



MC No. 03, s. 2018

MEMORANDUM CIRCULAR

FOR : HEADS OF CONSTITUTIONAL BODIES, DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT, LOCAL GOVERNMENT UNITS, GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS, AND STATE UNIVERSITIES AND COLLEGES

SUBJECT : 2018 National Women's Month Celebration

Pursuant to Presidential Proclamation No. 224, 227 and Republic Act No. 6949, the Philippine Commission on Women (PCW) leads the annual National Women's Month Celebration (NWMC) on March of every year.

The PCW Board Members and Inter-Agency Technical Working Group identified the NWMC theme "**We Make Change Work for Women**", which shall be used from 2017-2022. It highlights the empowerment of women as active contributors to and claimholders of change and development.

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

- Hanging of 2018 (NWMC) official streamer in all government agencies, including regional offices, local government units, and Philippine embassies and consulates;
- Development, production and distribution of Information, Education and Communication (IEC) Materials for 2018 NWMC which include collaterals designed by PCW and agency-specific materials like flyers that feature agency services offered to their women clients;
- Wearing of Purple T-shirts/blouses/ polo every Thursdays of March (March 15 and 22) in support of #PurpleThursdays. Agencies may either suspend implementation of their respective uniform policy on the said dates, or wear purple accessories or accents like button pins, scarves, wristbands, or ribbons with their uniform for the day.
- Uploading of the official logo, advocacy video and other National Women's Month advocacy materials in government agencies' website and social media accounts;
- Participation in the online campaign thread about the observance using the hashtag #WomenMakeChange;

Bawat Kawani, Lingkod Bayani

- 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 send a link of the reports to PCW through e-mail at events.pcw@gmail.com;
- Use the All-Women Cast Lupang Hinirang Video in agency’s NWMC activities. The music video can be downloaded at <http://tiny.cc/allwomen/lupanghinirang>;
- Organization or Participation in the 2018 NWMC Forum entitled “**We Make Change Work: Women Inspiring Women Forum**”. Modeled after TEDx format, this forum aims to celebrate women’s journey and sharing inspiring stories of change in their chosen fields, to encourage their fellow women to be empowered change agents. It will also serve as a venue for women to inspire and appreciate each other, and create an environment supportive of each other. **Government agencies or local government units can hold a forum in their organizations or localities. Please refer to Annex 1 for suggested guidelines and program of the forum.**

PCW-led forum schedule:

Activity Information	Mechanics for Participation
<p>Date: March 15, 2018 Time: 1:00 – 5:00 pm Venue: Aklan Training Center</p> <p><i>In partnership with Aklan Provincial Government</i></p>	<p>Please coordinate with</p> <p>Engr. Roger Esto</p> <p>Tel. No. : (036) 268-5442 and (036) 262-1555 Email: ppdoaklan@gmail.com aklanpgo@yahoo.com</p>
<p>Date: March 22, 2017 Time: 1:00 – 5:00 pm Venue: Davao City</p> <p><i>In partnership with Davao City – Integrated Gender and Development Division (IGDD) and University of Southeastern Philippines (USeP)</i></p>	<p>Please Coordinate with</p> <p>Ms. Lorna Mandin</p> <p>Tel. No. : (082) 225-0363 Cp. No. : 0917-546-0823 Email: lorna.mandin@davaocity.gov.ph elaybee@yahoo.com</p> <p>For state universities and colleges, please coordinate with:</p> <p>Ms. Rioliza B. Molina</p> <p>Cp. No. : 0917-3158293 Email: rio.molina@usep.edu.ph</p>

- **Watch the 2018 Cine Juana Film Festival.** For schedule of screenings, please visit the website of the Film Development Council of the Philippines (www.fdc.gov.ph);
- Participation in the **2018 NWMC Photo and Poster-Making Contest.** Please visit the PCW website for the full mechanics.
- Participation in the **Cultural Center of the Philippines’ (CCP) Readathon and Peak-A-Book Exhibit.** The CCP will hold a “readathon”, a gathering of women playwrights, which features dramatic radins,

workshops for women playwrights and talks on writing for the stage on March 23-24. The CCP is likewise holding an art exhibit featuring the works and books of 12 all-women, all-Filipino illustrators for children on March 24 at the Pasilyo Edades Hallway, 4/F CCP Building, Roxas Boulevard, Pasay City. For more information, contact Ms. Marivic Santos of the CCP Training and Development Division.

All government agencies are enjoined to participate in the Women's Month Celebration and to authorize the attendance of the employees in the 2018 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/WomenMakeChange2018, www.facebook.com/PCWgovph, www.twitter.com/PCWgovph and [Youtube.com/CommissionOnWomenPH](https://www.youtube.com/CommissionOnWomenPH) for details and to download copies of available IEC materials.

For more information, you may coordinate with the **PCW Corporate Affairs and Information Resource Management Division** at telephone numbers (02) 735-85-09, (02) 735-16-54 local 131 or through mobile numbers 0917-845-4814 (**Nikki Delos Santos-Francisco**) or 0917-544-7524 (**Honey Castro**) or through email at media@pcw.gov.ph.


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Chairperson

14 MAR 2018