



Republic of the Philippines
Department of Education
REGION III
SCHOOLS DIVISION OF BULACAN

March 3, 2025

DIVISION MEMORANDUM
No. 116 s, 2025

**WE FOR GENDER EQUALITY: SDO BULACAN'S 2025 NATIONAL WOMEN'S
MONTH CELEBRATION**

To: Assistant Schools Division Superintendents,
Chiefs of CID and SGOD,
Education Program Supervisors,
Public Schools District Supervisors,
Heads of Public and Private Elementary and Secondary Schools
Teaching and Non-Teaching Personnel
All Others Concerned

1. The Schools Division of Bulacan joins the nation in celebrating the 2025 National Women's Month (NWMC), guided by the theme "*WE for Gender Equality and an Inclusive Society.*" This celebration recognizes the indispensable role of women in nation-building, underscoring the continuous need to promote gender equality and women's empowerment. It aligns with Proclamation No. 224, s. 1988, Proclamation No. 227, s. 1988, and Republic Act No. 6949, s. 1990.
2. As part of SDO Bulacan's commitment to gender-responsive governance and the integration of Gender and Development (GAD) initiatives, schools and offices are encouraged to actively participate in activities that elevate women's voices, strengthen gender equality, and cultivate a more inclusive environment for all.
3. To celebrate this year's NWMC, the SDO Bulacan will conduct the following activities:
 - a. ***Pampering for Empowerment: Self-Care and Wellness Day for Women***
Date: March 5-6, 2025; *Venue:* SDO Bulacan Lactation Room
Description: In partnership with International Pharmaceuticals Inc, this initiative offers free manicure and pedicure services to 40 women personnel of the Division Office, immediately following the Ash Wednesday Mass. This activity serves as a tribute to the hardworking women in the division, emphasizing the importance of self-care and well-being.
 - b. ***Sustainable Women, Sustainable Future: Lecture-Workshop on Green Living and Free Seedlings Distribution***
Date: March 19, 2025; *Venue:* **SDO Bulacan Conference Hall**
Description: In collaboration with East-West Seed Foundation, this workshop promotes sustainability and women's role in environmental preservation. Participants will receive free seedlings, fostering a culture of self-sufficiency, climate resilience, and economic empowerment.



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- c. **Purple Wednesdays: Wear and Share the Color of Empowerment**
Date: *Every Wednesday of March 2025*

Description: Personnel are encouraged to **wear purple every Wednesday** to advocate for gender equality and women's empowerment. Schools and offices may integrate GAD themes in their activities to enhance awareness and participation.

- d. **GAD in Action: Localized NWMC Initiatives**

Schools and district offices are encouraged to adopt and implement at least one NWMC activity aligned with the theme "*Babae sa Lahat ng Sektor, Aangat ang Bukas sa Bagong Pilipinas.*"

Suggested activities include:

- GAD-centered discussions on gender equality and women's leadership;
- Community outreach programs empowering women and girls
- Cultural showcases highlighting women's contributions
- Health and wellness sessions, including mental health talks and self-care workshops
- Digital storytelling campaign featuring inspiring stories of empowered women
- *Serbisyo para kay Juana* Initiative, providing priority services for women

- e. **"Women First: Tokens of Appreciation and Advocacy Commitment"**

Date: March 5, 2025 (Kick-off Activity); Venue: SDO Bulacan

Description: To mark the beginning of the Women's Month celebration, the first 50 women who transact at the Division Office on this day will receive simple tokens as a gesture of appreciation for their contributions to the workplace and community. As part of the advocacy effort, each recipient will be invited to write a short message or pledge on a commitment wall highlighting their support for women's empowerment and gender equality. This symbolic activity will serve as a collective expression of commitment to advancing gender-responsive initiatives within the division.

- f. **SDO-Initiated Weekly Activities**

- **Week 1 (March 1-8, 2025) – "Silent Support: Change Your Profile Picture to Purple"**

-All personnel are encouraged to change their profile pictures to purple or use a Women's Month frame to show solidarity.

-A simple photo frame template will be provided for easy use.

-This activity serves as an effortless yet powerful way to spread awareness.

- **Week 2 (March 9-15, 2025) – "Inspirational Women Wall" (Digital or Physical Display)**

-Schools and offices will set up a bulletin board or digital space where students and employees can post photos, quotes, and stories of inspirational women.

-A social media campaign using *#WomenWhoInspireSDOBulacan*



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will also be launched to encourage wider participation.

- **Week 3 (March 16-22, 2025) – “30-Day Women's Empowerment Challenge” (Daily Mini-Tasks)**

-A daily challenge will be rolled out to encourage gender awareness and self-care. Some sample tasks include:


- **Day 1:** Share a story of a strong woman in your life.
- **Day 5:** Send a note of appreciation to a female colleague.
- **Day 10:** Learn one new fact about gender equality.


-This will be shared via school bulletins, group chats, and social media.

- **Week 4 (March 23-31, 2025) – “GAD Reflection and Appreciation”**

- Schools and offices will hold simple reflection sessions on what They have learned throughout Women's Month.
- Employees and students may write messages of appreciation for The women in their lives, which can be compiled into a Digital Appreciation Board.

4. Stay tuned for further announcements and postings regarding the lined-up activities on the *G na G sa HybriD na GADukasyon* Facebook page for updates. This year's celebration underscores the collective responsibility in fostering gender equality.
5. For further inquiries, contact Ms. Marilene G. Ramos, Senior Education Program Specialist and Division GAD Focal Person at marilene.ramos@deped.gov.ph
6. Immediate and wide dissemination of this Memorandum is desired.


NORMA P. ESTEBAN, EdD, CESO V
Schools Division Superintendent


mjr/sgca-hrdGAD
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