



Republic of the Philippines

DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
DILG-NAPOLCOM Center, EDSA corner Quezon Avenue, West Triangle, Quezon City
<http://www.dilg.gov.ph>



February 23, 2016

MEMORANDUM CIRCULAR

NO. 2016 - 25

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

SUBJECT : 2016 NATIONAL WOMEN'S MONTH CELEBRATION (NWMC)

Presidential Proclamation No. 227 Series of 1988 declares the observance of the Month of March as Women's Role in History Month and Republic Act No. 6949 Series of 1990 declares March 8 of every year as National Women's Day which aims to give recognition to the contributions of Filipino women in our society.

The 2016 celebration carries the theme "Kapakanan ni Juana, Isama sa Agenda" (Include Women in the Agenda) which resonates the call for gender-balanced in leadership and decision making positions both in public and private sector; inclusion of women's concerns in leadership platforms and the government's development agenda; and capacitating and preparing women and girls to reach their ambitions.

Relative to the above and to ensure the success of the month-long celebration, all Local Chief Executives are hereby enjoined to:

- Organize activities related to this year's theme and focus areas during the month-long celebrations with both external and internal stakeholders as participants;
- Hang 2016 NWMC official streamer in front of the province/city/municipal hall announcing the LGUs participation in the campaign. LGUs may opt to use the official translation of the theme in local language to reach out more people and create related sub-themes based on the local setting.
- Post organization's calendar 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 e-mail: events.pcw@gmail.com
- Upload official logo, advocacy video and other National Women's Month advocacy materials in government agencies' website, Facebook, Youtube and Twitter pages;

- Participate in the online campaign thread about the observance using the hashtag #AgendaNiJuana;
- Develop, produce and distribute IEC materials for 2016 NWMC which include collaterals designed by PCW and agency-specific materials like flyers that feature agency services offered to their women clients;
- Watch the live telecast of The State of Filipino Women (SFW) Report on March 8 (International Women's Day) on PTV Channel 4;
- Use the All-Women Cast Lupang Hinirang Video in agency's NWMC activities (PCW Memorandum Circular 2016-01);
- **For agencies providing frontline public services:** produce PCW-designed NWMC collaterals or freebies to be given away to your women clients;
- **For agencies/offices in the Greater Manila Area:** participate in the 2016 NWC Public Event entitled: "Sama-Samang Pagsulong sa mga Agenda ni Juana" on March 16, 2016 and mobilize as many delegates as possible (at least 30 delegates per agency/office);
- **For regional/provincial offices and LGUs:** coordinate with other government offices of LGUs in your area for inter-agency/LGU collaboration in holding a regional version of the 2016 NWMC Public Event entitled "Sama-Samang pagsulong sa mga Agenda ni Juana" on March 16, 2016 (refer to Annex 1 for suggested program)



All LGUs are enjoined to participate in the Women's Month Celebration and to authorize the attendance of the employees in the 2016 NWMC Public Event on official business time. Expenses related to the 2016 National Women's Month Celebration may be charged to the Gender and Development (GAD) Budget of government agencies.

Please visit www.pcw.gov.ph, www.facebook.com/philippine.commission.on.women, and Youtube.com/CommissionOnWomenPH for details like NWMC Concept Note, Guidelines for the Participation in the March 16 Public Event, and advocacy materials and videos.

For questions and clarifications, agencies may contact the PCW Information Resource Management Division at telephone nos. (02) 735-8509, (02) 735-1654 local 131, 0917-626-7647 (Nikki Delos Santos Francisco), 0917-845-4814 (Kim Harold Peji), 0917-544-7524 (Honey Castro) or email 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 to provide technical assistance when appropriate and necessary.

For information and guidance.


MEL SENEN S. SARMIENTO
 Secretary 



Annex 1: Sample Program

SAMA-SAMANG DAGSULONG SA AGENDA NI JUANA 16 March 2016 Burnham Green, Quirino Grandstand, Luneta		
SAMPLE PROGRAM (As of 12 February 2016)		
6:30 AM	Lupang Hinirang Video	All-Women Cast
6:35 AM	Prayer for the National Women's Month Celebration	
6:40 AM	Opening Remarks	
6:50 AM	Introduction of Keynote speaker	
6:55 AM	Keynote Message	
7:10 AM	Briefing and instructions for the Ang mga Agenda ni Juana	
7:15 AM	Commitment Setting and Opening of "I Am Counted" Photo Station	
7:20 AM-8:00 AM	Ang mga Agenda ni Juana (Special Performances)	