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IAG Memo No. 07-2023

MEMORANDUM

TO : ALL DEPUTY COLLECTORS FOR ADMINISTRATION
ALL CHIEFS, ADMINISTRATIVE DIVISIONS/UNITS

FROM : *[Signature]* DONATO B. SAN JUAN
Deputy Commissioner, IAG

SUBJECT : GUIDE FOR THE 2023 NATIONAL WOMEN'S MONTH
CELEBRATION

DATE : February 16, 2023

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- 1.0 This is to inform that the Philippine Commission on Women (PCW) issued PCW Memorandum Circular No. 2023-01 which aims to provide the background, campaign objectives, focus and suggested activities in celebrating the National Women's Month (NWMC) this coming March 2023.
 - 2.0 A new recurring theme for celebrating women's month was launched by the PCW for year 2023-2028 which is **"WE for gender equality and inclusive society"**. As the PCW states, the theme is both a positive affirmation and a call to action. It is a testament to the milestones achieved in closing gender gaps in the country and in gathering more support to the advocacy.
 - 3.0 Relative thereto, all administrative divisions and all others concerned are hereby reminded of the general objectives in planning the activities for the women's month celebration:
 - 3.1 To inform and engage women and everyone to push for gender-responsive government programs and services that empower women to contribute to nation-building;
 - 3.2 To provide platforms to share good practices and address gaps, challenges, and commitments in pursuing gender and development (GAD) - to further strengthen the implementation of the Magna Carta of Women toward its milestone 15th year in 2024;



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- 3.3 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; and
 - 3.4 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.
- 4.0 The PCW has also outlined its suggested activities that the agencies may consider for NWMC:
- 4.1 NWMC-themed Flag Raising Ceremony - All government agencies and local government units can include NWMC announcements in their respective Flag Raising Ceremonies on February 27 or March 6, 2023. The use of the All-Women Cast Lupang Hinirang Video in NWMC activities is highly recommended. The music video can be downloaded from <https://library.pcw.gov.ph/lupang-hinirang-all-women-cast/>
 - 4.2 Participation in the NWMC #DigitALL Forum Series - GAD advocates are highly encouraged to join the NWMC #DigitALL Forum Series to be held on March 15, 22, and 29, 2023. Participation via livestream viewing is free of charge and no registration will be required.
 - 4.3 GAD Forum / GAD Agenda Setting - Government agencies and local government units (LGUs) can organize onsite, virtual, or hybrid activities where they can tackle gender issues that they can help resolve or minimize, in line with their mandates, as well as assess internal gender concerns that need immediate attention. With GAD Agenda Setting, agencies and LGUs can reflect on their own GAD journey and plot their future plans toward a gender-responsive governance that contributes to the welfare of their clients/constituents and internal stakeholders.
 - 4.4 #GADtoKnow - Agencies and LGUs can produce, distribute, and/or share information materials (online and print) featuring the list of their gender-responsive programs and services benefiting women, as well as simplified steps and requirements to avail of such. Participating agencies and stakeholders can also produce and distribute different IEC materials on the National Women's Month Celebration and laws on women. Agencies can access information materials at <https://library.pcw.gov.ph>.
 - 4.5. 2023 NWMC banner of support. Show that you are for gender equality and inclusive society! Display the National Women's Month Celebration banner in front of respective offices, landmarks, and other areas and upload the digital counterpart to the agency's/organization's official website and social media accounts.



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- 4.6. #PurpleWednesdays or #PurpleYourIcon. Wear anything purple on all the Wednesdays of March to signify support for women's empowerment and gender equality. Participants can also light up or decorate offices or landmarks in purple as a celebration of women and their contribution to the society as well as to serve as a springboard for discussion on the NWMC.
- 4.7. Musika ng Kababaihan Wednesdays (#MNKWednesdays). Melody and harmony for gender equality! Play the songs from the MusikJuana Songwriting Contest and other PCW advocacy songs in office premises, public and private establishments, parks, and even on social media every Wednesday of March. Get these hymns of women's empowerment <https://library.pcw.gov.ph/search/?g=musikjuana>.
- 4.8 Offer your own "Serbisyo para kay Juana". Government agencies and private organizations providing direct services, transactions, and products to the public can offer freebies, discounts, special lanes, and other promos to women and girls on International Women's Day (March 8) and/or other dates in March to serve as their appreciation in this special month of celebration.
- 4.9 Conduct Fora, Workshops, Lectures, Contests or similar activities about Gender and Development (GAD) or tackle specific issues and concerns of women relevant to their respective sectors or mandates.
- 4.10 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).
- 4.11 Use the official collateral designs released by PCW - Stakeholders 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/>
- 4.12 Use the official hashtag: #WEcanbeEquALL - Drumming up support to the advocacy, the online campaign will show our hope that #WEcanbeEquALL. This new hashtag motivates women and everyone (WE) to push for equality and inclusivity where ALL, regardless of gender, ability, status, and situation, are respected and afforded their rights. With our battlecry #WEcanbeEquALL, no one should be left behind. Under this hashtag, participants can also share their



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commitments and plans of action in working for gender equality and an inclusive society.

- 4.13 Support PCW's online advocacy - Maximize digitALL by echoing the advocacy online and sharing PCW's official social media accounts, and developing agency-fit NWMC campaigns. Participants can also use the 2023 NWMC Advocacy Profile Photo and other online materials (online sticker pack, online collaterals, etc.) They can also showcase their activities online and join the online thread using #WEcanbeEquALL.
- 5.0 Please be reminded that in conducting activities, safety and health protocols must be at all times be taken into consideration.
- 6.0 The said PCW memorandum circular also states that expenses for the annual NWMC may be charged to the GAD Budget of government offices, and may be reflected in their GAD Accomplishment Reports, provided that the activities conducted are in line with the theme, objectives, and focus area of concern provided in PCW's guidelines, and fall within the mandate of the implementing government agency.
- 6.1 For information and guidance.