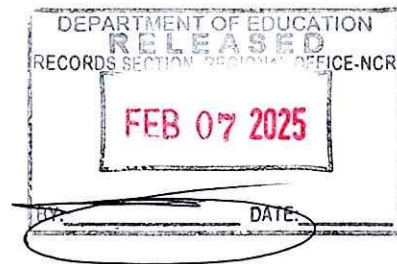




Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION



February 5, 2025

REGIONAL MEMORANDUM

No. 125 s. 2025

To: GAD Focal Point System
Schools Division Superintendents
Regional Functional Division Chiefs, Units and Section Heads
Public and Private Elementary and Secondary School Heads
All Others Concerned

2025 NATIONAL WOMEN'S MONTH CELEBRATION

1. DepEd NCR along with the 16 Schools Division Offices joins the commemoration of the **2025 National Women's Month Celebration (NWMC)**, which honors women for their invaluable contribution in every sphere and at every level of governance in the Department of Education.
2. This year's celebration will continue to support the administration's brand of governance and leadership, aligning with the rallying cry for an all-inclusive plan for economic and social transformation. The 2025 NWMC carries the sub-theme: **Babae sa Lahat ng Sektor, Aangat ang Bukas sa Bagong Pilipinas**". This embodies a sense of optimism and hope, symbolizing a future where women's lives are truly uplifted.
3. The objectives of the 2025 NWMC are the following:
 - a. Increased awareness and advocacy for gender equality resulting in greater recognition of women's equal rights, power, and opportunities across all sectors;
 - b. Enhanced inclusion of marginalized and vulnerable sectors of women, including indigenous women, rural women, and women with disabilities, among others, through targeted initiatives that ensure their participation and access to programs and resources promoting inclusive development;
 - c. Strengthen multi-sectoral collaboration with national government agencies (NGAs), local government units (LGUs), non-governmental organizations (NGOs), civil society organizations (CSOs), private sector, and other stakeholders leading to improved policies, access to services, and sustainable opportunities for women; and
 - d. Improved policies and gender-responsive governance, ensuring sustainability of gender equality efforts beyond 2025.



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4. Please find the attached Regional Office NWMC activities and the list of the Philippine Commission on Women (PCW) recommended activities. The link to the NWMC advocacy materials are as follows:

<https://tinyurl.com/NWMC-T-shirt-design>
<https://tinyurl.com/NWMC-RollUP-Banner>
<https://tinyurl.com/NWMC-Streamer>
<https://library.pcw.gov.ph/lupang-hinirang-all-women-cast/>
<https://tinyurl.com/GADvocate-Prayer>

5. To commence the activity, a kick-off program will be conducted on **March 3, 2025**, during the flag-raising ceremony and a simultaneous hanging of the 2025 NWMC Streamer in the Regional Office and across the 16 Schools Division Offices. In this regard, regional and SDO GFPS shall have a **face-to-face GAD pocket** meeting on **February 18, 2025, 9:00 am-5:00 pm at DepEd NCR Conference Room.**

6. Should you have clarifications, you may contact Dr. Rhea B. Eden, at rhea.eden@deped.gov.ph or call at 0917-7358915.

7. Immediate dissemination of this Memorandum is directed.

JOCELYN DR ANDAYA
Regional Director, NCR
concurrent Officer-In-Charge, Office of the
Assistant Secretary for Operations



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Enclosure No. 1 s. 2025

Regional Office Proper Women's Month Celebration Activities

ACTIVITIES	DATE	MODALITY
GAD Pocket Meeting Launching of the development / production of contextualized GAD IEC /Advocacy Materials Competition	February 18, 2025	Face-to-face RO Conference Room
NWMC kick-off program and simultaneous hanging of the 2025 NWMC Streamer	March 3, 2025	Hybrid
#PurpleWednesday, # PurpleYourIcon and #PurpleYourProfile	March 5, 2025 WEDNESDAY	Online
Posting of updated SDD in DepEd NCR website GAD Corner	March 14, 2025	Online
Maintenance of the of gender friendly facilities in the regional office	March 1-31, 2025	
Development of Data Collection System for GPB, GAR, and HGDG	March 21, 2025	Face-to-face
Honoring Solo-Parent. Seasoned Personnel, and Differently Abled RO Personnel in their contribution to the realization of DepEd NCR 5 Priorities	March 31, 2025	Fac-to-face



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Enclosure No. 2 s. 2025

Suggested Activities for Stakeholders

NWMC-themed Flag Raising Ceremony – NGAs and LGUs are encouraged to integrate NWMC announcements, reminders, messages, and activities into their Flag Raising Ceremonies during the last week of February and the first week of March (or on other relevant dates). It is strongly recommended that the All-Women Cast Lupang Hinirang music video be featured in NWMC events. The video can be downloaded from <https://library.pcw.gov.ph/lupang-hinirang-all-women-cast/>.

For GAD Focal Point System (GFPS) Members – Members of the GFPS from agencies tasked with empowering women and girls in marginalized sectors are invited to participate in the onsite event on March 5, 2025. Further updates with specific details will be posted on the NWMC webpage.

Bawat Sektor ng Kababaihan Iaangat! – Under the rallying call to “leave no one behind”, stakeholders are encouraged to organize interactive activities that address the specific issues and concerns of marginalized women. Stakeholders may consider the following suggested activities/events related to this:

- a. Sector-specific dialogues and forums Inviting representatives from marginalized sectors, gender experts, and advocates to provide insights on empowering women in underrepresented communities and tackling their unique challenges. 5.3.2 Conduct workshops for inclusion and equality
- b. Conduct of onsite or online workshops on topics, which includes but is not limited to leadership development, financial literacy, digital literacy, mental health and livelihood skills.
- c. Facilitate small-group discussions to reflect on the importance of inclusion and equality across all sectors of society. This hands-on approach not only raises awareness but actively engages stakeholders in amplifying the voices of marginalized women and creating a supportive environment for their empowerment.
- d. Cultural celebration and awareness events
 - Host art exhibits, storytelling sessions, or performances that showcase the traditions, identities, and contributions of marginalized women.
 - Organize food and craft fairs featuring products made by marginalized women to highlight their economic and cultural significance.
- e. Community engagement and co-creation sessions
 - Arrange visits to communities of marginalized women to understand



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their challenges better and gather input for policy recommendations.

- Use these sessions to co-create solutions and ensure stakeholders' interventions are responsive to real needs.

Interactive online campaigns

- Launch social media initiatives encouraging marginalized women to share their stories.
 - Host webinars with inspiring women leaders from marginalized sectors to discuss empowerment strategies.
 - Highlight and celebrate the achievements of women leaders from marginalized communities.

GAD Forum / GAD Agenda Setting – NGAs and LGUs are encouraged to hold onsite, virtual, or hybrid activities that address gender issues within their scope, aligned with their respective mandates. These initiatives can focus on tackling gender-related challenges and assessing internal concerns that require immediate attention. Through GAD agenda setting, NGAs and LGUs can reflect on their GAD journey and strategically plan future initiatives to promote gender-responsive governance. This approach aims to enhance the well-being of both their clients/constituents and internal stakeholders.

#GADtoKnow – NGAs and LGUs are encouraged to create, circulate, and/or disseminate information materials (both online and in print) that showcase their gender-responsive programs and services for women. These materials should include simplified steps and requirements for women to access these services. Additionally, participating agencies and stakeholders are urged to develop and distribute various Information, Education, and Communication (IEC) materials related to the NWMC and relevant women-related laws. Agencies can access these information materials at <https://library.pcw.gov.ph>.

Our Women's Month Stories – As PCW celebrates its 50th anniversary and continues to build its #PCW50 HerStory, we encourage all government agencies to share their NWMC stories through photos, videos, or other forms of media on their social media platforms. Reflecting on how they have celebrated Women's Month through the years, these stories will not only showcase their ongoing commitment to gender equality but also highlight how the celebration empowers their agency and inspires others to join the movement.

2024 NWMC banner of support – Show that you are for gender equality and inclusive society! Exhibit the NWMC banner prominently in front of your offices,



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landmarks, and other designated areas. In addition, upload the digital version to your agency's or organization's official website and social media accounts.

#PurpleWednesdays, #PurpleYourIcon and #PurpleYourProfile – Show your commitment to women's empowerment and gender equality by wearing purple every Wednesday throughout March. Extend your support by illuminating offices, landmarks, and public spaces with purple elements as a tribute to women and their invaluable contributions to society. Join the online movement by updating your profile picture with PCW's official frame through #PurpleYourProfile, helping to amplify awareness and engagement in digital spaces. These simple yet impactful actions not only celebrate women but also sparks conversations about Women's Month.

Musika ng Kababaihan Fridays (#MNKFRidays) – Tune into gender equality through melodies and harmony! Every Friday throughout March, share the empowering songs from the MusikJuana Songwriting Contest and other PCW advocacy tunes in office spaces, public and private establishments, parks, and across social media platforms. Let these anthems of women's empowerment inspire action and amplify the message of gender equality: <https://library.pcw.gov.ph/search/?q=musikjuana>.

Offer your own "Serbisyo para kay Juana" – Public and private entities that provide direct services, transactions, and products to the public may choose to extend gestures of appreciation to women and girls on IWD (March 8) and throughout March. These tokens may include freebies, discounts, priority lanes, and other special promotions in honor of the celebration. These events can serve as platforms to showcase initiatives and programs aimed at empowering women. Stakeholders who wish to have their #SerbisyoParaKayJuana activities included in PCW's official announcements are invited to fill out the form on the NWMC webpage.

Coordination with regional and local GAD mechanisms – Government agencies may facilitate inter-agency efforts to enhance the implementation and monitoring of key legislation, including the Magna Carta of Women and other laws on women's rights and GAD. Strengthening cooperation at regional and local levels ensures a more cohesive and effective approach to advancing gender equality and empowering women in their communities.

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).

Use the official collateral designs released by PCW – Stakeholders are encouraged to use the official branding design released by PCW for the 2025 NWMC. The branding guide, standard banner, and sample collateral designs are available for download on the NWMC webpage.



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Use the official hashtag: #WEcanbeEquALL – Stakeholders are invited to use this hashtag to express their dedication, showcase their activities, engage in online conversations, and share their commitments and action plans for advancing gender equality and fostering an inclusive society.

Be featured in the NWMC Calendar of Activities and Activity Photos – The PCW encourages agencies with planned activities to share the details with the Commission for inclusion in the NWMC Calendar of Activities. Additionally, agencies are invited to submit photos of their events for potential posting on PCW's Facebook page, pending review and compliance with deadlines. Activity lineups and photos can be submitted via the links provided on the NWMC webpage.



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