



MC No. 03, s. 2017

MEMORANDUM CIRCULAR

FOR : HEADS OF CONSTITUTIONAL BODIES, DEPARTMENTS, NATIONAL GOVERNMENT AGENCIES (NGAs), LOCAL GOVERNMENT UNITS (LGUs), GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS (GOCCs) WITH ORIGINAL CHARTERS, AND STATE UNIVERSITIES AND COLLEGES (SUCs)

SUBJECT : 2017 National Women's Month Celebration (NWMC)

Pursuant to Presidential Proclamation No. 224, 227 and Republic Act No. 6949, the Philippine Commission on Women (PCW) leads the annual National Women's Month Celebration (NWMC).

This year's theme "***WE Make Change Work for Women***", emphasizes that women should be active drivers in bringing about positive changes, and that they should reap from development efforts.

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

- Hanging of 2017 (NWMC) official streamer in all government agencies, including regional offices, local government units, and Philippine embassies and consulates;
- Development, production and distribution of Information, Education and Communication Materials for 2017 NWMC which include collaterals designed by PCW and agency-specific materials like flyers that feature agency services offered to their women clients;
- Uploading of the official logo, advocacy video and other National Women's Month advocacy materials in government agencies' website and social media accounts;
- Participation in the online campaign thread about the observance by uploading photos, news features and other information relative to NWMC 2017 and gender and development (GAD), using the hashtag #WomenMakeChange;
- Participation in the online advocacy: #BilangBabae I am a #PartnerForChange from March 1 to 20. Said online advocacy is a PCW initiative through social media enjoining women netizens to share idea of change and how they see themselves contributing to achieve that change.

Bawat Kawani, Lingkod Bayani

Participants are requested to post a photo of themselves via Facebook using the hashtag: #BilangBabae and #PartnerForChange. PCW will randomly select from pre-evaluated posts and will give a special token of appreciation to selected posts for joining the online initiative. Please visit www.pcw.gov.ph/womenmakechange for complete details;

- Feature 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 send a link of the reports to PCW through e-mail at events.pcw@gmail.com;
- Use the All-Women Cast Lupang Hinirang Video in agency's NWMC activities. The music video can be downloaded at <http://tiny.cc/allwomen/lupanghinirang>;
- Organization or Participation in the 2017 NWMC Forum entitled "**We Make Change: Women Inspiring Women Series**". Modeled after TEDx format, this forum aims to celebrate women's journey and sharing inspiring stories of change in their chosen fields, to encourage their fellow women to be empowered change agents. It will also serve as a venue for women to inspire and appreciate each other, and create an environment supportive of each other. **Government agencies or local government units can hold a forum in their organizations or localities. Please refer to Annex 1 for suggested guidelines and program of the forum.**

PCW-led forum schedule:

Activity Information	Mechanics for Participation
<p>Date: March 1, 2017 Time: 1:00 – 5:00 pm Venue: Cebu Capitol Social Hall</p> <p>In partnership with provincial <i>Women's Commission of Cebu</i></p>	<p>Please coordinate with</p> <p>Ms. Hedda V. Largo Tel. No. : (032) 254-1212, 256-2166 Cp. No.: 0916-441-2995 Email: cebupwc@gmail.com</p>
<p>Date: March 8, 2017 Time: 1:00 – 5:00 pm Venue: GSIS Theatre, Pasay City</p> <p>In partnership with Government Service Insurance System</p>	<p>Please visit</p> <p>www.pcw.gov.ph/womenmakechange Tel. No. : (02) 735-8509 Cp. No. : 0917-845-4814</p>
<p>Date: March 15, 2017 Time: 1:00 – 5:00 pm Venue: Davao City</p> <p>In partnership with Davao City – Integrated Gender and Development Division</p>	<p>Please Coordinate with</p> <p>Ms. Lorna Mandin Tel. No.: (082) 226-8011 Cp. No.: 0917-546-0823, 0915-400-2139 Email: lorna.mandin@davaocity.gov.ph</p>

- **Watch the 2017 Cine Juana Film Festival.** For schedule of screenings, please visit the website of the Film Development Council of the Philippines (www.fdcph.ph) and National Commission for Culture and the Arts (<http://ncca.gov.ph>); and

- Participation in the 2017 NWMC Public Event entitled "**CHANGE: A Women's Summit**". The CHANGE Summit or Compassionate and Harmonized Actions and Networks for Gender Equality Summit will be a gathering of key stakeholders on the implementation of the Magna Carta of Women and related GAD mandates. The summit is scheduled on **March 30-31, 2017** at the **Philippine International Convention Center, Pasay City** and by invitation only.

All government agencies are enjoined to participate in the Women's Month Celebration and to authorize the attendance of the employees in the 2017 NWMC Public Event on official business time. It is discretionary on the part of the agency heads to allow their employees to attend on official/business time, as provided for under CSC Memorandum Circular No. 43, s. 1993.

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

Please visit www.pcw.gov.ph, www.facebook.com/PCWgovph, www.twitter.com/PCWgovph, and [Youtube.com/CommissionOnWomenPH](https://www.youtube.com/CommissionOnWomenPH) for details and to download copies of available IEC materials.

For more information, you may coordinate with the **PCW Information Resource Management Division** on telephone numbers (02) 735-85-09, (02) 735-16-54 local 131 or through mobile numbers 0917-845-4814 (**Kim Harold Peji**) or 0917-544-7524 (**Honey Castro**) or through email at media@pcw.gov.ph.


ROBERT S. MARTINEZ
Commissioner

22 FEB 2017