

# Objectives and Activities

## CHANGE: A WOMEN'S SUMMIT (March 30-31)

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 MCW and related GAD mandates. The two-day Summit will feature relevant plenary discussions and parallel sessions to discuss strengthened implementation of the MCW, culminating to a commitment setting and the President's Address towards the end of day 2.

### 3. INSPIRE AND EMPOWER

women and girls to be agents of change

#### WE MAKE CHANGE: WOMEN INSPIRING WOMEN SERIES (March 1, 8 and 15)

Modeled after TEDx format, this forum aims to celebrate women's journey by 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. The forum will have three series in Luzon, Visayas and Mindanao. Visit PCW's NWMC Webpage for details regarding speakers, venue and participation guidelines.

#### ONLINE ADVOCACY: #JuanaSays (March 1-31)

First initiated by PCW in 2015, Juana Says is a daily dose of inspirational quotes from Filipino women from different fields or profession. Personalities who will be invited to share their inspiring words include heads of government agencies, private corporations/companies, celebrities and artists, women from various sectors (e.g. rural, IP, Moro, youth, formal employment, entrepreneurs), among others. Visit, like, and share PCW's posts through Facebook and Twitter throughout Women's Month.

#### 2017 CINE JUANA FILM FESTIVAL

Using arts (through film) to showcase and celebrate women's empowerment and the various role that Filipino women play in the society is the main objective of the Cine Juana Film Festival. Cine Juana will be offered during the National Women's Month Celebration to cover a broader topic and wider film selections. The Film Festival is organized by the National Commission for Culture and the Arts (NCCA) and the Film Development Council of the Philippines (FDCP). Visit PCW's website for the list of features movies and screening schedules.



# We Make Change Work for Women

National Women's Month Celebration  
March 1 to 31, 2017

For more information about the 2017 National Women's Month Celebration, please visit [www.pcw.gov.ph/womenmakechange](http://www.pcw.gov.ph/womenmakechange) or contact the Information Resource Management Division (IRMD) at 735-1654 local 131 or 735-85-09 or email [events.pcw@gmail.com](mailto:events.pcw@gmail.com) or [media@pcw.gov.ph](mailto:media@pcw.gov.ph)

#WomenMakeChange



[www.pcw.gov.ph](http://www.pcw.gov.ph)



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CommissionOnWomenPH



Philippine  
Commission  
on Women



## Background

The National Women's Month Celebration every March is part of the worldwide observance of the International Women's Day (IWD).

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

### Proclamation No. 224 s. 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. 1988

Providing for the observance of the Month of March as Women's Role in History Month

### Republic Act (RA) 6949 s. 1990

Declaring March 8 of every year as National Women's Day

## 2017 Theme

In his first State of the Nation Address (SONA), President Rodrigo Roa Duterte directed "all agencies, oversight bodies and local government units down to the barangay level to fully implement the Magna Carta of Women." This is to ensure that man and woman will be partners in the pursuit of the country's economic, social, cultural and political developments. This pursuit of development under the new administration is also anchored on the commitment of "Malasakit at Pagbabago" or True Compassion and Real Change. Thus, the first National Women's Month Celebration under the new leadership will focus on these key foundations: partnership for change and full implementation of the Magna Carta of Women (Republic Act 9710), captured through the theme:

## "We Make Change Work For Women"

The theme emphasizes that women should be active drivers in bringing about positive changes, and that they should also reap from development efforts. This can be made possible by empowering women – creating an enabling environment for them to meaningfully engage with other development stakeholders, and by fully implementing the MCW.

### Elements of the theme

**Make Change Work = MCW = Magna Carta of Women** – 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, programs and services that address strategic gender needs of women.

**WE stands for Women' Empowerment** – empowering women enables them to confidently and meaningfully engage with appropriate institutions to ensure that they contribute to and benefit from development and changes. Thus, women's empowerment will make the change that we are espousing or any development effort responsive of women's concerns.

**Change** – also means Compassionate and Harmonized Actions and Networks for Gender Equality.

**We / us or "kami / tayo" in Filipino** – emphasizes our collective effort, collaboration and participation to ensure that women will not be left behind in the pursuit of change.

## Objectives and Activities

### 1. 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

### PRODUCTION AND DISTRIBUTION of IEC Materials

Section 26 of the Magna Carta of Women (Right to Information) also provides that "Access to information regarding policies on women, including programs, projects, and funding outlays that affect them, shall be ensured." Interestingly, the Agenda Ni Juana Crowdsourcing survey during the 2016 Women's Month show that the top 5 priority women's agenda that people expect from the government is "Improved information dissemination on government programs and services for realizing gender equality and the empowerment of all women and girls and their human rights" (chosen among the top five priority of 3,297 out of 8,005 survey participants).

In view of this mandate and the citizen's expressed need for information, government agencies and LGUs are encouraged to produce and distribute their own information materials featuring their GAD programs and services that can be accessed by women stakeholders.

### SERBISYO PARA KAY JUANA

(March 8 or per discretion of sponsoring agency)

The activity enjoins agencies, LGUs and other organizations that offer direct services and other transactions with the public to offer treats like freebies, discounts, or distribution of IEC materials on March 8 which is the International Women's Day (IWD) and any chosen dates within March, making the celebration more publicly known and felt. Visit PCW's NWMC Webpage for the list of participating organizations.

### ONLINE ADVOCACY: #BilangBabae I am a #PartnerForChange

(March 1-20)

A PCW initiative through social media enjoining women netizens to share their idea of change and how they see themselves contributing to achieve that change. All they have to do is post a photo of themselves via Facebook using the hashtag: #BilangBabae and #partnerforchange.

### JOIN THE ONLINE THREAD AND LET YOUR THOUGHTS BE READ!

PCW will randomly select from pre-evaluated posts recipients of special prizes as simple token of appreciation for joining the online initiative.

### ANNOUNCEMENT OF NATIONAL WOMEN'S MONTH CELEBRATION (NWMC) in Flag Raising Ceremony (February 27)

All government agencies and LGUs are encouraged to include NWMC announcement in their respective Flag Raising Ceremonies on February 27 which is the Monday before the start of Women's Month. The objective of this activity is to enjoin agency/LGU officials and employees to join the national celebration. It will also give the GAD Focal Point Systems the opportunity to explain the objectives theme and various ways for their colleagues to contribute in achieving the objectives of the national celebration.

### PRESS BRIEFING ON ESTADO ni JUANA and the 2017 NWMC

The Press Briefing aims to present the current situation of women and significant accomplishments of the Philippine government in pushing for gender equality and women's empowerment. It will be conducted at the OP Press Briefing Room, and in partnership with the Presidential Communications Operations Office (PCOO).

### 2. 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