



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>

04 MAR 2020

MEMORANDUM CIRCULAR
NO. 2020 - 051

TO : ALL PROVINCIAL GOVERNORS, CITY/MUNICIPAL MAYORS,
BARM CHIEF MINISTER, BARM MINISTER OF LOCAL
GOVERNMENT, DILG REGIONAL DIRECTORS AND FIELD
OFFICERS, AND OTHERS CONCERNED

SUBJECT : 2020 NATIONAL WOMEN'S MONTH CELEBRATION

Pursuant to **Proclamation No. 224 s. 1988** declaring the first week of March of every year as Women's Week and March 8 as Women's Rights and International Peace Day; **Proclamation No. 227 s. 1988** providing for the observance of the Month of March as Women's Role in History Month; and **Republic Act (RA) No. 6949 s. 1990** declaring March 8 of every year as National Women's Day, the Philippine Commission on Women (PCW) is leading the observance of the National Women's Month from March 1 to 31, 2020.

With the theme "**WE Make Change Work for Women**", the celebration shall highlight the need to empower women as harbingers of change and enable them to participate in and benefit from development efforts.

Year 2020 is a turning point in advancing gender equality and women's empowerment (GEWE) in the Philippines. It marks the 45th founding anniversary of the Philippine Commission on Women, which is the national machinery on women, and the 25th year of the Beijing Platform for Action (BPfA) which is a global roadmap for the empowerment of women and girls. Thus, under the banner theme, the 2020 National Women's Month Celebration (NWMC) shall celebrate and take stock of the progress made to advance GEWE in the country.

In line with the global multi-generational campaign of UN Women, "Generation Equality: Realizing women's rights for equal future," the celebration shall also endeavor to bring together women and girl leaders from various generations towards a collective agenda of empowering all women and girls.

To promote public awareness of the campaign, all local government units (LGUs) are encouraged to undertake related activities, such as:

1. Production of Information, Education and Communication (IEC) Materials

- Hanging of 2020 NWMC official streamer in all government agencies, including regional offices and local government units. Streamer design and guide for the printing can be downloaded from the PCW website, <https://www.pcw.gov.ph/event/2020-national-women-month>;
- Development, production and distribution of IEC materials for 2020 NWMC which include collaterals designed by PCW and agency-specific materials like flyers that feature agency services offered to their women clients; and
- Briefers on the 2020 NWMC, BPfA, Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW), Magna Carta of Women (MCW) and other laws and agreements protecting the rights of women will be available for download from the PCW website, so agencies and other participating stakeholders can produce and distribute.

2. Organizing or co-organizing NWMC activities at the agency, regional, or local level

- All government agencies and local government units (LGUs) are encouraged to include NWMC announcement in their respective Flag Raising Ceremonies on March 2, 2020 (first Monday of March) or all Mondays of the month;
- 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 Gender and Development (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 <https://tinyurl.com/lupang-hinirang-all-women>;
- 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) and the National Council on Disability Affairs (www.ncda.gov.ph) for guidance.

3. Conduct of Forums, Workshops, Lectures, Contests

Agencies and LGUs may hold forums, workshops and lectures that discuss GEWE or tackle specific issues and concerns of women relevant to their sector or mandates. In-depth conversations on the BPfA, CEDAW, MCW, and other women-related laws relevant to the agency/LGU can also be explored.

4. Film Showing Activity

Agencies and LGUs may organize their own film showing activity as springboard for discussing GEWE, provided that their respective GAD Focal Point Systems (GFPS) are able to screen the films to ensure that featured films tackle GEWE or issues confronting women in the marginalized and vulnerable sectors.

Due to the variety of available films by local and international film outfits or by independent film producers, the PCW will not release a list of recommended films for the 2020 NWMC to give the GFPS the freedom to select a film that is suited for their objectives, while observing the usual government procurement rules and processes.

5. Participation 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 of the 2020 NWMC Facebook Profile Frame;
- Following PCW's official social media accounts and sharing updates and posts about the NWMC:
 - a. <https://www.facebook.com/PCWgovph>
 - b. <https://twitter.com/PCWgovph>
 - c. <https://www.youtube.com/user/CommissionOnWomenPH/videos>;
- Participating in the online campaign thread about the observance using the hashtag #WomenMakeChange;
- Sharing social media cards for #JuanaSays, which features daily dose of inspirational quotes from Filipino women whose work and contributions have created positive changes in their respective fields; and
- 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 womensmonth@pcw.gov.ph.

6. Participation in the "Purple Fridays" advocacy campaign

Purple Fridays is an advocacy initiative calling on women and men advocates to advance women's rights and gender equality, break gender stereotypes and stop gender-based violence and discrimination against women. Wear anything purple on all Fridays of March to show your support. Friday is chosen since this is the usual day when employees are not required to wear their office uniforms.

7. Participation and Promotion of MusikJuana Songwriting Competition

Interested musicians/composers can join the MusikJuana Songwriting Competition which PCW will launch in March. The competition aims to search for a musical piece that will help popularize the contents of the BPfA, and its 12 areas of concern. The mechanics of the competition will be issued in March and the deadline of the submission of entries will be on June 30, 2020. Winners will be announced and awarded in September 2020, in time for the 25th anniversary of the BPfA. Agencies and LGUs are requested to share and disseminate the contest mechanics which will be released by PCW through its website www.pcw.gov.ph.

8. Precautionary Measures Relative to COVID-19

Stakeholders are advised to refer to the Joint Statement of the Department of Health (DOH), Department of the Interior and Local Government (DILG), and the Department of Tourism (DOT) on Public Gatherings (http://www.tourism.gov.ph/news_features/DOH_DILG_DOT.aspx) which assured everyone that *"it is safe to organize and attend public gatherings, meetings and festivals as long as all precautionary measures identified by the DOH are observed."* Nevertheless, the PCW leaves the decision to continue or forego NWMC public events to agencies and LGUs, considering specific COVID-19 threats or circumstances that may arise in their localities after the February 18, 2020 statement of the three agencies mentioned above.

All stakeholders are advised to refer only to official COVID-19 advisories and guidelines issued or co-issued by the DOH and posted in their website <https://www.doh.gov.ph/>.

Expenses related to the 2020 NWMC may be charged to the GAD Budget of government agencies and LGUs, subject to the availability thereof and to the usual accounting and auditing rules and regulations, and may be reflected in the 2020 GAD accomplishment report of the government offices, provided that the activities conducted are in line with the theme and focus area of concern provided in this Circular.

For questions and clarifications, you may contact the PCW Corporate Affairs and Information Resource Management Division (CAIRMD) at telephone number (02) 8352-5372 and look for Ms. Vicky Atanacio or Ms. Nevi Calma or email womensmonth@pcw.gov.ph.

All DILG Regional Directors and the BARMM Minister of Local Government 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 



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