



2024-09483

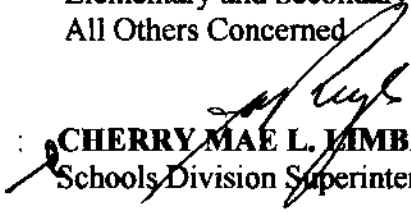
Republic of the Philippines  
**Department of Education**  
REGION X - NORTHERN MINDANAO  
DIVISION OF MALAYBALAY CITY

DM-2024-09-100  
DEPED MALAYBALAY CITY DIVISION  
**RELEASED**

DATE: Mar 12 2024  
By: MAR L. L. [Signature]

**DIVISION MEMORANDUM**  
No. 100 s. 2024

TO : Assistant Schools Division Superintendent  
Chief Education Supervisors- CID and SGOD  
Elementary and Secondary School Heads  
All Others Concerned

FROM :  **CHERRY MAE L. JIMBACO-REYES**  
Schools Division Superintendent

DATE : March 8, 2024

SUBJECT: **DISSEMINATION OF REGIONAL MEMORANDUM NO. 115, S. 2024 re: 2024 NATIONAL WOMEN'S MONTH CELEBRATION**

For information and guidance, the Office hereby disseminate Regional Memorandum No. 115, s.2024 re: 2024 National Women's Month Celebration following Memorandum Circular No. 2024-02 of the Philippine Commission on Women titled Guide for the 2024 National Women's Month Celebration with the theme **WE for Gender Equality and Inclusive Society** from March 1-31.

Accomplishment reports (*soft copy*) on the activities conducted incorporating expenses shall be submitted on or before April 4, 2024 through [marsfifth.mamawag001@deped.gov.ph](mailto:marsfifth.mamawag001@deped.gov.ph)

For queries you may contact Marsfifth Mamawag, SEPS- SDO GAD Focal at 09777788301.

Enclosed: As indicated

**TO BE POSTED IN THE WEBSITE**



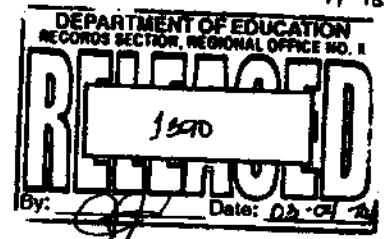
Address: Sayre Hi-way, Purok 6, Casisang, Malaybalay City  
Telefax No.: 088-314-0094; Telephone No.: 088-813-1246  
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Republic of the Philippines  
**Department of Education**  
 REGION X - NORTHERN MINDANAO



2024-91483

March 1, 2024

REGIONAL MEMORANDUM  
 No. 115, s. 2024

**2024 NATIONAL WOMEN'S MONTH CELEBRATION**

To: Assistant Regional Director  
 Schools Division Superintendents  
 RO/SDO GFPS Members  
 Division GAD Coordinators/Focal Persons  
 All Others Concerned

1. Following **Memorandum Circular No. 2024-02** of the Philippine Commission on Women (PCW) titled **Guide for the 2024 National Women's Month Celebration (NWMC)**, this Office joins the nation in observing the National Women's Month Celebration with the theme **WE for Gender Equality and Inclusive Society** from March 1-31.

2. The celebration aims to

- a. inform and engage women and everyone in pushing for the transformation of gender norms and culture towards an inclusive society;
- b. highlight the collaborative efforts of government agencies and private sector in addressing poverty and strengthening financial institutions to bridge gender gaps, advocating for social protection systems, and enhancing access to public services and sustainable infrastructure for women and girls;
- c. provide platforms to share good practices and address gaps, challenges, and commitments in pursuing gender and development (GAD), further strengthening implementation of the Magna Carta of Women toward its milestone 15<sup>th</sup> year this 2024;
- d. inspire women and girls to empower themselves and take on leadership roles, opportunities, and benefits toward maximizing their full potential and enabling them to reap the fruits of gender equality; and
- e. promote a society that ensures inclusion, protection of fundamental freedoms, diversity, and social justice, in which every individual, each with rights and responsibilities, is capacitated and encouraged to take an active role in playing.

3. The GAD Focal Point System (GFPS) shall organize meaningful and pertinent activities at the regional, divisional, and school levels. Possible activities may include the following:

- a. Share about NWMC announcements, reminders, messages, and activities during Flag Raising Ceremonies from March 4, 11, 18, and 25, 2024. The use of the All-Women Cast *Lupang Hinirang* Video in different region, division, and school activities. The music video can be downloaded from <https://library.pcw.gov.ph/lupang-hinirang-all-women-cast/>.



Address: DepEd Regional Office X, Zone 1, Upper Balulang, Cagayan de Oro City  
 Telephone No: (088) 881-3137  
 Email: region10@deped.gov.ph  
 Website: r10.deped.gov.ph

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- b. **#GADtoKnow** – SDOs 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. Additionally, SDOs can access information materials at <https://library.pcw.gov.ph>.
- c. **Kakayahan ng Kababaihan, Patutunayan!** Together, we say. women can and women will. Let's redefine gender narratives by organizing interactive activities that open discussions about gender equality, challenge stereotypes, and promote cultural shifts. Schools could invite knowledgeable speakers, including gender experts and advocates, to share insights on breaking down societal norms and cultivating a more inclusive culture.
- d. **2024 NWMC banner of support.** Show that you are for gender equality and inclusive society! Exhibit the National Women's Month Celebration banner prominently in front of your offices, landmarks, and other designated areas. In addition, upload the digital version to your agency's or organization's official website and social media accounts.
- e. **#PurpleFridays** or **#PurpleYourlooon**. Do anything in the color 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 a tribute to women and their impactful contributions to society.
- f. **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>
- g. Use the official hashtag: **#WEcanbeEquALL**. Generating support for the cause, the online campaign aims to demonstrate our hope that **#WEcanbeEquALL**. This hashtag encourages women and everyone (WE) to advocate for equality and inclusivity, emphasizing the importance that ALL individuals, irrespective of gender, ability, status, or situation, are treated with respect and granted their rights.
- h. **Support PCW's online advocacy.** Leverage the full potential of the digital sphere by amplifying the advocacy online, promoting PCW's official social media accounts, and crafting NWMC campaigns tailored to individual agencies. Use the 2024 NWMC Advocacy Profile Photo and Background, along with other online resources such as the sticker pack, collaterals, and story frames. Participants are encouraged to showcase their activities in the virtual space and actively engage in the online conversation using the hashtag **#WEcanbeEquALL**.

- i. Be featured in the NWMC Calendar of Activities and Activity Photos. The PCW strongly encourages agencies with planned activities to share the details with the Commission, so their events can be featured in the NWMC Calendar of Activities. Moreover, agencies can submit photos of their activities for potential posting on PCW's Facebook page, subject to review and adherence to deadlines. Submission of activity lineups and photos can be done through the links available on the NWMC webpage.
4. Accomplishment reports on the activities conducted incorporating expenses shall be submitted to the SDOs' GAD focal persons on or before April 4.
5. Expenses during the National Women's Month Celebration shall be charged to the GAD Budget of the Regional Office (RO), divisions, and schools, subject to the usual accounting and auditing rules and regulations.
6. For further inquiries, please contact Mr. Mark John T. Gabule, regional focal person, at [markjohn.gabule@deped.gov.ph](mailto:markjohn.gabule@deped.gov.ph)
7. This Office directs the immediate and wide dissemination of this Memorandum.

  
**DR. ARTURO B. BAYOCOT, CESO III**  
Regional Director

ATCH.: As stated:

To be indicated in the Perpetual Index  
under the following subject:

**CELEBRATIONS AND FESTIVALS**

RE: **2024 National Women's Month Celebration (NWMC)**

HRDD/mjtgabule