



Republic of the Philippines  
**Department of Education**  
REGION I  
SCHOOLS DIVISION OFFICE OF PANGASINAN II

Office of the Schools Division Superintendent

04 FEBRUARY 2024

**DIVISION MEMORANDUM**

NO.: 130, S. 2024

**2024 WOMEN'S MONTH CELEBRATION**

To: Assistant Schools Division Superintendents  
Chief Education Supervisors  
Education Program Supervisors  
Public Schools District Supervisors  
Elementary and Secondary School Heads  
All Others Concerned

1. Pursuant to the Philippine Commission on Women (PCW) Memorandum Circular No. 2024-02 re: Guide for the 2024 National Women's Month Celebration, this office supports the PCW in recognizing women and their invaluable contributions to nation-building, and emphasizing the imperative to safeguard, advocate for, upholding women's rights.

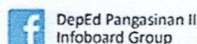
2. The 2024 National Women's Month Celebration aims to capitalize on the recurring theme "**WE for gender equality and inclusive society.**" This theme was launched to renew commitment to advocacy, and to highlight the importance of compassionate and harmonized networks towards gender equality and women's empowerment.

3. In relation to this, all schools are encouraged to undertake the suggested activities:

- a. **NWMC Themed Flag Raising Ceremony.** Schools are encouraged to incorporate National Women's Month Celebration (NWMC) announcements, reminders, messages, and activities during their respective Flag Raising Ceremonies in the last week of February and the first week of March (or other applicable dates). The use of the All-Women Cast Lupang Hinirang Video in NWMC events is strongly advised. The music video can be downloaded from <https://library.pcw.gov.ph/lupang-hinirang-all-women-cast/>.
- b. **#GADtoKnow.** Schools can create, circulate, and/or disseminate information materials (both online and in print) that highlight their roster of gender-responsive programs and services catering to women. These materials can also outline simplified steps and requirements for women to access these services. Information materials can be accessed through the link: <https://library.pcw.gov.ph>.



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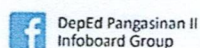


[www.depedpang2.ph](http://www.depedpang2.ph)

- c. **2024 NWMC banner of support.** Exhibit the National Women's Month Celebration banner prominently in front of your schools and other designated areas. In addition, upload the digital version to your school's official website and social media accounts. Schools can access information materials at <https://tinyurl.com/2024PCWtarpaulin>.
- d. **#PurpleFridays or #PurpleYourIcon.** All personnel are encouraged to wear anything purple every Friday throughout March to symbolize solidarity with women's empowerment and gender equality. Additionally, consider illuminating or adorning offices or landmarks with purple elements as tribute to women and their contributions to society.
- e. **#JuanaSays2024.** This will feature daily inspirational statements from women who have made a significant impact, shattered stereotypes, and played a pivotal role in reshaping gender norms in various fields. Aligned with the International Women's Day theme, this year's #JuanaSays will also spotlight women who are at the forefront of initiatives aimed at narrowing gender disparities in finance. This includes their efforts in addressing poverty, providing financial education and technology, advocating for social protection systems, and improving access to public services and sustainable infrastructure for women and girls.
- f. **#WEcanbeEquALL.** Mobilizing support to the cause for gender equality, the online campaign aims to express our optimism that #WEcanbeEquALL. This hashtag inspires women and everyone (WE) to advocate for equality. Schools are encouraged to use this hashtag to not only share their dedication but also outline their plans of action in the pursuit of gender equality and the establishment of an inclusive society.
- g. **Musika ng Kababaihan Fridays (#MNKFRidays).** Tune into gender equality with melodies and harmony. Share the songs from the MusikJuana Songwriting Contest and other PCW advocacy tunes within office spaces, public and private establishments, parks, and across social media platforms every Friday throughout March. Get these hymns of women's empowerment: <https://library.pcw.gov.ph/search/?q=musikjuana>.
- h. **Organize activities in support of the Girl Child Week and the Women with Disabilities Day Celebration.** Everyone is encouraged to join the Girl Child Week, observed every fourth week of March, which is led by the Council for the Welfare of Children (CWC), as well as the Women with Disabilities Day celebration spearheaded annually by the National Council on Disability Affairs (NCDA).
- i. **Use the official collateral designs released by PCW.** Schools are encouraged to utilize the official branding design released by the PCW for the 2024 National Women's Month Celebration (NWMC). The branding guide, standard banner, and sample collateral designs are available for download at the NWMC webpage.



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4. Expenses to the National Women's Month Celebration shall be charged to the GAD Budget of the division and schools, subject to the usual accounting and auditing rules and regulations.

5. Widest dissemination of this Memorandum is desired.

  
**VIVIAN LUZ S. PAGATPATAN CESO VI**  
OIC, Schools Division Superintendent

**APPROVED FOR TRANSMISSION:**  
  
**ARVIN D. PURISIMA**  
ADMINISTRATIVE OFFICER V



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