



Republic of the Philippines
Department of Education
REGION V - BICOL
SCHOOLS DIVISION OFFICE OF CATANDUANES

23 February 2024

DIVISION MEMORANDUM

No. 095 s. 2024

2024 WOMEN'S MONTH CELEBRATION

TO : Assistant Schools Division Superintendent
Chief Education Supervisors
Education Program Supervisors
Public Schools District Supervisors
Elementary and Secondary School Heads
All Others Concerned

1. Pursuant to the Philippine Commission on Women Memorandum Circular No. 2024-02 re: Guide for the 2024 National Women's Month Celebration (NWMC), this Office supports the PCW in recognizing women and their invaluable contributions to nation-building and emphasizing the imperative to safeguard, advocate for, upholding women's rights.

2. This Memorandum provides the Guide for the 2024 NWMC and its legal bases. More so, to promote public awareness about this celebration, all DepEd offices including Schools are encouraged to undertake the **suggested activities**:

- a. **NWMC-themed Flag Raising Ceremony** - Schools are encouraged to incorporate National Women's Month Celebration (NWMC) announcements, reminders, messages, and activities during their respective Flag Raising Ceremonies in the last week of February and the first week of March (or other applicable dates). The use of the All-Women Cast Lupang Hinirang Video in NWMC events is strongly advised. The music video can be downloaded from <https://library.pcw.gov.ph/lupang-hinirang-all-women-cast/>.
- b. **#GADtoKnow** - Schools can create, circulate, and/or disseminate information materials (both online and in print) that highlight their roster of gender-responsive programs and services catering to women. These materials can also outline simplified steps and requirements for women to access these services. Additionally, participating agencies and stakeholders are encouraged to generate and distribute various Information, Education, and Communication (IEC) materials pertaining to the National Women's Month Celebration and relevant women-related laws. Schools can access information materials at <https://library.pcw.gov.ph>.
- c. **Kakayahan ng Kababaihan, Patutunayan!** Together, we say, women can and women will! Let's redefine gender narratives by organizing interactive activities that open discussions about gender equality, challenge stereotypes, and promote cultural shifts. Stakeholders could invite knowledgeable speakers, including gender experts and advocates, to share insights on breaking down societal norms and cultivating a more inclusive culture. Workshops, onsite or online, could also include activities that encourage participants to reflect on their own biases and engage in dialogue about how to collectively create positive change by taking concrete actions. This hands-on approach not only raises awareness but also actively involves stakeholders



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- in the process of transforming gender and social norms during the celebration.
- d. **Twenty Years of Republic Act 9262: Looking back and looking forward.** Year 2024 marks the twentieth year since the passage of Republic Act 9262, also known as the Anti-Violence Against Women and Their Children (VAWC) Act. A landmark legislation in the Philippines, it aims to address and prevent domestic violence against women and children. In commemoration of its passage on March 8, 2004, agencies, especially with mandates relative to addressing VAW, can conduct activities that aim to look back at the significant strides in the country's commitment to safeguarding the rights and well-being of women and children through this law. They can also evaluate the gaps and challenges in implementing the law and formulate ways to strengthen measures to combat various forms of VAW.
 - e. **2024 NWMC banner of support.** Show that you are for gender equality and inclusive society! Exhibit the National Women's Month Celebration banner prominently in front of your schools, landmarks, and other designated areas. In addition, upload the digital version to your agency's or organization's official website and social media accounts. **2024 NWMC Streamer 8ft x 4ft:** <https://bit.ly/49i0k4m>
 - f. **#PurpleFridays or #PurpleYourIcon.** Do anything in the color purple every Friday throughout March to symbolize solidarity with women's empowerment and gender equality. Additionally, consider illuminating or adorning offices or landmarks with purple elements as a tribute to women and their impactful contributions to society. This gesture serves not only as a celebration but also as a catalyst for conversations surrounding the National Women's Month Celebration.
 - g. **Musika ng Kababaihan Fridays (#MNKFriday).** Tune into gender equality with melodies and harmony! Share the songs from the MusikJuana Songwriting Contest and other PCW advocacy tunes within office spaces, public and private establishments, parks, and across social media platforms every Friday throughout March. Get these hymns of women's empowerment: <https://library.pcw.gov.ph/search/?q=musikjuana>.
 - h. **Organize activities in support of the Girl Child Week and the Women with Disabilities Day Celebration.** Everyone is encouraged to join the Girl Child Week, observed every fourth week of March, which is led by the Council for the Welfare of Children (CWC), as well as the Women with Disabilities Day celebration spearheaded annually by the National Council on Disability Affairs (NCDA).
 - i. **Use the official collateral designs released by PCW.** Schools are encouraged to utilize the official branding design released by the PCW for the 2024 National Women's Month Celebration (NWMC). The branding guide, standard banner, and sample collateral designs are available for download at the NWMC webpage.
 - j. **Use the official hashtag: #WEcanbeEquALL.** Generating support for the cause, the online campaign aims to demonstrate our hope that #WEcanbeEquALL. This hashtag encourages women and everyone (WE) to advocate for equality and inclusivity, emphasizing the importance that ALL individuals, irrespective of gender, ability, status, or situation, are treated with respect and granted their rights. Participants are invited to use this hashtag not only to express their dedication but also to share their commitments and action plans in promoting gender equality and advancing an inclusive society.



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- k. **Support PCW's online advocacy.** Leverage the full potential of the digital sphere by amplifying the advocacy online, promoting PCW's official social media accounts, and crafting NWMC campaigns tailored to individual agencies. Use the 2024 NWMC Advocacy Profile Photo and Background, along with other online resources such as the sticker pack, collaterals, and story frames. Participants are encouraged to showcase their activities in the virtual space and actively engage in the online conversation using the hashtag #WEcanbeEquALL.
4. **Accomplishment Report** of the activities conducted incorporating the expenses shall be submitted to the **Office of the Human Resource Management Office on or before April 1, 2024**, Attention: Mr. Mark Lester V. Urbano, Administrative Officer II.
5. Expenses to the National Women's Month Celebration shall be charged to the GAD Budget of the division and schools, subject to the usual accounting and auditing rules and regulations.
6. Widest dissemination of this Memorandum is desired.


SOCORRO V. DELA ROSA, CESO V
Schools Division Superintendent

Encl. as stated
To be indicated in the Perpetual Index
under the following subjects:
GENDER AND DEVELOPMENT
WOMEN'S MONTH CELEBRATION

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