



Republic of the Philippines  
**Department of Education**  
 NATIONAL CAPITAL REGION

February 14, 2024

**REGIONAL MEMORANDUM**

No. 108 s. 2024

**To:** Schools Division Superintendent  
 Functional Division Chiefs  
 Public and Private Elementary and Secondary School Heads  
 All Others Concerned

**2024 NATIONAL WOMEN’S MONTH CELEBRATION**

1. In support of the National Women’s Month Celebration (NWMC) 2024, this office enjoins all DepEd NCR personnel to observe and actively participate in this year’s NWMC activities.
2. This year’s celebration aims to capitalize on the recurring theme “*WE for gender equality and inclusive society*,” introduced in 2023. Furthermore, the 2024 NWMC bears the sub-theme, “*Lipunang Patas sa Bagong Pilipinas; Kakayahan ng Kababaihan, Patutunayan!*” which calls for a Bagong Pilipinas where women are given equitable opportunities and not hindered by gender biases and discriminatory stereotypes. Thus, showcase and harness the full potentials of women and girls in actively engaging in and reaping the benefits of national growth and development.
3. The Regional Office NWMC activities and the Philippine Commission on Women (PCW) recommended activities are found in Enclosures 1 & 2 of this memorandum.
4. In connection with said activities, members of the regional and SDO GFPS shall have a virtual GAD pocket meeting on **February 20, 2024 at 9:30 am** through this link <https://bit.ly/2024NWMGFPSMeeting>.
5. For queries, you may approach or reach Dr. Rhea B. Eden, at [rhea.eden@depEd.gov.ph](mailto:rhea.eden@depEd.gov.ph) or call at **09177358913**.



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6. Immediate dissemination of and compliance to this Memorandum is directed.

**JOCELYN DR. ANDAYA**  
Director IV



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Enclosure No. 1 s 2024

**PCW-RECOMMENDED ACTIVITIES**

1. **NWMC-Themed Flag Raising Ceremony:** All government agencies and local government units are urged to include NWMC statements in their respective Flag Raising Ceremonies on March 4, 2024. The usage of the All-Women Cast Lupang Hinirang Video at NWMC events is strongly advised. The music video can be downloaded at <https://library.pcw.gov.ph/lupang-hinirang-all-women-cast/>.
2. **GAD Focal Point System (GFPS) Members-** Members of the GFPS from agencies tasked with empowering women and girls through initiatives addressing poverty, strengthening institutions, gender-inclusive financing, promoting social protection systems, access to public services, and sustainable infrastructure for gender equality are invited to attend the onsite event on International Women's Day (March 8). This event will be held in conjunction with UN Women and SM Supermalls. Updates with specific details about agency participation will be posted on the National Women's Month Celebration (NWMC) webpage.
3. **GAD Forum / GAD Agenda Setting:** Government agencies and local government units (LGUs) can hold onsite, virtual, or hybrid activities to address gender issues within their jurisdiction, in accordance with their particular mandates. These initiatives can include addressing gender-related issues and identifying internal difficulties that demand immediate action. Through GAD Agenda Setting, agencies and LGUs can reflect on their own Gender and Development (GAD) journeys while proactively preparing future actions to promote gender-responsive governance. This method seeks to improve the well-being of both clients/constituents and internal stakeholders.
4. **#GADtoKnow:** Agencies and LGUs can generate, distribute, and/or distribute informational materials (both online and in print) that showcase their List of gender-responsive initiatives and services for women. These Materials can also clarify simpler stages and needs for women. Access these services. Also, involved agencies and stakeholders are encouraged to develop and spread varied information and education. IEC materials for the National Women's Month Celebration and Women's Rights Legislation. Agencies can access information materials at <https://library.pcw.gov.ph>.



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5. **Kakayahan ng Kababaihan, Patutunayan!** Together, we declare that women can and will. Let's change gender narratives by arranging participatory activities that spark conversations about gender equality, challenge preconceptions, and encourage societal shifts. Stakeholders could invite informed speakers, such as gender specialists and advocates, to give their perspectives on breaking down cultural conventions and creating a more inclusive atmosphere. Workshops, whether onsite or online, could also include activities that urge participants to reflect on their prejudices and engage in discussions about how to achieve good change through tangible actions collectively. This hands-on method not only promotes awareness but also actively engages stakeholders in the process of changing gender and societal norms throughout the celebration.
  
6. **Twenty Years of Republic Act 9262:** Gazing back and gazing ahead. The year 2024 celebrates the twentieth anniversary of Republic Act 9262, widely known as the Anti-Violence Against Women and Their Children (VAWC) Act. It is a major piece of Philippine legislation aimed at addressing and preventing domestic abuse against women and children. In remembrance of its adoption on March 8, 2004, agencies, particularly those with VAW mandates, might hold activities aimed at reflecting on the major strides made in the country's commitment to protecting the rights and well-being of women and children as a result of this legislation. They can also assess loopholes and obstacles in enforcing the law and devise strategies to reinforce measures against various types of VAW.
  
7. **2024 NWMC banner of support.** Show that you support gender equality and an inclusive society! Display the National Women's Month Celebration banner conspicuously in front of your workplaces, landmarks, and other specified spaces. In addition, share the digital version on your agency's or organization's official website and social media pages.
  
8. **#PurpleFridays or #PurpleYourIcon.** Wear anything **purple** every Friday in March to show solidarity with women's empowerment and gender equality. Consider illuminating or embellishing offices or landmarks with purple accents to honor women and their significant contributions to society. This gesture not only celebrates National Women's Month, but it also serves as a trigger for discussions about the event.
  
9. **Musika ng Kababaihan Fridays (#MNKFRidays).** Tune into gender equality through melodies and harmony! Every Friday in March, share songs from the MusikJuana Songwriting Contest and other PCW advocacy tracks in office



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spaces, public and private institutions, parks, and on social media. Get these hymns of women's empowerment:  
<https://library.pcw.gov.ph/search/?q=musikjuana>.

10. **Offer your own “Serbisyo para kay Juana”.** Public and private entities who provide direct services, transactions, and products to the public have the option of expressing gratitude to women and girls on International Women's Day (March 8) and/or other dates during March. These tokens may include freebies, discounts, special lanes, and other promotions in honor of this month-long festival. Furthermore, government agencies and private organizations, particularly those concerned in poverty alleviation, financing, social protection measures, access to public services, and long-term infrastructure, can host caravans, fairs, or other similar events. These events can be used as forums to share information about their work and initiatives to empower women in these areas. Stakeholders interested in having their #SerbisyoParaKayJuana activities included in PCW's list of announcements are asked to fill out the form on the NWMC webpage.
11. **Coordination of regional and local GAD mechanisms.** Coordination with Regional GAD Councils aims to facilitate inter-agency activities aimed at improving the implementation and monitoring of key legislation such as the Magna Carta of Women, as well as other laws governing women's rights and Gender and Development. These initiatives help to advance gender equality and empower women in their respective areas by encouraging cooperation at both the regional and local levels.
12. **Plan activities to support Girl Child Week and the Women with Disabilities Day Celebration.** Everyone is encouraged to participate in Girl Child Week, which is held every fourth week of March and is organized by the Council for the Welfare of Children (CWC), as well as the National Council on Disability Affairs' (NCDA) annual Women with Disabilities Day celebration.
13. **Use the official collateral designs provided by PCW.** Stakeholders are encouraged to use the official branding design released by the PCW for the 2024 National Women's Month Celebration. The branding guide, standard banner, and sample collateral designs are all available for download from the NWMC website.
14. **Use the official hashtag #WECanBeEqualALL.** The online campaign aims to generate support for the cause while also demonstrating our hope that #WECanBeEqual. This hashtag encourages women and everyone (WE) to advocate for equality and inclusivity, emphasizing the importance of ALL individuals, regardless of gender, ability, status, or situation, being treated



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with dignity and given their rights. Participants are encouraged to use this hashtag not only to show their support, but also to share their commitments and action plans for promoting gender equality and building an inclusive society.

15. **Support PCW's online advocacy.** Maximize the potential of the digital sphere by amplifying advocacy online, promoting PCW's official social media accounts, and creating NWMC campaigns tailored to individual agencies. Use the 2024 NWMC Advocacy Profile Photo and Background, as well as additional online resources like the sticker pack, collaterals, and story frames. Participants are encouraged to share their virtual activities and actively participate in the online conversation by using the hashtag #WEcanbeEquALL.
  
16. **Be featured on the NWMC Calendar of Activities and Activity Photos.** PCW strongly encourages agencies with planned activities to share information with the Commission so that their events can be included in the NWMC Calendar of Activities. Furthermore, agencies can submit photos of their activities for possible posting on PCW's Facebook page, subject to review and deadlines. The NWMC webpage provides links for submitting activity lineups and photos.



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Enclosure No. 2 s 2024

**Regional Office Women's Month Celebration Activities**

| <b>Activities</b>   | <b>Date</b>                  | <b>Modality</b>                      |
|---|------------------------------|--------------------------------------|
| <b>2024 NWMC banner of support<br/>GAD Forum / GAD Agenda<br/>Setting</b>   | February 26, 2024            | <b>Online</b>                        |
| Writershop 3 DepEd Gender and<br>Development (GAD) Agenda<br>Formulation  | February 26-March 1,<br>2024 | <b>Face-to-face</b>                  |
| Finalization Writershop of DepEd<br>GAD Agenda  | March 18-22, 2024            |                                      |
| <b>2024 National Women's Month<br/>Celebration opening &amp; posting<br/>of NWMC 2024 NWMC Advocacy<br/>Profile Photo and Background,<br/>tarpaulin, story frame using<br/>the hashtag #WEcanbeEquALL<br/>#PurpleFridays Wear anything<br/>purple on all the Fridays of<br/>March to signify support for<br/>women's empowerment and<br/>gender equality.</b> | March 4, 2024                | <b>Face-to-face</b>                  |
| <b>HR Convergence</b>   | March 1, 8, 15, 22, & 29     | <b>Face-to-face (ROP<br/>onsite)</b> |
| <b>#GADtoKnow<br/>Regional Training of Division<br/>Trainers on the Matatag<br/>Curriculum</b>  | March 26-27, 2024            | <b>Face-to-face / Hybrid</b>         |
| <b>March 4-15, 2024</b>   |                              | <b>Face-to-face</b>                  |
| <b>Strengthening GAD Mechanism<br/>Activities:</b>  |                              |                                      |
| 1. Coordination Meeting with<br>PPRD, QAD, and Personnel Section<br>in preparation of the Region's Sex<br>Disaggregated Data Dashboard for<br>DepEd NCR website GAD Corner<br>and Gender Audit Report   | March 4, 2024                | <b>Face-to-face</b>                  |
| 2. DepEd NCR GFPS Training<br>Needs Analysis 2024-2026  | March 1, 2024                | <b>Online</b>                        |



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3. *Submission of 2023-2026  
DepEd NCR GMEF result*

March 27, 2024

**Face-to-face**

***Honoring Solo-Parent,  
Differently Abled & Seasoned  
RO Personnel in their  
contribution to Quality Services  
of DepEd NCR***

March 27, 2024

**Face-to-face**



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