



MC No. 04, s. 2015

## MEMORANDUM CIRCULAR

**TO : ALL HEADS OF CONSTITUTIONAL BODIES, DEPARTMENTS, BUREAUS AND NATIONAL GOVERNMENT AGENCIES (NGAs); GOVERNMENT-OWNED AND CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS (GOCCs); AND STATE UNIVERSITIES AND COLLEGES (SUCs)**

**SUBJECT : 2015 National Women's Month Celebration**

Pursuant to Presidential Proclamation No. 224, 227 and Republic Act No. 6469, declaring the first week of March as Women's Week, March 8 as National Women's day, and providing for the observance of the month of March as "Women's Role In History Month", the Philippine Commission on Women (PCW) in coordination with the National Government Agencies (NGAs), Civil Society Organizations (CSOs), Local Government Units (LGUs) and State Universities and Colleges (SUCs) is spearheading the National Women's Month Celebration (NWMC).

This year's theme "***Juana, Desisyon Mo ay Mahalaga sa Kinabukasan ng Bawat Isa, Ikaw Na!***" pays tribute to all women leaders who passionately led and continue to advance women's advocacies. Their key roles and accomplishments in leadership; power and decision-making will be highlighted in order to influence and break the conservative mindset and belief that politics and leadership are not women's world.

To promote public awareness in the observance of the event, all government agencies are encouraged to undertake related activities, such as:

- Organizing activities about the observance in your organization and stakeholders;
- Submission to PCW of your organization's calendar of activities for the observance until February 25, 2015 and accomplishment reports until April 17, 2015;
- Hanging of 2015 NWMC official streamer in all government agencies, including Philippine embassies and consulates;
- Uploading of the official logo, advocacy video and other NWMC advocacy materials in government agency's website, Facebook and Twitter page;
- Participation in the online campaign thread about the observance using the official hashtag #JuanalkawNa;

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- Inclusion of 2015 NWMC advocacy materials and activities in all the agencies' publications/newsletters;
- Development of IEC materials for 2015 NWMC;
- For NCR-based agencies/offices: participation in the National Women's Day program and Simultaneous Street Dance on March 8, 2015 and mobilize as many delegates as possible;
- For regional/provincial offices and LGUs: coordinate with other government offices or LGUs in the area for inter-agency/LGU collaboration in holding a regional/local version of the National Women's Day Program and Simultaneous Street Dance Activity on March 8, 2015;
- Joining the nationwide Women's Month Photo Contest;
- Attending the Forum on Women in Leadership, Power and Decision Making on March 24; and
- Organizing a film showing activity in LGU (preferably BOSES film and produced by ERASTO Film Productions).

All government agencies are enjoined to participate in the Women's Month Celebration and to authorize the attendance of the employees in the March 8, 2015 International Women's Day Program and Simultaneous Street Dance on official business.

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

For more information, you may contact Mr. Kim Harold T. Peji at 735-85-09 or 0917-845-4814 or email [irmd@pcw.gov.ph](mailto:irmd@pcw.gov.ph) or visit [www.pcw.gov.ph](http://www.pcw.gov.ph), [www.facebook.com/philippine.commission.on.women](http://www.facebook.com/philippine.commission.on.women), and [Youtube.com/CommissionOnWomenPH](http://Youtube.com/CommissionOnWomenPH).

  
**ROBERT S. MARTINEZ**  
 Commissioner

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