

**MEMORANDUM CIRCULAR NO. 2021-02**

**TO:** Heads of Executive Departments, Agencies, Bureaus, Offices, State Universities and Colleges, Government-Owned and/or -Controlled Corporations, Legislative and Judiciary Branches, Constitutional Bodies, Other Instrumentalities of the National Government, Local Government Units, and All Others Concerned

**SUBJECT:** Guide for the 2021 National Women's Month Celebration

**DATE:** February 15, 2021

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**1.0 Purpose**

This Memorandum Circular is issued to stakeholders to provide a general guide for the National Women's Month Celebration in March 2021.

**2.0 Background and Policy Mandates**

The Philippine Commission on Women (PCW) spearheads the National Women's Month Celebration (NWMC) which is conducted annually in recognition of women's significant contributions to nation-building. This celebration is part of the worldwide observance of the International Women's Day (IWD).

The following issuances serve as the legal bases for staging this annual national activity:

- **Proclamation No. 224, s. of 1988**, declaring the first week of March each year as Women's Week and March 8 as Women's Rights and International Peace Day;
- **Proclamation No. 227, s. of 1988**, providing for the observance of the Month of March as Women's Role in History Month; and
- **Republic Act (RA) No. 6949**, declaring March 8 of every year as National Women's Day.

In addition, the country also celebrates the **Girl Child Week** and the **Women with Disabilities Day** within the Women's Month pursuant to the following:

- **Proclamation No. 759, s. of 1996** - Declaring every fourth week of March as the Protection and Gender-Fair Treatment of the Girl Child Week. This underscores the need to provide every girl who is below 18 years of age with equal opportunities and adequate protection to prepare her for a role in community development.

- **Proclamation No. 744, s. of 2004** – Declaring the last Monday of March of every year as Women with Disabilities Day to emphasize the inclusion of women with disabilities within the society who deserve equal rights in the field of law and in all aspects of human endeavor.

### 3.0 Multi-year Theme and Objectives

The NWMC theme from 2017 to 2022 is *“We Make Change Work for Women”* which highlights the empowerment of women as agents of change that is anchored on “malasakit at pagbabago.” It encapsulates the following key elements:

- **WE** stands for **Women’s Empowerment** – empowering women enables them to confidently and meaningfully engage with appropriate institutions, to help ensure that the changes we are espousing or any development efforts are responsive to women’s concerns.
- **We** or **“kami / tayo”** in Filipino – emphasizes our collective effort to ensure that women will not be left behind in the pursuit of national development.
- **CHANGE: Compassionate and Harmonized Actions and Networks for Gender Equality**
- **Make Change Work** = with the same acronym as the **Magna Carta of Women (MCW)** – making change work for women necessitates strengthening the implementation of the MCW at all levels. It means putting in place functional mechanisms as well as implementing and making known to citizens, the programs, and services that address the strategic gender needs of women.

With this, we want to emphasize that women should be active contributors to and beneficiaries of national development. This can be made possible by empowering women – enabling them to meaningfully engage with other development stakeholders, and by fully implementing the Magna Carta of Women. The multi-year theme goes with the hashtag **#WomenMakeChange**.

Agencies at the national and local levels, as well as other stakeholders, shall be guided by the following general objectives in planning their NWMC activities:

- **To inform and engage women as stakeholders of government programs and services** – to promote citizen-centric governance and make “change” a conscious effort to know, understand, and provide what ALL citizens need;
- **To create and facilitate platforms to discuss good practices, gaps, challenges, and commitments in pursuing gender and development (GAD)** – to strengthen implementation of the Magna Carta of Women; and
- **To inspire and empower women and girls to be agents of change** – to contribute in promoting gender equality and the empowerment of all women and girls.

#### 4.0 Focus for NWMC 2021: Juana Laban sa Pandemya, Kaya!

The 2021 NWMC is different from the previous ones because it is set in the COVID-19 pandemic backdrop, which posed both challenges and opportunities for women. Hence, we will highlight women's participation in battling the pandemic as well as discuss gender issues exacerbated by the pandemic. It is an opportune time to delve deep into the gender issues that emerged or were more felt during the health crisis; feature women who thrived despite the circumstances; and share support systems and government programs that address women's issues and concerns especially amidst our continuous battle against this crisis.

This focus on COVID-19 is also aligned with the IWD theme released by the United Nations: *"Women in leadership: Achieving an equal future in a COVID-19 world."*

#### 5.0 Suggested Activities

The PCW encourages government agencies and instrumentalities, non-government organizations, sectoral groups, private and civil society organizations, and other stakeholders at the national, regional, and local levels to conceptualize their own activities in line with the general objectives and focus of the 2021 NWMC as outlined in Sections 3 and 4 above. Everyone is also enjoined to conduct any of the following suggested activities:

- 5.1. **Share about NWMC in Flag Raising Ceremonies** – all government agencies and local government units are encouraged to include NWMC announcement in their respective Flag Raising Ceremonies on March 1, 2020 (first Monday of March).

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>;

- 5.2. **Produce information materials about agency/LGU services for women** – agencies and LGUs are encouraged to create and distribute information materials (online and print) featuring the list of their gender-responsive programs and services which women can avail of, as well as simplified steps and requirements to avail of such. Agencies with major programs and services for the public in response to the COVID-19 pandemic are enjoined to publicly disclose the number of their women beneficiaries as they encourage more women to avail of their services.
- 5.3. **Display the official 2021 NWMC banner** in front of offices and upload on their website and social media accounts. Participating agencies and stakeholders may also produce and distribute different IEC materials on the National Women's Month Celebration and laws on women.
- 5.4. **Join the #PurpleMondays initiative** – wear anything purple on all the Mondays of March or even color your hoods with purple to signify support for women's empowerment and gender equality.

- 5.5. **Create and offer your own “Serbisyo para kay Juana”** – now on its 6<sup>th</sup> year, this initiative encourages government agencies, local government units, and private organizations that offer direct services, transactions, and products to the public, to give special treats like freebies, discounts, special lanes, and other promos for women and girls on International Women’s Day (March 8) and/or other dates in March as a form of appreciation for women’s various contribution in the society. This initiative helps make the NWMC more known and felt by “everyJuana.”

Stakeholders who wish to have their #SerbisyoParaKayJuana activities included in PCW’s list for announcements are requested to send details to e-mail: [womensmonth@pcw.gov.ph](mailto:womensmonth@pcw.gov.ph).

- 5.6. **Coordinate with 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 their respective areas.
- 5.7. **Conduct Fora, Workshops, Lectures, Contests or similar activities** about Gender and Development (GAD) or tackle specific issues and concerns of women relevant to their respective sectors or mandates, especially in the context of the COVID-19 pandemic. For schools, colleges, and universities, essay-writing, poster-making, or other contests and creative activities that cultivates young people’s interest on GAD may also be explored.
- 5.8. **Organize activities in support of the Girl-Child Week and the Women with Disabilities Day Celebration** – NGAs 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)), respectively, for guidance.
- 5.9. **Use the official collateral designs released by PCW** – stakeholders are advised to use the standard branding design released by the PCW for the 2021 NWMC. The branding guide, standard banner, and sample collateral designs can be downloaded from <https://pcw.gov.ph/2021-national-womens-month/>.
- 5.10. **Support PCW’s online advocacy** – stakeholders may use the NWMC Facebook Profile Frame that the PCW shall release in late February. They may also showcase their activities online and join the online thread using #WomenMakeChange. Follow and share PCW’s official social media accounts to help us reach more Juanas.

## 6.0 PCW-Organized Activities

Stakeholders are enjoined to participate or support the activities organized by the PCW in time for the 2021 NWMC.

- 6.1. **Juana Laban sa Pandemya: Kaya! Online Forum Series** – the PCW shall conduct an Online Forum Series dubbed as “Juana Laban sa Pandemya: Kaya!” This shall serve as a platform to discuss women’s experiences in dealing with the pandemic, and provide practical information and ways forward to help them.

The entire series shall be conducted in partnership with the UN Women Philippines Programme Office.

This event is open to the public for free! There is no need to pre-register or reserve a slot since this shall be streamed live via PCW's Facebook page. Participants may interact with us and the speakers through the comments feature of the Facebook livestream. An e-certificate of attendance shall be issued only for viewers who will be able to comply with all the requirements that will be announced during the livestream. Simple prizes also await those who shall win in our mini-quiz/energizer questions, so gear yourselves up with general information about the NWMC, the Magna Carta of Women, and Gender and Development, among others! Certificates and prizes shall be sent out after the series, until the end of April 2021.

Below is the list of specific forum topics and dates. Please visit PCW's website official Facebook page for updates about the speakers and exact time of each episode.

- 6.1.1. **March 3, 2021 – Juana, Nangunguna Laban sa Pandemya.** This episode is anchored on the International Women's Day theme: Women in Leadership: Achieving an equal future in a COVID-19 world". It aims to feature inspirational stories and messages from women who managed to lead and thrive in our fight against the pandemic.
- 6.1.2. **March 8, 2021: Kumusta ka, Juana?** In this episode, the PCW shall feature practical tips in survival and recovery from the pandemic and government programs for women in hard-hit sectors. These include tips on how to manage and cope with work and home duties during the community quarantine, looking after women's mental health, and gaining information about employment opportunities, entrepreneurship, and other livelihood programs of the government.
- 6.1.3. **March 17, 2021: Bida si Juana sa Panahon ng Corona.** This episode shall put on spotlight women's contributions in addressing the pandemic and the disproportionate burden that they carry, the PCW shall also honor women frontliners, workers, entrepreneurs, home makers, community volunteers, and other #SuperJuanas during this health crisis.
- 6.1.4. **March 23, 2021: FYI, may FOI!** An informed Juana is an empowered Juana hence, this episode aims to empower Juanas through access to government information. Section 26 of the Magna Carta of Women is about Right to Information. It states that "*access to information regarding policies on women, including programs, projects, and funding outlays that affect them, shall be ensured.*" Through this collaboration with the PCW and the Commission on Human Rights, the Freedom of Information (FOI) Project Management Office under the Presidential Communications Operations Office shall engage with the women and LGBT sectors as they introduce the FOI Program which empowers citizens to ask for timely, relevant, and accurate information from the government.

- 6.1.5. **March 31, 2021: Juana Cares, We Care, Let EveryJuan Care.** This episode shall tackle the unpaid care work, or the services that women provide in their homes and in communities, from preparing food to taking care of children, the ill, and the elderly.
- 6.2. **#MyWonderJuana.** This enjoins netizens to share a minuter-story featuring an inspiring “Juana” who was able to hurdle the challenges of the pandemic and empower others to remain hopeful. The goal is to showcase the different roles that women from all walks of life play to help families, communities, and nation afloat amidst the pandemic. PCW shall monitor #MyWonderJuana and send simple prizes to netizens who post #MyWonderJuana stories that PCW shall feature/share in our official social media page (a post should be made public). Full mechanics shall be released through PCW’s website and official Facebook page.
- 6.3. **#MySuperJuan.** Through this campaign, netizens can share an uplifting social media post featuring a male person who does his share in doing unpaid domestic work, which are stereotypically labeled as a woman’s job. The goal is to spotlight on Juans who share household chores in order to contribute in normalizing the redistribution of unpaid care work. PCW shall monitor #MySuperJuan and send simple prizes to netizens who post #MySuperJuan stories that PCW shall feature/share in our official social media page (a post should be made public for us to monitor). Full mechanics shall be released through PCW’s website and official Facebook page.
- 6.4. **#JuanaSays.** Now on its 7th year, this online advocacy provides a daily dose of inspirational quotes from Filipino women. Like and share the 2021 #JuanaSays series which PCW shall release daily in March.
- 6.5. **2021 NWMC Viber Sticker Pack.** PCW shall release a new set of Viber stickers for the 2021 NWMC, featuring positive messages that promote gender equality and women’s empowerment. Download, share, and use the sticker pack for free, through the Viber app beginning in the last week of February.
- 6.6. **MusikJuana Songwriting Contest.** PCW shall also relaunch and start the promotions for the MusikJuana Songwriting Contest during the NWMC. This contest aims to search for a musical piece that shall help popularize the 12 areas of concern of the 1995 Beijing Declaration and Platform for Action (BPfA). The awarding of winners will be in September 2021, in line with the BPfA anniversary. **The full contest mechanics shall be released in March 2021.**

## 7.0 Compliance with Protocols relative to COVID-19

Considering the threats of the COVID-19 health crisis, **stakeholders are advised to strictly follow the protocols set by the Inter-Agency Task Force for the Management of Emerging Infectious Diseases (IATF) and/or their local government units** relative to the conduct of public events that require physical gathering of people. The PCW leaves the decision to continue or forego NWMC public events to agency heads and local chief

executives, considering specific COVID-19 threats or circumstances that may arise in their localities.

### **8.0 Use of the Gender and Development Budget**

The NWMC is one of the annual advocacy events spearheaded by the PCW. It promotes public awareness on women's issues and recognizes the vital role of women in society. As such, expenses for the 2021 NWMC may be charged to the GAD Budget of government offices, and may be reflected in their FY 2021 GAD Accomplishment Report, provided that the activities conducted are in line with the theme, objectives, and focus area of concern provided in this circular, and fall within the mandate of the implementing government agency.


Nothing in this circular shall be interpreted to amend previously set policies on GAD Planning and Budgeting, or any procurement or administrative-related policies set by appropriate oversight agencies.

### **9.0 Additional Information and Inquiries**

Stakeholders are advised to visit <https://pcw.gov.ph/2021-national-womens-month/> for more information, downloadable collateral designs, and updates about the 2021 NWMC. Announcements are also posted on PCW's official social media: <https://www.facebook.com/PCWgovph> and <https://twitter.com/PCWgovph>.

For further questions and clarifications, stakeholders may contact PCW's Corporate Affairs and Information Resource Management Division through Trunk Line: (02) 8735-1654, local 131 or 121, Direct Line: (02) 8352-5372 (*Ms. Nevi P. Calma, Mr. Ann Jun A. Magnaye, or Ms. Franz F. dela Cruz*) or email: [womensmonth@pcw.gov.ph](mailto:womensmonth@pcw.gov.ph).

### **10.0 For guidance and appropriate action.**

  
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Chairperson