



REPUBLIC OF THE PHILIPPINES  
**DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT**

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March 15, 2019

**MEMORANDUM CIRCULAR**  
**NO. 2019 - 42**

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

**SUBJECT :** 2019 NATIONAL WOMEN'S MONTH CELEBRATION

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Pursuant to Republic Act 6949 and Proclamation Nos. 224 and 227 s. 1988, the Philippine Commission on Women (PCW) is spearheading 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 celebration of the event, all DILG offices, all local government units including barangays are encouraged to undertake related activities, such as:

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

- Hanging of 2019 NWMC official streamer in all government agencies and local government units
- 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 women clients

***Participating in the #PurpleFridays initiative***

- Wearing Purple T-shirts/blouses/polo every Fridays of March (March 1, 8, 15, 22 and 29) in support of #PurpleFridays. Agencies and local government units providing advocacy shirts for this initiative shall use the prescribed T-shirt/polo shirt design which they can download from the PCW website
- Agencies and local government units are encouraged to 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

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

- Uploading of the official logo, advocacy video and other NWMC advocacy materials in government agencies' website, Facebook, Youtube and Twitter pages and using 2019 NWMC Facebook Camera Effects
- Following PCW's official social media accounts and sharing updates and posts about the NWMC
  - o <https://www.facebook.com/PCWgovph>
  - o <https://twitter.com/PCWgovph>
  - o <https://www.youtube.com/user/CommissionOnWomenPH/videos>
- 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 e-mail [events.pcw@gmail.com](mailto:events.pcw@gmail.com)

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

- All government agencies and local government units are encouraged to include NWMC announcement in their respective Flag Raising Ceremonies.
- Agencies and LGUs are also 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 consider coordinating 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 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 the Women with Disabilities Day Celebration are also encouraged. Agencies and LGUs may contact 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 2019 National Women's Month Celebration may be charged to the Gender and Development (GAD) Budget of government agencies.

Please visit <http://pcw.gov.ph/WomenMakeChange2019>,  
[www.facebook.com/PCWgovph](http://www.facebook.com/PCWgovph), [www.twitter.com/PCWgovph](http://www.twitter.com/PCWgovph), and  
[Youtube.com/CommissionOnWomenPH](http://Youtube.com/CommissionOnWomenPH) for details like NWMC Concept Note, advocacy  
materials and videos.

For questions and clarifications, agencies may contact PCW's Corporate Affairs and  
Information Resource Management Division (02) 735-85-09, (02) 735-16-54 local 131,  
0917-845-4814 (Nikki Delos Santos-Francisco or Trisha Reyes) or email  
[media@pcw.gov.ph](mailto:media@pcw.gov.ph).

All DILG Regional Directors 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**  
Secretary *m*

