



Republic of the Philippines  
**Department of Education**  
REGION III – CENTRAL LUZON  
SCHOOLS DIVISION OF SCIENCE CITY OF MUÑOZ

02 March 2026

**SCHOOLS DIVISION MEMORANDUM**

No. 089,

s. 2026

**2026 NATIONAL WOMEN'S MONTH CELEBRATION**

To: Assistant Schools Division Superintendent  
Chief Education Supervisors  
Public Elementary and Secondary Schoolheads  
All Others Concerned

1. Pursuant to Presidential Proclamation No. 224, s. 1988: Declaring the first week of March every year as Women's Week, March 8 as Women's Rights and International Peace Day, Presidential Proclamation No. 227, s. 1988: Providing for the Observance of the Month of March as "Women's Role in History Month," and in reference to Philippine Commission on Women (PCW) Memorandum Circular No. 2026-02 titled, Guide for the 2026 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, This Office, through the Gender and Development Focal Point System (GFPS) announces the conduct of 2026 National Women's Month Celebration.
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. To promote awareness about this celebration, schools are encouraged to participate in the following activities:
  - a. **NWMC-themed Flag Raising Ceremony**  
Schools are encouraged to integrate NWMC announcements, reminders, messages, and activities into their Flag Raising Ceremonies throughout March (or on other relevant dates). Utilized the All-Women Cast Lupang Hinirang music video. The video can be downloaded from <https://library.pcw.gov.ph/lupanghinirang-all-women-cast>;
  - b. **For GAD Focal Point System (GFPS) Members**  
GFPS are 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;



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**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;

**d. Celebrating Women Leaders**

Organize a mini recognition activity within the school to highlight women leaders who demonstrate exemplary leadership and inspire others;

**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;

**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;

**g. Cultural and Artistic Events**

Organize storytelling sessions, music performances, art exhibits, or theater productions highlighting women's creativity, leadership, and contributions to communities;

**h. 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);

**i. #PurpleWednesdays, #PurpleYourIcon and #PurpleYourProfile**

Show your commitment to women's empowerment and gender equality by wearing purple every Wednesday throughout March;

**j. 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 your school and on social media. Let



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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>.

**k. Use the official collateral designs**

Stakeholders are encouraged to use the official branding design released by PCW for the 2026 NWMC.

**l. Use the official hashtag '#WEcanbeEquALL'**

The online campaign to rally support for gender equality under the hashtag #WEcanbeEquALL.

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

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

5. All expenses related to the conduct of these activities may be charged against the respective school's GAD Budget, following the existing procurement, accounting, auditing, and financial regulations. Likewise, the same may be included in their respective GAD Accomplishment Reports.

6. For inquiries and clarifications, you may contact Mr. James Patrick S. Barias, Education Program Specialist II/Division GFPS Focal Person at [jamespatrick.barias@deped.gov.ph](mailto:jamespatrick.barias@deped.gov.ph) or at 0917-189-3968.

7. Immediate dissemination of this Memorandum is earnestly desired.

  
**JOHANNA N. GERVACIO PhD, CESO V**  
Schools Division Superintendent †

Encl. As stated

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

CAMPAIGN PROGRAM	CELEBRATION EMPOWERMENT
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GFPS/JPSB/2026 National Women's Month Celebration  
01/March 2, 2026



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