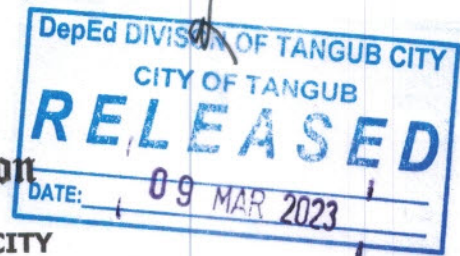




Republic of the Philippines
Department of Education
Region X
SCHOOLS DIVISION OF TANGUB CITY



March 7, 2023

DIVISION MEMORANDUM
No. 71, s. 2023

2023 NATIONAL WOMEN'S MONTH CELEBRATION

To: Assistant Schools Division Superintendent
CID and SGOD Chief Education Supervisors
Education Program Supervisors
Public Schools District Supervisors-in-Charge
Division Program Holders
All Others Concerned
This Division

1. In support of the 2023 National Women's Month Celebration (NWMC), this Office enjoins the teaching and non-teaching personnel of the Division of Tangub City to actively participate in this year's activities.
2. This year 2023, the Philippine Commission on Women (PCW) launches a new recurring theme for the celebration: **WE for gender equality and inclusive society**, along with the official hashtag **#WEcanbeEqual**. The objectives from 2023-2028 are:
 - To inform and engage women and everyone to push for gender-responsive government programs and services that empower women to contribute to nation-building;
 - To provide platforms to share good practices and address gaps, challenges, and commitments in pursuing gender and development (GAD);
 - To inspire women and girls to empower themselves and take on leadership roles, opportunities, and benefits toward maximizing their full potential and enabling them to reap the fruits of gender equality;
 - To promote a society that ensures inclusion, protection of fundamental freedoms, diversity, and social justice and in which every individual, each with rights and responsibilities, is capacitated and encouraged to take an active role to play.
3. The Schools Division Office, through its Gender and Development Focal Point System (GFPS), with its offices/units, district offices, and public elementary and secondary schools are encouraged to undertake the attached activities to be spearheaded by this Schools Division Office.





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4. Expenses incurred relative to the conduct of the activity shall be charged against Gender and Development fund/Division MOOE/School MOOE subject to the usual accounting and auditing rules and regulations.

5. For dissemination and guidance.

NIMFA R. LAGO, PhD, CESO VI
Assistant Schools Division Superintendent
OIC- Office of the Schools Division Superintendents

NRL/SGOD/bjc-03/08/2023





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Enclosure to Division Memorandum No. _____, s. 2023

PCW-RECOMMENDED ACTIVITIES

1. **NWMC-themed Flag Raising Ceremony** – The Schools Division Office (SDO) and schools shall include NWMC announcement of activities in their respective Flag Raising Ceremonies on **March 13, 2023**. 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-cast/>.
2. **GAD Forum/GAD Agenda Setting** – The SDO and schools can organize a forum or discussion on different issues relative to gender-responsive education with and among their personnel, the School Planning team, local government unit, or the community.
3. **#GADtoKnow** – The SDO and schools can produce and/or distribute information materials (online and print) featuring the list of their gender-responsive programs and services benefitting women, as well as simplifies steps and requirements to avail of such. The SDO and schools can also produce and distribute different IEC materials on NWMC and laws on women accessible at <https://library.pcw.gov.ph>.
4. **2023 NWMC banner of support** – Support the National Women’s Month Celebration by displaying the campaign banner in front of the SDO and schools and uploading on the official website and social media accounts using the hashtags **#WEcanbeEqual #2023NWMC #AbanteBabaeSaTangub**.
5. **#PupleWednesdays or #PurpleYourIcon** – Wear anything purple on all the Wednesdays of March to signify support from 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.
6. **“Serbisyo para kay Juana”** – The SDO and schools are encouraged to surprise Juanas with special lanes and other treats 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.
7. **Coordinate with local GAD mechanisms**, such as the Barangay or Local Government Unit and other agencies, in holding inter-agency activities aimed at strengthening the implementation and monitoring of the Magna Carta of Women.





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8. **Conduct Fora, Workshops, and Lectures** – The SDO and schools are encouraged to conduct for a, workshops, and lectures about Gender and Development (GAD) or tackle specific issues and concerns of women relevant to their respective sectors or mandates. Schools can invite resource speakers within and outside DepEd.

9. **Use the official collateral design released by the PCW** – The SDO and schools are advised to use the standard branding design released by the PCW for the 2023 NWMC. The branding guide, standard banner, and sample collateral designs can be downloaded from <https://pcw.gov.ph/2023-national-womens-month-celebration/>.

10. **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. The SDO and schools 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.

11. The SDO and schools can submit their activity photos at <https://tinyurl.com/2023NWMCActivityPhotos> to get the chance to be featured on the PCW facebook page/website.

