



Republic of the Philippines  
Department of Education  
Region VIII

**SCHOOLS DIVISION OF CALBAYOG CITY**

23 February 2026

**DIVISION MEMORANDUM**  
NO. 097, s. 2026

**2026 WOMEN'S MONTH CELEBRATION**

TO: Assistant Schools Division Superintendent  
SGOD and CID Chiefs  
Education Program Supervisors  
Public School District Supervisors  
Elementary & Secondary School Heads  
Unit / Section Heads  
Teaching, Teaching-Related & Non-Teaching Personnel  
District / School GAD Coordinators  
All Others Concerned

1. Pursuant to Republic Act No. 6949, s. 1990 and Philippine Commission on Women (PCW)- Memorandum Circular No. 2026-02, all government agencies are to celebrate Women's Month in the month of March putting emphasis on the **8<sup>th</sup> day as Women's Rights and International Peace Day**. Thus, this office through the School Governance and Operations Division-Human Resource Development Section (SGOD-HRDS) supports on this year's NWMC and encourages all schools to conduct school-initiated activities conforming to this year's main theme: **"We and Everyone (WE) for gender equality and inclusive society"**, with its **sub-theme for the year 2026 : "Lead like the Babaylans, Filipinas"**.

2. **This activity aims to :**  
a.) Embody "Babaylan" Leadership. Highlighting women's role in driving inclusive governance, peaceful, and economic development within the DepEd Community;  
b.) Promote Gender Equality; and  
c.) Strengthen advocacy and ensure inclusivity.

3. The suggested activities are stated in the enclosed PCW Memorandum Circular No. 2026-02 from the Philippine Commission on Women (PCW) visit <https://pcw.gov.ph/2026-national-womens-month-celebration/> . It is with this regard, that all schools and district offices are encouraged to undertake activities related to Women's Empowerment as indicated below:

- **Display of advocacy materials** like tarpaulins, purple & white flaglets /balloons in the division, district and school offices;
- **#PurpleFridays**- wearing purple attire every Friday throughout March to show commitment to women’s empowerment and gender equality;
- **#PurpleYourIcon**-extending support by illuminating offices landmarks & public spaces with purple elements;
- **#PurpleYourProfile** – joining the online movement by updating your profile picture with PCW’s official frame which helps amplifying awareness and engagement in digital spaces;
- **Conduct of Zumba:** Balik Alindog Juana every Friday; and
- Other services for women tagged as **#SerbisyoparakayJuana**.

<p> <b>Note :</b> Use the <b>Official #Hashtag “#WEcanbeEquALL”</b></p>	
<p> Please use the <b>Official Collateral Designs:</b> PCW’s 2026 NWMC Branding, Banners wherein you can access in the following links:</p>	
PCW 2026 NWMC	<a href="https://pcw.gov.ph/2026-national-womens-month-celebration/">https://pcw.gov.ph/2026-national-womens-month-celebration/</a>
MusikaNgKababaihanFridays #MNKFridays	<a href="https://library.pcw.gov.ph/search/?q=musikjuana">https://library.pcw.gov.ph/search/?q=musikjuana</a>

3. Timeline on the schedule of activities for the division office are as follows:

DATE /TIME	ACTIVITY	VENUE	IN-CHARGE
March 1 / Entire Month of March	Hanging / Display of Women’s Month Tarpaulin	Division Office / Schools	GAD Focal
	<b>#PurpleYourProfile</b> (PCW Frame) <b>#PurpleYourIcon</b> (Purple Elements)	Social Media Account Division Office / Schools	All Employees Office/ Public Spaces
March 2	Opening Program after the Flag Raising Ceremony (All Women’s Cast on Flag Raising Ceremony)	Division Office Ground	SGOD-HRD c/o GAD Focal (Marita P. Senolos)
March 9 7:00 am 8:30 am onwards	<b>Kick-off Activity</b>  Motorcade  Short Program	Around City Proper Division Lobby / Conference Hall	GAD Focal Point System Members  SGOD-Personnel c/o HRD - Marita P. Senolos ,GAD Focal  Sharon D. Balza Rosalia R. Rivera Asther A. Bachar

			Joanna Lou V. Portura Marian C. Advincula Lillibeth D. Ortiz
March 6, 13, 20 & 27 ( <b>Fridays</b> )	<b>#PurpleFridays</b> (all employees are advised to wear anything purple every Wednesday in March)	Offices / Schools	All Employees (DO & On- Field)
Entire Month of March (Office Hours only)	<b>#SerbisyoParaKayJuana</b> • Free Medical & Dental Check-Up	Division Office Lobby / HNU Office	HNU Medical Personnel c/o Dr. Arlene C. Catalan
March 6	<b>1<sup>st</sup> Friday Mass</b>	Division Lobby	March Celebrators
March 6, 13, 20 & 27 ( <b>Fridays</b> )	<b>#MusikaNgKababaihanFridays</b> ( <b>#MNKFRidays</b> ) (every Friday of March, Play PCW /empowering songs in offices & online platforms to promote gender equality)	Offices / Online Platforms	All Employees
March 20	<b>Women Empowerment and Mental Health Sessions</b> "Work Life Balance: YOUmattersJUANA"	Conference Hall	SGOD – HNU & HRD -c/o GAD Focal
March 27 8:30 am 9:30 – 3:00 pm  4:30 pm 5:00 pm	<b>Culmination Activity</b> Short Program <b>#MANTRAParaKayJuana</b> (MakeOver Activity for Non-Teaching for a Refreshing Aura) • Basic Make Up Session • Hair Cut • Massage • Nail Polish <b>Zumba: "Balik Alindog Juana"</b> <b>Flag Lowering Ceremony</b> (All Women's Cast on Flag Lowering Ceremony)	Conference Hall	SGOD-Personnel c/o HRD - Marita P. Senolos ,GAD Focal  Sharon D. Balza Rosalia R. Rivera Asther A. Bachar Joanna Lou V. Portura Marian C. Advincula
<b>Reminder :</b>	<b>All are advised to wear anything purple in every conduct of the above activities.</b>		

4. School/District GAD Focal person is expected to submit Activity Documentation Report (ADR) addressed to: **Marita P. Senolos, SEPS – Human Resource Development Section / Gender & Development (GAD) Focal Person.**

4. Expenses relative to the conduct of these activities in schools and districts shall be charged against School MOOE, while Division-based activities to Division MOOE/GAD Funds, subject to the existing accounting and auditing rules and regulations.

5. Immediate dissemination of and compliance with this Memorandum are desired.



*Jor: [Signature]*  
**MARGARITO A. CADAYONA JR., PhD, CESO VI**  
Schools Division Superintendent

