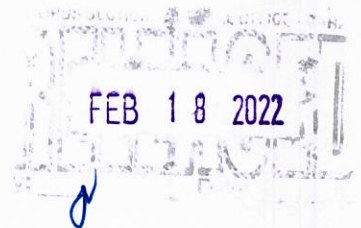




Republic of the Philippines
Department of Education
CARAGA REGION



February 17, 2022

REGIONAL MEMORANDUM

No. 0103, s. 2022

To: SCHOOLS DIVISION SUPERINTENDENTS
This Region

OBSERVANCE OF THE 2022 WOMEN'S MONTH CELEBRATION

1. The National Women's Month Celebration (NWMC) theme from 2017 to 2022 is "WE Make CHANGE Work for Women" which highlights the empowerment of women as harbingers of change that is anchored on "malasakit at pagbabago." To cap the six-year recurring theme, the 2022 NWMC will focus on the sub-theme: Agenda ng Kababaihan, Tungo sa Kaunlaran.
2. As the PCW continues to push for gender equality and women's empowerment (GEWE) in leadership, governance, and public service, this year's sub-theme focuses on including women's concerns in the government agenda and enabling more women to implement and at the same time, demand programs and services that can bring the country closer to narrowing the gender gaps and moving towards sustainable and equitable development.
3. In consonance with the PCW Memorandum Circular No. 2022-01 dated February 11, 2022, all government agencies and instrumentalities, non-government organizations, sectoral groups, private and civil society organizations, and other stakeholders at the national, regional, and local levels to conceptualize their own activities in line with the general objectives and focus of the 2022 NWMC. Everyone is also enjoined to conduct any of the following suggested activities:
 - a. The use of the All-Women Cast Lupang Hinirang Video in NWMC activities; The music video can be downloaded from <https://tinyurl.com/lupang-hinirang-all-women>
 - b. GAD to Know (distribute information materials)
 - c. Display the campaign banner in front of offices and uploading on the official website and social media account
 - d. #PurpleTuesdays or #PurpleYourIcon. Wear anything purple on all the Tuesdays of March to signify support for women's empowerment and gender equality. Participants can also light up or decorate offices or landmarks in purple to spark interest and discourse on the celebration and what it stands for



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- e. Musika ng Kababaihan Fridays (#MNKFraturdays). Share the advocacy through music! Play the songs from the MusikJuana Songwriting Contest 2021 and other PCW advocacy songs in office premises, public and private establishments, parks, and even on social media every Tuesday of March. Get these hymns of women's empowerment <https://library.pcw.gov.ph/search/?q=musikjuana>
- f. Create and offer your own "Serbisyo para kay Juana"
- g. Strengthen the implementation and monitoring of the Magna Carta of Women
- h. Conduct Fora, Workshops, Lectures, Contests or similar activities about Gender and Development (GAD)
- i. Other suggested activities or more information, downloadable collateral designs, and updates about the 2022 NWMC are available at <https://pcw.gov.ph/2022-national-womens-month-celebration>
4. Expenses for the 2022 NWMC may be charged to the GAD Budget of government offices, and may be reflected in their FY 2022 GAD Accomplishment Report, provided that the activities conducted are in line with the theme, objectives, and focus area of concern provided in this circular, and fall within the mandate of the implementing government agency
5. All DepEd Offices and schools are enjoined to conduct activities to help the campaign more visible in their respective areas of responsibility. They may hang a Tarpaulin using the PCW-suggested template,
6. For wide dissemination and compliance.


MA. GEMMA MERCADO LEDESMA
Regional Director 

Encl/s.: NONE

Reference/s: PCW Memorandum Circular No. 2022-01

To be indicated in the Perpetual Index
under the following subjects:

CELEBRATION

GAD

WOMEN'S MONTH

ESS/ajc
02/17/2022