



Republic of the Philippines  
**DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT**  
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**MEMORANDUM CIRCULAR**  
**NO. 2017 - 42**

March 6, 2017

**TO :** ALL PROVINCIAL GOVERNORS, CITY / MUNICIPAL MAYORS, PUNONG BARANGAYS, ARMM GOVERNOR, DILG REGIONAL DIRECTORS, ARMM DILG REGIONAL SECRETARY, FIELD OFFICERS AND OTHERS CONCERNED

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

Pursuant to Presidential Proclamation Nos. 224 and 227 s. 1988 and Republic Act No. 6949, the Philippine Commission on Women (PCW) leads the annual National Women's Month Celebration (NWMC) every March of the year.

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 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 in the President's first State of the Nation Address (SONA).

To promote public awareness in the celebration of the event, all LGUs are encouraged to undertake related activities, such as:

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

- Hanging of 2017 NWMC official streamer in all government agencies, including regional offices and local government units (LGUs); and
- Development, production and distribution of IEC materials for 2017 NWMC which include collaterals designed by PCW and agency-specific materials like flyers that feature LGU service offered to their women clients.

***Participation to Women's Month online advocacy***

- Uploading of the official logo, advocacy video and other National Women's Month advocacy materials in LGUs website and social media accounts;

- Participating in the online campaign thread about the observance by uploading photos, news feature and other information relative to NWMC 2017 and gender and development (GAD), using the hashtag #WomenMakeChange;
- Enjoining their constituents 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.
- Featuring the LGU'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 to the reports to PCW through email [events.pcw@gmail.com](mailto:events.pcw@gmail.com); and
- Use the All-Women Cast Lupang Hinirang Video in NWMC activities. The music video can be downloaded at the <http://tiny.cc/allwomenlupanghinirang>.

**Organizing of or participation to Women's Month information campaigns/advocacy activities**

***We Make Change: 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 venue for women to inspire and appreciate each other, and create an environment supportive of each other. **Local government units can hold a forum in their organization 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: <b>March 1, 2017</b>  Time: 1:00 - 5:00 pm  Venue: Cebu Capitol Social Hall</p> <p><i>In partnership with Provincial Women's Commission of Cebu</i></p>	<p>Please coordinate with</p> <p><b>Ms. Hedda V. Largo</b>  Tel. No.: (032) 254-1212, 256-2166  Cp. No.: 0916-441-2995  Email: <a href="mailto:cebupcw@gmail.com">cebupcw@gmail.com</a></p>
<p>Date: <b>March 8, 2017</b>  Time: 1:00 - 5:00 pm  Venue: GSIS Theatre, Pasay City</p> <p><i>In partnership with Government Service Insurance System</i></p>	<p>Please visit</p> <p><a href="http://www.pcw.gov.ph/womenmakechange">www.pcw.gov.ph/womenmakechange</a>  Tel. No.: (02) 735-8509  Cp. No.: 0917-845-4814</p>
<p>Date: <b>March 15, 2017</b>  Time: 1:00 – 5:00 pm  Venue: Davao City</p> <p><i>In partnership with Davao City – Integrated Gender and Development Division</i></p>	<p>Please coordinate with</p> <p><b>Ms. Lorna Mandin</b>  Tel. No.: (082) 226-8011  Cp. No.: 0917-546-0823, 0915-400-2139  Email: <a href="mailto:lorna.mandin@davaocity.gov.ph">lorna.mandin@davaocity.gov.ph</a></p>

### **2017 CineJuana Film Festival**

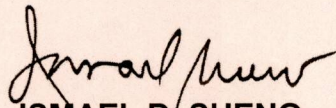
- Film Development Council of the Philippines ([www.fdcph.ph](http://www.fdcph.ph)) and National Commission for Culture and the Arts (<http://ncca.gov.ph>) will hold a film festival that feature films on women's empowerment. For schedule of screenings, please visit their websites.

Expenses related to the 2017 National Women's Month Celebration may be charged to the Gender and Development (GAD) Budget of LGUs, as reflected in their GAD Plans for 2017.

For more details and to download copies of available IEC materials, agencies may visit [www.pcw.gov.ph](http://www.pcw.gov.ph), [www.facebook.com/PCWgovph](https://www.facebook.com/PCWgovph), [www.twitter.com/PCWgovph](https://www.twitter.com/PCWgovph), and [Youtube.com/CommissionOnWomenPH](https://www.youtube.com/CommissionOnWomenPH). For questions and clarifications, agencies may contact the PCW Information Resource Management Division (02) 735-8509, (02) 735-1654 local 131, 0917-845-4814 (Kim Harold Peji) or 0917-544-7524 (Honey Castro) or email [media@pcw.gov.ph](mailto:media@pcw.gov.ph).

All DILG Regional Directors, Field Officers and the ARMM Regional Secretary are hereby directed to disseminate this Memorandum Circular in their respective areas of jurisdiction and provide technical assistance when appropriate and necessary.

For information and guidance.

  
**ISMAEL D. SUENO**  
Secretary



## ANNEX 1

**WE MAKE CHANGE: WOMEN INSPIRING WOMEN GUIDELINES**

<i>Venue, Date and Time</i>	Venue shall be indoor, preferably an auditorium. LGUs can hold this half-day activity during the duration of the National Women's Month Celebration or from March 1 to 31, 2017.
<i>Objectives</i>	To celebrate women's journey and share inspiring stories of change in their chosen fields thereby encouraging their fellow women to be empowered change agents.  To create a venue for women to inspire and appreciate each other, and create an environment supportive of each other.
<i>Target Participants</i>	Around 100 to 200 participants, depending on your chosen venue.
<i>Suggested Flow of Program</i>	<p>I. Preliminaries</p> <p>Lupang Hinirang All-Women Cast Music Video  Opening Prayer  Welcome Remarks <i>c/o the host agency</i>  Opening Remarks  PCW Message on the 2017 NWMC (Please download at PCW website)  Intermission</p> <p>II. Forum Proper</p> <p>Introduction of Resource Person 1  Resource Person 1 sharing of her inspiring story/journey  Q and A with Resource Person 1</p> <p>Introduction of Resource Person 2  Resource Person 2 sharing of her inspiring story/journey  Q and A with Resource Person 2</p> <p>Introduction of Resource Person 3  Resource Person 3 sharing of her inspiring story/journey  Q and A with Resource Person 3</p> <p>Photo Opportunity and Awarding of Certificates</p> <p>III. Closing (3:31-4:30pm)</p> <p>Closing Remarks  Commitment Ritual</p>
<i>Requirements for the Resource Person/Talk</i>	Participating LGUs shall invite a resource person that is deemed capable of sharing her inspiring stories of change as a woman to its audience. Ideally, the talk shall not exceed 12 minutes and in a language that a resource person is comfortable with. The resource person can infuse visual presentations in photo or video format during her talk.
<i>Events Documentation and Coverage</i>	The talk of each resource person shall be filmed and shall be uploaded in agency official social media sites and websites. Please also give a copy to Philippine Commission on Women via sending the link at <a href="mailto:events.pcw@gmail.com">events.pcw@gmail.com</a>

*Stage branding*

If possible, the stage of the forum shall have the #WomenMakeChange 3D letter cutout standee as the only background:



Specifications of the #WomenMakeChange 3D letter cutout standee

- Height of the whole standee – 4ft
- Thickness – 3ft
- Sintra board

*Sample TED Talk*

To get a glimpse of what we envision for this forum, you may watch a sample TED talk here [https://www.youtube.com/watch?v=uYaF8p\\_TNSU](https://www.youtube.com/watch?v=uYaF8p_TNSU)

[https://www.youtube.com/watch?v=mCZCok\\_u37w](https://www.youtube.com/watch?v=mCZCok_u37w) or type in Youtube Channel "It's time for women to run for office"



Minimum Technical Requirements

- At least one LED wall / high-definition projector with screen
- Four lapel microphones (for moderator and speakers)
- Wireless microphones or corded microphones at the aisles for audience use during Q & A
- 1 LED TV for resource person guide