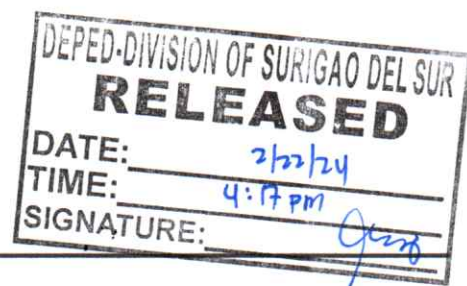




Republic of the Philippines
Department of Education
Caraga Region
SCHOOLS DIVISION OF SURIGAO DEL SUR



Office of the Schools Division Superintendent

February 22, 2024

Division MEMORANDUM

No. 088, s. 2024

To : CID & SGOD Chiefs
Education Program Supervisors & Division Coordinators/Program Owners
Public Schools District Supervisors & District-in-Charge
Elementary and Secondary Principals & School Heads
Elementary and Secondary Teachers and Master Teachers
All Division Personnel

**ORIENTATION ON THE GENDER FAIR LANGUAGE CUM LAUNCHING OF THE
NATIONAL WOMEN'S MONTH CELEBRATION (NWMC) 2024**

1. As part of this division's thrust towards gender mainstreaming, all women and men division personnel, including everyone in the field, are hereby enjoined to participate in the launching which will be held on **March 01, 2024 (Friday)** at the **Schools Division Office, Balilahan, Mabua, Tandag City** and will be broadcasted via **DepEd Tayo - Surigao del Sur** and **Ala-GAD ng DepEd-SurSur** Official Facebook Pages.
2. The 2024 National Women's Month Celebration aims to capitalize on the recurring theme of **"We for gender equality and inclusive society."** Introduced in 2023. This theme, launched to renew commitment to the advocacy, builds upon the accomplishments under the 2016-2022 theme, "We Make CHANGE Work for Women." The earlier theme stressed the importance of compassionate and harmonized network towards gender equality and women's empowerment (GEWE).
3. Grounded on the objective of transforming culture toward a more equal and inclusive future, the 2024 NWMC bears the sub-theme, **"Lipunang Patas sa Bagong Pilipinas; Kakayahan ng Kababaihan, Patutunayan!"** It echoes the target outcomes of Chapter 15 in the Updated Gender Equality and Women's Empowerment Plan 2019-2025 towards transforming gender norms and culture.
4. All participants are required to wear their **best Purple Attire** during the launching day and **all Fridays of March** to signify support for women's empowerment and equality. The hashtags **#PurpleFridays** or **#PurpleYourIcon** shall be used in all post.
5. To spread the advocacy online and to include the photos in the quarter-end accomplishment report of the Division GFPS, the hashtags **#WomenMakeChange**, **#WecanbeEquALL**, and **#alaGADngSurSur** shall be used in all posts related to the celebration.





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6. For the #JUANAsays, the **SDS, ASDS, CID & SGOD Chiefs, the 27 Public Schools District Supervisors / District-in-charge** shall submit their personal quotes on women empowerment along with a solo photo, preferably wearing purple, through this link: <https://tinyurl.com/2024JUANAsaysNWMC>.
7. In consonance with the PCW Memorandum Circular No. 2023-01 dated February 06, 2023, all districts are encouraged to conceptualize their own activities thereby helping the campaign more visible in their respective areas of responsibility.
8. All **Public Schools District Supervisors / District-in-Charge** shall ensure that the schools under them will also participate in the simultaneous launching ceremony and submit a **consolidated accomplishment report** of all the activities held in the whole duration of March for this cause on or before **05 April 2023** through this link: <https://tinyurl.com/2024NWMCsursurREP>.
9. The Activity Design and other templates for campaign collaterals can be accessed through and downloaded from <https://tinyurl.com/2024NWMCsursur>.
10. This division is also encouraged to post on or tag the official Facebook Page, **Ala-GAD ng DepEd-SurSur**, which can be accessed through <https://www.facebook.com/alaGADngSUR>.
11. All members of the Division GAD Focal Point System shall take the lead in the conduct of the line of activities for the 2024 NWMC from launching to culmination.
12. Expenses for the 2024 NWMC may be charged to the 2024 GAD Plan and Budget of the division and districts and may be reflected to the FY 2024 Accomplishment Report, provided that the activities conducted are in line with the theme, objectives, focus area of concern provided in the circular, and fall within the mandate of the implementing agency.
13. For your guidance and action. Immediate and widest dissemination of this Memorandum is desired.

LORENZO O. MACASOCOL, PhD, CESO V
Schools Division Superintendent


LAILA F. DANAQUE, EdD, CESO VI
Assistant Schools Division Superintendent

Encl.: (1) 2024 NWMC Program Matrix
(2) 2024 NWMC Program Management Team
(3) Working Committee of the 2024 NWMC in DepEd-Surigao Del Sur

Reference: as stated





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

2024 NWMC GENDER AND DEVELOPMENT LAUNCHING GFPS

MAN-HRD/DM- ORIENTATION ON THE GENDER FAIR LANGUAGE CUM LAUNCHING OF THE NATIONAL WOMEN'S MONTH CELEBRATION (NWMC) 2024  February 21, 2024

