



MC No. 4, s. 2021

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 : 2021 National Women's Month Celebration

Pursuant to Republic Act 6949, s. 1990 and Proclamation Nos. 224 and 227 s. 1988, the **Philippine Commission on Women (PCW)** will lead the annual **National Women's Month Celebration (NWMC)** in **March**. The Philippine Women's Month theme for 2017-2022 is "*We Make Change Work for Women*", highlighting the empowerment of women as agents of change that is anchored on "malasakit at pagbabago." It emphasizes that women should be active contributors to and beneficiaries of national development. This can be made possible by empowering women – enabling them to meaningfully engage with other development stakeholders, and by fully implementing the Magna Carta of Women. The multi-year theme goes with the hashtag #WomenMakeChange as it enjoins stakeholders to align their NWMC initiatives along the following general objectives:

- To inform and engage women as stakeholders of government programs and services – to promote citizen-centric governance and make "change" a conscious effort to know, understand, and provide what ALL citizens need;
- To create and facilitate platforms to discuss good practices, gaps, challenges, and commitments in pursuing gender and development (GAD) – to strengthen implementation of the Magna Carta of Women; and
- To inspire and empower women and girls to be agents of change – to contribute in promoting gender equality and the empowerment of all women.

The 2021 NWMC will highlight women's participation in battling the pandemic as well as discuss gender issues exacerbated by the pandemic. In line with the International Women's Day theme released by the United Nations: "Women in leadership: Achieving an equal future in a COVID-19 world.", the celebration shall delve deep into the gender issues that emerged or become more felt during the health crisis; feature women who thrived despite the circumstances; and share support systems and government programs that address women's issues and concerns especially amidst our continuous battle against this crisis.

Bawat Kawani, Lingkod Bayani

To promote public awareness in the observance of the event, all government agencies are enjoined to extend their full support through the following activities:

- A. **Share about NWMC in Flag Raising Ceremonies** – all government agencies and local government units are encouraged to include NWMC announcement in their respective Flag Raising Ceremonies on March 1, 2020 (first Monday of March).

The use of the All-Women Cast Lupang Hinirang Video in NWMC activities is also encouraged. The music video can be downloaded from <https://tinyurl.com/lupang-hinirang-all-women>;

- B. **Produce information materials about agency/LGU services for women** – agencies and LGUs are encouraged to create and distribute information materials (online and print) featuring the list of their gender-responsive programs and services which women can avail of, as well as simplified steps and requirements to avail of such. Agencies with major programs and services for the public in response to the COVID-19 pandemic are enjoined to publicly disclose the number of their women beneficiaries as they encourage more women to avail of their services.

- C. **Display the official 2021 NWMC banner** in front of offices and upload on their website and social media accounts. Participating agencies and stakeholders may also produce and distribute different IEC materials on the National Women's Month Celebration and laws on women.

- D. **Join the #PurpleMondays initiative** – wear anything purple on all the Mondays of March or even color your hoods with purple to signify support for women's empowerment and gender equality.

- E. **Create and offer your own "Serbisyo para kay Juana"** – now on its 6th year, this initiative encourages government agencies, local government units, and private organizations that offer direct services, transactions, and products to the public, to give special treats like freebies, discounts, special lanes, and other promos for women and girls on International Women's Day (March 8) and/or other dates in March as a form of appreciation for women's various contribution in the society. This initiative helps make the NWMC more known and felt by "everyJuana."

Stakeholders who wish to have their #SerbisyoParaKayJuana activities included in PCW's list for announcements are requested to send details to e-mail: womensmonth@pcw.gov.ph.

- F. **Coordinate with regional and local GAD mechanisms**, such as the Regional GAD Councils, in holding inter-agency activities aimed at strengthening the implementation and monitoring of the Magna Carta of Women in their respective areas.

- G. **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, especially in the context of the COVID-19 pandemic. For schools, colleges, and universities, essay-writing, poster-making, or other contests and creative activities that cultivates young people's interest on GAD may also be explored.

- H. **Organize activities in support of the Girl-Child Week and the Women with Disabilities Day Celebration** – NGAs and LGUs may contact the Council for the Welfare of Children (www.cwc.gov.ph) and the National Council on Disability Affairs (www.ncda.gov.ph), respectively, for guidance.
- I. **Use the official collateral designs released by PCW** – stakeholders are advised to use the standard branding design released by the PCW for the 2021 NWMC. The branding guide, standard banner, and sample collateral designs can be downloaded from <https://pcw.gov.ph/2021-national-womens-month/>.
- J. **Support and join in PCW's online advocacy** – stakeholders may use the NWMC Facebook Profile Frame that the PCW shall release in late February. They may also Participate in the online campaign thread about the observance using #WomenMakeChange. Follow and share PCW's official social media accounts to help us reach more Juanas.
 - 1. **#MyWonderJuana.** This enjoins netizens to share a minuter-story featuring an inspiring "Juana" who was able to hurdle the challenges of the pandemic and empower others to remain hopeful. The goal is to showcase the different roles that women from all walks of life play to help families, communities, and nation afloat amidst the pandemic. PCW shall monitor #MyWonderJuana and send simple prizes to netizens who post #MyWonderJuana stories that PCW shall feature/share in their official social media page (a post should be made public). Full mechanics shall be released through PCW's website and official Facebook page.
 - 2. **#MySuperJuan.** Through this campaign, netizens can share an uplifting social media post featuring a male person who does his share in doing unpaid domestic work, which are stereotypically labeled as a woman's job. The goal is to spotlight on Juans who share household chores in order to contribute in normalizing the redistribution of unpaid care work. PCW shall monitor #MySuperJuan and send simple prizes to netizens who post #MySuperJuan stories that PCW shall feature/share in their official social media page (a post should be made public for us to monitor). Full mechanics shall be released through PCW's website and official Facebook page.
 - 3. **2021 NWMC Viber Sticker Pack.** PCW shall release a new set of Viber stickers for the 2021 NWMC, featuring positive messages that promote gender equality and women's empowerment. Download, share, and use the sticker pack for free, through the Viber app beginning in the last week of February.

- K. **Join the MusikJuana Songwriting Contest.** PCW shall also relaunch and start the promotions for the MusikJuana Songwriting Contest during the NWMC. This contest aims to search for a musical piece that shall help popularize the 12 areas of concern of the 1995 Beijing Declaration and Platform for Action (BPfA). The awarding of winners will be in September 2021, in line with the BPfA anniversary. **The full contest mechanics shall be released in March 2021.**
- L. **Join the Juana Laban sa Pandemya: Kaya! Online Forum Series** – this is organized by the PCW in partnership with UN Women Philippine Programme Office. Participation is free, and full details are accessible via PCW's website.
1. **March 3, 2021 – Juana, Nangunguna Laban sa Pandemya.** This episode is anchored on the International Women's Day theme: Women in Leadership: Achieving an equal future in a COVID-19 world". It aims to feature inspirational stories and messages from women who managed to lead and thrive in our fight against the pandemic.
 2. **March 8, 2021: Kumusta ka, Juana?** In this episode, the PCW shall feature practical tips in survival and recovery from the pandemic and government programs for women in hard-hit sectors. These include tips on how to manage and cope with work and home duties during the community quarantine, looking after women's mental health, and gaining information about employment opportunities, entrepreneurship, and other livelihood programs of the government.
 3. **March 17, 2021: Bida si Juana sa Panahon ng Corona.** This episode shall put on spotlight women's contributions in addressing the pandemic and the disproportionate burden that they carry, the PCW shall also honor women frontliners, workers, entrepreneurs, home makers, community volunteers, and other #SuperJuanas during this health crisis.
 4. **March 23, 2021: FYI, may FOI!** An informed Juana is an empowered Juana hence, this episode aims to empower Juanas through access to government information. Section 26 of the Magna Carta of Women is about Right to Information. It states that "*access to information regarding policies on women, including programs, projects, and funding outlays that affect them, shall be ensured.*" Through this collaboration with the PCW and the Commission on Human Rights, the Freedom of Information (FOI) Project Management Office under the Presidential Communications Operations Office shall engage with the women and LGBT sectors as they introduce the FOI Program which empowers citizens to ask for timely, relevant, and accurate information from the government.
 5. **March 31, 2021: Juana Cares, We Care, Let EveryJuan Care.** This episode shall tackle the unpaid care work, or the services that women provide in their homes and in communities, from preparing food to taking care of children, the ill, and the elderly.

Considering the threats of the COVID-19 health crisis, stakeholders are advised to strictly follow the protocols set by the Inter-Agency Task Force for the Management of Emerging Infectious Diseases (IATF) and/or their local government units relative to the conduct of public events that require physical gathering of people. Agency heads and local chief executives have the discretion to continue or forego NWMC public events, considering specific COVID-19 threats or circumstances that may arise in their localities. Nevertheless, participation to online events and other activities that can be held without physical mass gathering are still encouraged.

Expenses related to the Women's Month Celebration may be charged to the agency's Gender and Development (GAD) Budget of government agencies and LGUs and may be reflected in the 2021 GAD accomplishment report of the government agencies, provided that the activities conducted are in line with the theme and focus area of concern provided in this Circular and the guide released by the PCW.

Nothing in this circular shall be interpreted to amend previously set policies on GAD Planning and Budgeting, or any procurement or administrative-related policies set by appropriate oversight agencies.

For details and downloading of advocacy materials and videos, please visit:

- <https://pcw.gov.ph/2021-national-womens-month/>
- www.facebook.com/PCWgovph
- twitter.com/PCWgovph

For further questions and clarifications, agencies may coordinate with **PCW's Corporate Affairs and Information Resource Management Division** at telephone number (02) 8735-1654 local 131 or 121 or (02) 8352-5372 (and look for Ms. Nevi P. Calma, Mr. Ann Jun A. Magnaye, or Ms. Franz F. dela Cruz) or email at womensmonth@pcw.gov.ph.


ALICIA dela ROSA-BALA
Chairperson

25 March 2021