



MC No. 07, s. 2016

MEMORANDUM CIRCULAR

TO : ALL HEADS OF CONSTITUTIONAL BODIES; DEPARTMENTS, BUREAUS AND NATIONAL GOVERNMENT AGENCIES (NGAs); GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS (GOCCs); AND STATE UNIVERSITIES AND COLLEGES (SUCs)

SUBJECT : 2016 National Women's Month Celebration (NWMC)

Pursuant to Presidential Proclamation No. 224, 227 and Republic Act No. 6469, the Philippine Commission on Women (PCW) leads the annual National Women's Month Celebration (NWMC).

This year's theme "***Kapakanan ni Juana, Isama sa Agenda!***" (Include Women in the Agenda), resonates the call for gender-balance in leadership and decision-making positions both in the public and private sectors; inclusion of women's concerns in leadership platforms and the government's development agenda; and capacitating and preparing women and girls to reach their ambitions.

To promote public awareness in the observance of the event, all government agencies are encouraged to undertake related activities, such as:

- Organizing activities related to this year's theme and focus areas during the month-long celebration with both external and internal stakeholders as participants;
- Hanging of 2016 NWMC official streamer in all government agencies, including regional offices, local government units, and Philippine embassies and consulates;
- Feature the organization's calendar of activities and activity implementation reports and Women's Month advocacy materials in their official websites, social media accounts and publications, and sending links on the reports to PCW through e-mail at events.pcs@gmail.com
- Uploading of the official logo, advocacy video and other NWMC advocacy materials in the websites of the government agencies, Facebook and Twitter page;
- Participation in the online campaign thread using the official hashtag **#AgendaNiJuana**;
- Development, production and distribution of Information, Education, Communication (IEC) materials for 2016 NWMC which include collaterals

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- designed by PCW and agency-specific materials like flyers that feature agency services offered to their women clients;
- Watch the live telecast of The State of Filipino Women (SFW) Report on March 8 (International Women's Day) on PTV Channel 4;
 - Use the All-Women Cast Lupang Hinirang Video in agency's NWMC activities (PCW Memorandum Circular 2016-01);
 - **For agencies providing frontline public services:** production of PCW-designed NWMC collaterals or freebies to be given away to women clients;
 - **For agencies/offices in the Greater Manila Area:** participation in the 2016 NWMC Public Event entitled "Sama-Samang Pagsulong sa mga Agenda ni Juana" on March 16, 2016 from 6:00 AM to 8:00 AM at the Burnham Green, Manila and mobilize as many delegates as possible (at least 30 delegates per agency/office);
 - **For regional/provincial offices and LGUs:** coordinate with other government offices within the area for inter-agency/LGU collaboration in holding regional/local version of the 2016 NWMC Public Event entitled "Sama-Samang Pagsulong sa mga Agenda ni Juana" on March 16, 2016 (refer to Annex 1 for suggested program).

All government agencies are enjoined to participate in the Women's Month Celebration and to authorize the attendance of the employees in the 2016 NWMC Public Event on official business time. It is discretionary on the part of the agency heads to allow their employees to attend on official/business time, as provided for under CSC Memorandum Circular No. 43, s. 1993.

Expenses related to the Women's Month Celebration may be charged to the agency's Gender and Development (GAD) Budget.

Please visit www.pcw.gov.ph, www.facebook.com/philippine.commission.on.women, and Youtube.com/CommissionOnWomenPH for details such as NWMC Concept Note, Guidelines for Participation in the March 16 Public Event, and advocacy materials and videos.

For more information, you may contact the **PCW Information Resource Management Division** (02) 735-85-09, (02) 735-16-54 local 131, 0917-626-7647 (**Nikki Dlos Santos Francisco**), 0917-845-4814 (**Kim Harold Peji**), 0917-544-7524 (**Honey Castro**) or email media@pcw.gov.ph.


ALICIA dela-ROSA BALA
Chairperson

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