



Republic of the Philippines

**DEPARTMENT OF EDUCATION**

Negros Island Region

**SCHOOLS DIVISION OF NEGROS ORIENTAL**

Capitol Area, Dumaguete City



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(035) 225 2376 / 225 2838 / 422 5283

March 20, 2017

**DIVISION MEMORANDUM**

NO. 151, S. 2017

**TO :** Assistant Schools Division Superintendents  
Chief, CID & SGOD  
Division Education Program Supervisors  
Public School District Supervisors/District In-charge  
School Heads, **Public** and **Private** Elementary and Secondary

**SUBJECT : 2017 NATIONAL WOMEN'S MONTH CELEBRATION**

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1. Attached is DepEd Memorandum No. 52, s. 2017, re: **2017 NATIONAL WOMEN'S MONTH CELEBRATION**. This is pursuant to Presidential Proclamation Nos. 224 and 227 s. 1998 and Republic Act (RA) No. 6469. The Philippine Commission on Women (PCW) leads the annual National Women's Month Celebration (NWMC) in March of every year.

2. This year's theme is We Make Change Work for Women. Being the first NWMC under the new administration, the theme is aligned with the tagline and commitment *Malasakit at Pagbabago* or True Compassion and Real Change. The NWMC theme emphasizes that women should be active drivers in bringing about positive changes and that they should also reap from development efforts. 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 (RA 9710), which is also one of the directives on the President's first State of the Nation Address (SONA).

3. Please see item no.3 of the DepEd Memo for the related activities to be undertaken by DepEd Offices and schools.

4. Immediate dissemination of this Memorandum is desired.

**SALUSTIANO T. JIMENEZ, CESO VI**

OIC-Office of the Assistant Regional Director

Concurrent OIC, Office of the Schools Division Superintendent

3/20/17

/carmi'17



Republic of the Philippines  
**Department of Education**

14 MAR 2017

DepEd MEMORANDUM  
No. **52**, s. 2017

**2017 NATIONAL WOMEN'S MONTH CELEBRATION**

To: Undersecretaries  
Assistant Secretaries  
Bureau and Service Directors  
Regional Directors  
Schools Division Superintendents  
Public and Private Elementary and Secondary Schools Heads  
All Others Concerned

1. This is pursuant to Presidential Proclamation Nos. 224 and 227 s. 1998 and Republic Act (RA) No. 6469. The Philippine Commission on Women (PCW) leads the annual National Women's Month Celebration (NWMC) in March of every year.
2. This year's theme is *We Make Change Work for Women*. Being the first NWMC under the new administration, the theme is aligned with the tagline and commitment *Malasakit at Pagbabago* or True Compassion and Real Change. The NWMC theme emphasizes that women should be active drivers in bringing about positive changes and that they should also reap from development efforts. 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 (RA 9710), which is also one of the directives on the President's first State of the Nation Address (SONA).
3. To promote public awareness in the celebration of the event, all DepEd offices, including the regional and schools division offices and schools are encouraged to undertake the following related activities:

**a. Production of Information, Education and Communication (IEC) Materials**

- i. hanging of 2017 NWMC official streamer in all government agencies including central, regional, and schools division offices and schools; and
- ii. development, production and distribution of IEC materials for 2017 NWMC which include collaterals designed by PCW and agency-specific materials like flyers that feature agency services offered to their women clients. Schools can develop their own IEC materials provided that they features accomplishments and plans on gender and development.

**b. Participation to Women's Month Online Advocacy**

- i. uploading of the official logo, advocacy video and other National Women's Month advocacy materials in schools' website and social media accounts;
- ii. participating in the online campaign thread about the observance by uploading photos, news features and other information relative to NWMC 2017, gender and development (GAD), and the Magna Carta of Women using the hashtag #WomenMakeChange;
- iii. enjoining DepEd offices personnel, teaching and non-teaching staff of schools, students, and parents to participate in the online advocacy: #BilangBabae I am a #PartnerForChange from March 1 to 20. Said online advocacy is a PCW initiative through social media enjoining women netizens to share their idea of change and how they see themselves contributing to achieve that change. All they have to do is post a photo of themselves via Facebook using the hashtag: #BilangBabae and #partnerforchange. PCW will randomly select from pre-evaluated posts recipients of special prizes as simple token of appreciation for joining the online initiative. Please visit [www.pcw.gov.ph/womenmakechange](http://www.pcw.gov.ph/womenmakechange) for complete details;
- iv. featuring calendar of activities and activity implementation reports of DepEd offices and schools, as well as Women's Month advocacy materials in their official websites, social media accounts and publications, and sending links to the reports to PCW through e-mail [events.pcw@gmail.com](mailto:events.pcw@gmail.com); and
- v. use the All-Women Cast Lupang Hinirang Video in NWMC activities. The music video can be downloaded at <http://tiny.cc/allwomenlupanghinirang>.

**c. Organizing of their own or participation to Women's Month information campaigns/ advocacy activities**

**We Make Change: Women Inspiring Women Forum**

- i. 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. Schools can hold a forum similar to this. The suggested guidelines and program of the forum are provided in Enclosure No. 1.

**PCW-led Forum Schedule**

Activity Information	Mechanics for Participation
Date: March 1, 2017 Time: 1:00-5:00 p.m. Venue: Cebu Capitol Social Hall	All concerned will coordinate with: Ms. Hedda V. Largo Telephone Nos.: (032) 254-1212 256-2166 Mobile Phone No.: 0916-441-2995 Email Address: <a href="mailto:cebupwo@gmail.com">cebupwo@gmail.com</a>
This is in partnership with the Provincial Women's Commission of Cebu.	

Date: March 8, 2017 Time: 1:00-5:00 p.m. Venue: GSIS Theatre, Pasay City  This is in partnership with the Government Service Insurance System	<a href="http://www.pcw.gov.ph/womenmakechange">www.pcw.gov.ph/womenmakechange</a> Telephone No.: (02) 735-8509 Mobile Phone No.: 0917-845-4814
Date: March 15, 2017 Time: 1:00-5:00 p.m. Venue: Davao City - Integrated Gender and Development Division	All concerned will coordinate with: Ms. Lorna Mandin Telephone No.: (082) 226-8011 Mobile Phone Nos.: 0917-546-0823 0915-400-2139 Email Address: <a href="mailto:lorna.mandin@davaocity.gov.ph">lorna.mandin@davaocity.gov.ph</a>

4. Expenses related to the 2017 National Women's Month Celebration may be charged to the GAD Budget of DepEd offices and public schools.
5. For further information and clarification, all concerned may contact **PCW Information Resource Management Division** at telephone nos. (02) 735-85-09; (02) 735-16-54 local 131, or **Mr. Kim Harold Peji** at mobile phone no. 0917-845-4814, or **Ms. Honey Castro** at mobile phone no. 0917-544-7524, or through email address: [media@pcw.gov.ph](mailto:media@pcw.gov.ph), and or visit website addresses: [www.pcw.gov.ph](http://www.pcw.gov.ph); facebook page: [www.facebook.gov.PCWgovph](http://www.facebook.gov.PCWgovph); twitter: [www.twitter.com/PCWgov.ph](http://www.twitter.com/PCWgov.ph); and youtube: [youtube.com/commissiononwomenph](http://youtube.com/commissiononwomenph).
6. Immediate dissemination of this Memorandum is desired.

  
**LEONOR MAGTOLIS BRIONES**  
 Secretary

Reference:  
 DepEd Memorandum No. 28, s. 2014

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

BUREAUS AND OFFICES  
 CELEBRATIONS AND FESTIVALS  
 CONTESTS  
 CULTURE AND ARTS  
 SCHOOLS

# BilangBabae Online Advocacy Initiative

Wednesday, March 1, 2017 to Monday, March 20, 2017



## Downloads:

### **Bilang Babae Mechanics**

#### **Background**

#BilangBabae is an online advocacy initiative of the Philippine Commission on Women for the 2017 National Women's Month Celebration.

It aims to gather women netizen's perspectives on two things: (1) the changes that they want to see relative to women's issues and concerns, and (2) how they see themselves contributing to make these changes happen.

The initiative will use Facebook as a platform using the hashtags #BilangBabae and #PartnerForChange.

Posts/entries will be gathered from March 1 to 20, 2017. These will be consolidated through a video montage which PCW will feature in its official social media accounts and during the Women's Summit on March 30-31, 2017. PCW will randomly select from pre-evaluated entries 20 winners of special prizes as simple token for participating in the activity.

#### **Mechanics**

1. #BilangBabae is open to all Filipino women and girls who own a Facebook account. Please know that Facebook requires everyone to be at least 13 years old before they can create an account (in some jurisdictions, this age limit may be higher). Participating individuals must comply and adhere to the rules of the social networking site. If you do not have a Facebook account, it is free to create one at [www.facebook.com](http://www.facebook.com).

2. Post your selfie/photo montage/portrait photo and complete the statement: #BilangBabae gusto ko na <statement on the changes that you want to see or issues that you want to be addressed>. Magiging #PartnerForChange ako sa pamamagitan ng <state what you are willing to contribute or do to make these changes happen>.
3. To make your entry valid, like PCW's official Facebook page [www.facebook.com/PCWgovph](http://www.facebook.com/PCWgovph) and do not forget to use hashtags #BilangBabae and #PartnerForChange.
4. Make sure that your post is set to "public" so people can view your entry.
5. Make sure that you would only post your own photo and not somebody else's picture.
6. Please note that pre-selected entries will be uploaded in PCW's Facebook account. By joining the #BilangBabae contest, you grant PCW the permission to post your photo and name in its social media handles, website and other advocacy activities relative to its causes.
7. Make sure that you follow PCW's official Facebook account to check if your entry has been pre-selected for inclusion in the video montage and the raffle of prizes.
8. Only valid entries posted until March 20, 2017 (6:00 PM, Philippine Standard Time) shall be included in the video montage and in drawing of 20 prize winners.
9. Winners shall be notified by PCW through a private message in Facebook.

#### Sample

