



MC No. 03, s. 2019

## 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 : 2019 National Women's Month Celebration**

Pursuant to Republic Act 6949 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 active contributors to and claimholders of development.

The 2019 NWMC shall focus on strengthening efforts to improve and track the progress of implementation of the Magna Carta of Women (MCW), and other relevant laws and commitments to the international community such as the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), the Beijing Platform for Action (BPfA), and the Sustainable Development Goals (SDGs).

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

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

- Hanging of the 2019 NWMC official streamer in all local government units, government-owned or controlled corporations with original charters, central and regional offices of the national government and state universities and colleges;
- Development, production and distribution of IEC materials for 2019 NWMC which include collaterals designed by PCW and agency-specific materials like flyers that feature agency services offered to their clients;

### ***Participation in the #PurpleFridays initiative***

- Wearing of Purple T-shirts/blouses/polo every Friday of March (March 8, 15, 22 and 29) in support of #PurpleFridays. Agencies providing advocacy shirts for this initiative may download the prescribed T-shirt/polo shirt design from the PCW website;

**Bawat Kawani, Lingkod Bayani**

- Agencies may either suspend implementation of their respective uniform policy on the said dates, or wear purple accessories or accents like button pins, scarves, wristbands or ribbons with their uniform for the day;

### ***Participation in Women's Month online advocacy***

- Uploading of the official logo, advocacy video and other NWMC advocacy materials in government agencies' website, social media accounts and using the 2019 NWMC Facebook Camera Effects;
- Follow PCW's official social media accounts and share updates and posts about NWMC;
- Participation in the online campaign thread about the observance using the hashtag #WomenMakeChange;
- Feature the organization's calendar of activities and activity implementation reports and Women's Month advocacy materials in government agencies' official websites, social media accounts and publications, and send a link of the reports to PCW through email at [events.pcw@gmail.com](mailto:events.pcw@gmail.com);

### ***Organizing or co-organizing of NWMC activities at the agency, regional or local level***

- Agencies and LGUs are encouraged to organize their own NWMC activities and information drive to promote their gender-responsive programs and services for their clients;
- Those at the regional and local level may coordinate with their respective 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 the area;
- The use of the All-Women Cast Lupang Hinirang Video in NWMC activities is also encouraged. The music video can be downloaded from <http://tiny.cc/allwomenlupanghinirang>;
- Activities in support of the Girl Child Week and Women with Disabilities Day Celebration are also encouraged. Agencies and LGUs may coordinate with the Council for the Welfare of Children ([www.cwc.gov.ph](http://www.cwc.gov.ph)) and the National Council on Disability Affairs ([www.ncda.gov.ph](http://www.ncda.gov.ph)) for guidance;

### ***Participation of key Officers in the PCW-hosted event Making Changes Work for Women: The 2019 National Women's Day Conference on March 8, 2019 at the PICC (by invitation only)***

- The National Women's Day Conference will serve as the venue for the PCW to launch the Gender Responsive Local Government Unit (GERL) Toolkit; the Certification of new GAD Local Learning Hubs; and launching of the Gender Equality and Women's Empowerment (GEWE) Plan, and GEWE Monitoring and evaluation Compendium.

Expenses related to the Women's Month Celebration may be charged to the agency's Gender and Development (GAD) Budget.

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

- [pcw.gov.ph/WomenMakeChange2019](http://pcw.gov.ph/WomenMakeChange2019)
- [www.facebook.com/PCWgovph](https://www.facebook.com/PCWgovph)
- [www.twitter.com/PCWgovph](https://www.twitter.com/PCWgovph)
- [Youtube.com/CommissionOnWomenPH](https://Youtube.com/CommissionOnWomenPH)

For more information, you may coordinate with the **PCW Corporate Affairs and Information Resource Management Division** at telephone number (02) 735-8509 and (02) 735-1654 loc. 131, mobile number 0917-8454814 (**Ms. Nikki Delos Santos-Francisco** or **Ms. Trisha Reyes**) or through email at [media@pcw.gov.ph](mailto:media@pcw.gov.ph) .

  
**ALICIA dela ROSA-BALA**  
*Chairperson*

06 MAR 2019