



Republic of the Philippines  
**DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT**  
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March 6, 2018

**MEMORANDUM CIRCULAR**  
**NO. 2018 - 27**

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

**SUBJECT :** 2018 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.

Last 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 to 2022. The theme highlights the empowerment of women as active contributors to and claimholders of change and development.

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 2018 NWMC official streamer in all government agencies, including regional offices and local government units (LGUs);
- Development, production and distribution of IEC materials for 2018 NWMC which include collaterals designed by PCW and agency-specific materials like flyers that feature LGU services offered to their women clients; and
- Wearing Purple T-shirts/blouses/polo every Thursday of March (March 1, 8, 15 and 22, 2018) in support of #PurpleThursdays.

**PARTICIPATION TO WOMEN'S MONTH ONLINE ADVOCACY**

- Uploading of the official logo, advocacy video and other National Women's Month advocacy materials in government agencies' website, Facebook, Youtube and Twitter pages and using of 2018 NWMC Facebook Camera Effects;
- Participating in the online campaign thread about the observance using the hashtag #WomenMakeChange;

- Featuring 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 sending links to the reports to PCW through email address: [events.pcw@gmail.com](mailto:events.pcw@gmail.com); and
- Using of 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 a 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.**

<b>PCW-LED FORUM SCHEDULE</b>	
<b>Activity Information</b>	<b>Mechanics for Participation</b>
<p>Date: <b>March 8, 2018</b>  <b>(International Women's Day)</b>            Time: 1:00 - 5:00 pm            Venue: GSIS Theatre, Pasay City</p> <p><i>In partnership with Government Service Insurance System (GSIS)</i></p>	<p>Please visit:  <a href="http://pcw.gov.ph/WomenMakeChange2018">http://pcw.gov.ph/WomenMakeChange2018</a></p> <p>Tel. No.: (02) 735-8509            Cp. No.: 0917-845-4814</p>
<p>Date: <b>March 15, 2018</b>            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><b>Engr. Roger Esto</b></p> <p>Tel. No.: (036) 268-5442 or (036) 262-1555            Email addresses: <a href="mailto:ppdoaklan@gmail.com">ppdoaklan@gmail.com</a>,  <a href="mailto:aklanpgo@yahoo.com">aklanpgo@yahoo.com</a></p>
<p>Date: <b>March 22, 2017</b>            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><b>Ms. Lorna Mandin</b>            Tel. No.: (082) 226-8011            Cp. No.: 0917-546-0823            Email addresses:  <a href="mailto:lorna.mandin@davaocity.gov.ph">lorna.mandin@davaocity.gov.ph</a>  <a href="mailto:elaybee@yahoo.com">elaybee@yahoo.com</a></p> <p>For state universities and colleges, please coordinate with:</p> <p><b>Ms. Rioliza B. Molina</b>            Cp. No.: 0917-315-8293            Email address: <a href="mailto:rio.molina@usep.edu.ph">rio.molina@usep.edu.ph</a></p>

### **2018 CineJuana Film Festival**

- Film Development Council of the Philippines (FDCP) is organizing the CineJuana Film Festival on March 26-28, 2018 featuring films celebrating women's strength, power and resiliency. For schedule of screenings, please visit their website (<https://www.fdcph.ph>).

### **2018 NWMC Photo and Poster-Making Contest**

- The PCW in partnership with the Philippine Charity Sweepstakes Office (PCSO), will launch the 2018 NWMC Photo and Poster-making contest in March 2018. The activity will utilize arts, particularly photography and poster-making to promote women's empowerment. The photo contest is open to all college students while the poster-making is open to all high school students. Full mechanics shall be released in March 2018.

### **CCP's Readathon and Peak-A-Book Exhibit**

- The Cultural Center of the Philippines (CCP) is holding a "readathon", a gathering of women playwrights, which features dramatic readings, workshops for women playwrights and talks on writing for the stage on March 23-24, 2018. 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, 2018 at the Pasilyo Edades Hallway, 4<sup>th</sup> Floor, CCP Building, Roxas Boulevard, Pasay City. For more information, contact Ms. Marivic Santos of the CCP Training and Development Division.

Expenses related to the 2018 National Women's Month Celebration may be charged to the Gender and Development (GAD) Budget of LGUs, as reflected in their GAD Plans for 2018.

For more details and to download copies of available IEC materials, LGUs 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, LGUs may contact the PCW Information Resource Management Division at (02) 735-8509, (02) 735-1654 local 131, 0917-845-4814 (Nikki Delos Santos-Francisco) or 0917-544-7524 (Honey Castro) or email at [media@pcw.gov.ph](mailto:media@pcw.gov.ph).

All DILG Regional Directors, the ARMM Regional Secretary and Field Officers 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.

  
**EDUARDO M. AÑO**  
Officer-In-Charge



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, 2018.
<i>Objectives</i>	<p>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.</p> <p>To create a venue for women to inspire and appreciate each other, and create an environment supportive of each other.</p>
<i>Target Participants</i>	Around 100 to 200 participants, depending on your chosen venue.
<i>Suggested Flow of Program</i>	<p>I. Preliminaries</p> <ul style="list-style-type: none"> <li>▪ Lupang Hinirang All-Women Cast Music Video</li> <li>▪ Opening Prayer</li> <li>▪ Welcome Remarks <i>c/o the host agency</i></li> <li>▪ Opening Remarks</li> <li>▪ PCW Message on the 2018 NWMC (Please download at PCW website)</li> <li>▪ Intermission</li> </ul> <p>II. Forum Proper</p> <ul style="list-style-type: none"> <li>▪ Introduction of Resource Person 1</li> <li>▪ Resource Person 1 sharing of her inspiring story/journey</li> <li>▪ Q and A with Resource Person 1</li>   <li>▪ Introduction of Resource Person 2</li> <li>▪ Resource Person 2 sharing of her inspiring story/journey</li> <li>▪ Q and A with Resource Person 2</li>   <li>▪ Introduction of Resource Person 3</li> <li>▪ Resource Person 3 sharing of her inspiring story/journey</li> <li>▪ Q and A with Resource Person 3</li>   <li>▪ Photo Opportunity and Awarding of Certificates</li> </ul> <p>III. Closing (3:31-4:30pm)</p> <ul style="list-style-type: none"> <li>▪ Closing Remarks</li> <li>▪ Commitment Ritual</li> </ul>
<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> .