



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
SCHOOLS DIVISION OF IMUS CITY

26 Feb 2026

DIVISION MEMORANDUM
No. 109, s. 2026

2026 NATIONAL WOMEN'S MONTH CELEBRATION

To: OIC-Assistant Schools Division Superintendent
OIC-CID Chief Education Supervisor
OIC-SGOD Chief Education Supervisor
School Heads/OICs (Public Elementary and Secondary Schools)
All Others Concerned

1. Relative to Republic Act No. 6949 (1990), declaring March 8 of every year as National Women's Day, Proclamation No. 224, s. of 1988, declaring 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 Philippine Commission on Women Memorandum Circular No. 2026-02 titled "Guide for the 2026 National Women's Month Celebration," this Office joins the nation in observing the National Women's Month Celebration (NWMC) with its multi-year theme for 2023-2028 "WE for Gender Equality and Inclusive Society" from March 1-31, 2026.

2. With the goal of fostering a society where all women have equal rights, power, and opportunities, the 2026 NWMC carries the sub-theme: **"Lead like the Babaylans, Filipinas!"**. This aims to highlight the distinctive leadership qualities of Babaylans, women leaders in pre-colonial Philippines whose authority was grounded in wisdom, empathy, mediation, and moral guidance rather than force, hierarchy, or territorial power.

3. The focus also aligns with regional aspirations, complementing the 4th ASEAN Women Leaders' Summit, **"Shaping the Future of ASEAN: Women's Leadership in Advancing People Empowerment, Regional Security, and Economic Prosperity."** By drawing inspiration from Babaylan leadership, the 2026 NWMC demonstrates how Filipino women continue to drive inclusive governance, peacebuilding, and community development locally and across ASEAN, emphasizing values-driven, community-centered leadership that advances gender equality and collaborative progress.

4. Anent to this, all public schools GAD Focal Point System (GFPS) are highly encouraged to implement the activities declared on their respective 2026 GAD Plan and Budget (GPB) and suggested activities by the Philippine Commission on Women



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(PCW) such as:

- a. **NWMC-themed Flag Raising Ceremony** – NGAs and LGUs are encouraged to integrate NWMC announcements, reminders, messages, and activities into their Flag Raising Ceremonies during the last week of February and the first week of March (or on other relevant dates). It is strongly recommended that the All-Women Cast Lupang Hinirang music video be featured in NWMC events. The video can be downloaded from <https://library.pcw.gov.ph/lupang-hinirang-all-women-cast>
- b. **For GAD Focal Point System (GFPS) Members** – Members of the GFPS from agencies are invited to participate in the onsite event on March 6, 2026. Further updates including specific details, will be posted on the NWMC webpage and official accounts of PCW. GFPS are also encouraged to conduct activities that recognize and honor the leadership, achievements, and contributions of their women employees as part of the 2026 National Women’s Month Celebration. It aims to highlight exemplary performance, inspire others, and promote a culture of appreciation and empowerment within the agency.
- c. **Regional Women’s Leadership and Innovation Exhibits** - Stakeholders are encouraged to organize exhibits that showcase women’s leadership and innovation through programs and initiatives led or co-led by women. Examples include highlighting women-led projects that achieve measurable community or governance outcomes, presenting success stories of women influencing policy and decision-making, conducting interactive sessions or mini-workshops led by women leaders to share skills and strategies, hosting panel discussions or mentorship showcases connecting emerging and experienced women leaders, and displaying innovative practices where women drive inclusive solutions and advance gender equality. Exhibits may also feature multimedia presentations linking local initiatives to ASEAN-aligned priorities, demonstrating how women’s leadership contributes to transformative change, community empowerment, and regional development.
- d. **Celebrating Women Leaders** - Organize a mini recognition activity within the agency to highlight women leaders who demonstrate exemplary leadership and inspire others. Examples include short nomination drives for outstanding women employees, conducting quick “leader share” sessions where nominees talk about their experiences, or giving certificates of appreciation during team meetings or NWMC events. This activity aims to celebrate women’s leadership, inspire colleagues, and foster a culture of appreciation and empowerment.
- e. **Capacity-Building and Women in Governance Dialogues** - Conduct training and mentorship programs on leadership, entrepreneurship, digital literacy, and climate resilience for women, with a focus on linking local participation to regional outcomes in governance, economic growth, and peacebuilding. These sessions aim to equip women, particularly those in rural or marginalized communities, with the knowledge and skills to actively participate in decision-making and community development. Moreover, the dialogues will demonstrate how grassroots initiatives contribute to ASEAN’s socio-cultural, economic, and political-security objectives, and how women’s participation strengthens regional development and resilience
- f. **#GADtoKnow Campaign** - Implement awareness initiatives that showcase women’s leadership in advancing gender-responsive laws, programs, and services, highlighting how women actively lead, implement, or influence initiatives that improve access to opportunities and align with ASEAN frameworks and agreements. Examples include featuring stories of women leaders driving change in governance, policy, or community programs, or highlighting their contributions to promoting gender equality and inclusive development.
- g. **Offer your own “Serbisyo para sa Kababaihan”** - Public and private entities

that provide direct services, transactions, and products to the public may extend gestures of appreciation to women and girls on International Women's Day (March 8) or throughout March. These tokens may include freebies, discounts, priority lanes, and other special promotions. These activities can serve as platforms to showcase initiatives and programs aimed at empowering women. Stakeholders who wish to have their #SerbisyoParaSaKababaihan activities included in PCW's official announcements are invited to fill out the form posted on the NWMC webpage.

- h. **Cultural and Artistic Events** - Organize storytelling sessions, music performances, art exhibits, or theater productions highlighting women's creativity, leadership, and contributions to communities. These events aim to celebrate women weavers and other traditional artisans, demonstrating how cultural heritage can support economic empowerment and sustainable livelihoods.
- i. **Organize activities in support of the Girl Child Week and the Women with Disabilities Day Celebration:** Initiate activities for 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 by the National Council on Disability Affairs (NCDA).
- j. **#PurpleWednesdays, #PurpleYourIcon and #PurpleYourProfile** - Show your commitment to women's empowerment and gender equality by wearing purple every Wednesday throughout March. Extend your support by illuminating offices, landmarks, and public spaces with purple elements. Join the online movement by updating your profile picture with PCW's official frame through #PurpleYourProfile, helping amplify awareness and engagement in digital spaces. These simple yet impactful actions not only celebrate women but also sparks conversations about Women's Month.
- k. **Musika ng Kababaihan Fridays (#MNKFRidays)** - Celebrate gender equality through music and harmony every Friday in March! Play empowering songs from the MusikJuana Songwriting Contest and other PCW advocacy songs in offices, public and private spaces, parks, and on social media. Let these anthems of women's empowerment inspire action and amplify the message of gender equality. Access the collection here: <https://library.pcw.gov.ph/search/?q=musikjuana>.
- l. **Use the official collateral designs** - Stakeholders are encouraged to use the official branding design released by PCW for the 2026 NWMC. The branding guide, standard banner, and sample collateral designs are available for download on the NWMC webpage.
- m. **Use the official hashtag '#WEcanbeEquALL'** - The online campaign to rally support for gender equality under the hashtag #WEcanbeEquALL. This encourages everyone to stand for equality and inclusivity, ensuring that all individuals, regardless of gender, ability, status, or circumstance, are treated with respect and granted their rights. By embracing #WEcanbeEquALL, participants reaffirm their commitment to leaving no one behind and sharing actions advancing gender equality and building a truly inclusive society.
- n. **Be featured in the NWMC Calendar of Activities and Event Photos:** Agencies with planned activities are encouraged to share details with PCW for inclusion in the NWMC Calendar of Activities. Agencies may also submit photos of their events for posting on PCW's Facebook page, pending review and compliance with deadlines. Activity lineups and photos can be submitted via the links provided on the NWMC webpage.

5. The branding guide, standard banner, and sample collateral design can be downloaded at the PCW website: <https://pcw.gov.ph/2026-national-womens-month-celebration> and editable designs through these links:

- **2026 NWMC Advocacy T-shirt Design** - <https://tinyurl.com/2026-NWMC-Tshirt>
- **2026 NWMC Roll-up Banner Canva Template Link, NWMC Streamer (11ft x 4ft), and NWMC Streamer (8ft x 4ft)**: <https://bit.ly/2026NWMCBANNER>

6. For inquiries and clarifications, please contact Ms. Naamah C. Mambalos, Planning Officer III/Division GFPS Focal Person, at (046)-419- 8450 to 53 local 227.

7. Immediate and wide dissemination of this Memorandum is earnestly desired.



HOMER N. MENDOZA

Assistant Schools Division Superintendent
Officer-in-Charge
Office of the Schools Division Superintendent

Encl.: None

Reference: None

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

CELEBRATIONS AND FESTIVALS
PROGRAMS