



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



May 29, 2024

**REGIONAL MEMORANDUM**

No. 541 s. 2024

**To:** GAD Focal Point System  
Schools Division Superintendents  
All Others Concerned

**TRAINING ON THE DEVELOPMENT/PRODUCTION OF CONTEXTUALIZED  
GAD IEC/ADVOCACY MATERIALS**

1. As part of the gender mainstreaming efforts of the Regional Office, and in response to DepEd Order No. 32 s. 2017 also known as Gender-Responsive Basic Education Policy, the Human Resource and Development Division-National Educators Academy of the Philippines will conduct the above-captioned activity on **June 26-28, 2024** at **Swiss-Belhotel Blulane, 609 Tomas Mapua St, Santa Cruz, Manila**.
2. This activity aims to discuss identified gender issues and needs in DepEd NCR schools and offices. Capacitate SDO GAD focal person, official video editors, layout artists, and selected learning resource focal in the development of various Information, Education, and Communication (IEC) and advocacy materials in Gender and Development (GAD).
3. Participants to this activity are requested to bring/prepare the following materials:
  - a. Laptop with necessary software needed to edit video and publication materials
  - b. Extension cords
  - c. Data presentation on the following requisite data:
    1. Sex Disaggregated Data (SDD) of employees and learners
    2. Issues related to gender among learners and personnel
    3. SDD on the number of cases of bullying, sexual harassment/abuse, mental and other health related issues of employees and learners
    4. SDD on the academic performance in all subject areas
  - d. Presentation slide deck template can be downloaded through this link: <https://bit.ly/GAD-IEC-2024>



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4. Please refer to the following enclosures for details:
  - a. Indicative Program of Activities
  - b. List of Participants
5. The board and lodging and other incidental expenses incurred in this activity shall be charged against the RO MOEE GAD budget while transportation expenses of SDO participants shall be charged against the MOOE GAD budget or other local fund subject to usual accounting and auditing rules and regulations.
6. For queries, please contact Dr. Rhea B. Eden through 09177358913 or by email at [rhea.eden@deped.gov.ph](mailto:rhea.eden@deped.gov.ph).
7. Immediate dissemination of this Memorandum is directed.

**JOCELYN DR ANDAYA**  
Director IV



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Enclosure 1. Indicative Program of Activity

**TRAINING ON THE DEVELOPMENT/PRODUCTION OF CONTEXTUALIZED  
 GAD IEC/ADVOCACY MATERIALS**

Swiss-Belhotel Blulane, 609 Tomas Mapua St, Santa Cruz, Manila  
 June 26-28, 2024

Start	End	Duration (Mins.)	Activity	In-Charge/ Recourse Person
<b>DAY 1: June 26, 2024</b>				
8:00 AM	8:30 AM		Call Time and Arrival	
8:30 AM	9:00 AM		REGISTRATION	HRDD
9:30 AM	10:00 AM	30	<b>PRELIMINARIES</b> Nationalistic Song Prayer NQMS Acknowledgment of Participants Statement of Purpose  Inspirational Message  Introduction of Subject Matter Experts & Learning Facilitators	<b>MUNTAPARLAS CLUSTER</b>  <b>HAJJI R. PALMERO</b> CES, HRDD-NEAP  <b>JOCELYN DR ANDAYA</b> Director IV  <b>LEAH AILAH C. VICENCIO</b> EPS II, HRDD-NEAP
10:00 AM	10:15 AM	15		<b>SNACKS</b>
10:15 AM	11:15 AM	60	<b>Session 1.</b> Presentation of the Regional Learner Rights and Protection focal person identified issues and needs	<b>LEONILA MUSTAPHA</b> EPS, LRPS
11:15 AM	12:00 NN	45	<b>Session 2.</b> SDO Data Presentation  <b>Caloocan</b> <b>Malabon</b> <b>Navotas</b> <b>Valenzuela</b>	<b>SDO GAD Focal</b>
12:00 NN	1:30 PM	90		<b>LUNCH</b>





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1:30 PM	3:00 PM	<b>90</b>	<b>Session 3:</b> SDO Data Presentation  Pasig Mandaluyong Marikina San Juan Pasay Makati Manila Quezon City	<b>SDO GAD Focal</b>
3:00 PM	3:30 PM	<b>30</b>	<b>SNACKS</b>	
3:30 PM	4:10 PM	<b>40</b>	<b>Session 4.</b> SDO Data Presentation  Muntinlupa TAPAT Paranaque Las Pinas	<b>SDO GAD Focal</b>
4:10PM	4:30 PM	<b>20</b>	<b>Presentation of top 5 priority issues per level of governance (RO, SDO, and Schools)</b>	<b>RHEA B. EDEN</b> RO GAD Focal Person
4:30 PM	5:00 PM	<b>30</b>	<b>Reminders and accomplishment GAME</b>	
6:30 PM	7:30 PM	<b>DINNER</b>		
<b>DAY 2: June 27, 2024</b>				
6:30 AM	7:30 AM	<b>BREAKFAST</b>		
7:30 AM	8:00 AM	<b>DAILY ATTENDANCE</b>		
8:00 AM	8:30 AM	<b>30</b>	Nationalistic Song Prayer Energizer Recap Attendance Check	<b>CAMANAVA Cluster</b>
8:30 AM	10:00 AM	<b>90</b>	<b>Session 5. Role of IEC and advocacy campaign materials in addressing the region's 3-year Development Plan Priority 2 and 4</b>  What we can do to improve access to quality education?	<b>Save the Children</b>



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			How can we promote every child's right and protect them from harm?  Q & A	
10:00 AM	10:15 AM	<b>15</b>	<b>SNACKS</b>	
10:15 AM	12:00 NN	<b>90</b>	<b>Session 6.</b> Conceptualizing IEC and advocacy campaign materials -Print -Video  <b>Workshop</b>	<b>IAN FELIX ALQUIROS</b> Executive Director Culture and Arts Managers of the Philippines (CAMP) Pag-ayo, Inc  <b>ROLANDO "RJ" S. GEOTINA III</b> Image Engineer
12:00 NN	1:30 PM	<b>90</b>	<b>LUNCH</b>	
1:30 PM	3:00 PM	<b>90</b>	<b>Session 7.</b> Layouting and Designing IEC Materials	
3:00 PM	3:15 PM	<b>15</b>	<b>SNACKS</b>	
3:15 PM	4:30 PM	<b>45</b>	<b>Session 7. Cont'</b>  <b>Workshop</b>	
4:30 PM	5:00 PM	<b>30</b>	Awarding of Certificate and <b>Reminders and accomplishment GAME</b>	
6:30 PM	7:30 PM		<b>DINNER</b>	
<b>DAY 3: June 28, 2024</b>				
6:30 AM	7:30 AM		<b>BREAKFAST</b>	
7:30 AM	8:00 AM		<b>DAILY ATTENDANCE</b>	
8:00 AM	8:30 AM	<b>30</b>	Nationalistic Song Prayer Energizer Recap Attendance Check	<b>PAMAMARISAN Cluster</b>
8:30 AM	9:30 AM	<b>60</b>	<b>Session 8.</b> Adhering DepEd Standards on the development of Learning Resource Materials	<b>DENNIS M. MENDOZA</b> EPS, CLMD LRMS
9:30 AM	9:45 AM	<b>15</b>	<b>SNACKS</b>	
9:45 AM	10:45 AM	<b>60</b>	<b>Session 12:</b> Gender Sensitivity and Gender Fair Language in IEC and advocacy materials	



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10:45 AM	12:00 NN	<b>75</b>	<b>Presentation of Outputs</b>	
12:00 NN	1:30 PM	<b>90</b>	<b>LUNCH</b>	
1:30 PM	3:00 PM	<b>90</b>	<b>Cont' Presentation of Outputs</b>	
3:00 PM	3:30 PM	<b>15</b>	<b>SNACKS</b>	
3:30 PM	5:00 PM	<b>90</b>	<b>Closing Program</b>	<b>PAMAMAZON Cluster</b>
5:00 PM			<b>HOMEBOUND</b>	



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Enclosure 2. **LIST OF PARTICIPANTS**

	<b>NAMES</b>	<b>POSITION</b>	<b>Station/SDO</b>
16 SDO GAD Focals	All SDO designated GAD Focal Person		
Social Media Team	Michaela Antonio	Office Staff	ORD
	Andres Bonifacio	EPS	QAD
	Silvero Alano III	Office Staff	QAD
	Richard D. Vidal	EPS II	HRDD NEAP
	Vergel Jairus J. Emas	EPS II	PPRD
16 SDO Video Editors or Layout Artist			
4 SDO LR Focals	Anthony James Vizmanos	PDO II	San Juan
	Myron Willie III B. Roque	EPS	Valenzuela
	Gina C. Urquia	EPS	Muntinlupa
	Precy M. Paurillo	EPS	Quezon City
1 RO LR Focal	Dennis Mendoza	EPS	CLMD LRMS
Program Management Team	Rhea Eden	EPS	HRDD NEAP
	Leah Ailah Vicencio	EPS II	HRDD NEAP
	Don Ray V. Salvador	EPS II	HRDD NEAP
	Hajji R. Palmero	CES	HRDD NEAP