

DSWD F0 III joins the Celebration of Women's Month



The Department of Social Welfare and Development (DSWD) Region III continues to uphold its commitment on empowering and protecting women in joining the celebration of National Women's Month this March in support for the Philippine Commission on Women.

This year's theme, "Juana Laban sa Pandemya: Kaya!" focuses on highlighting the extraordinary roles of women during the pandemic. It also addresses the issues faced by women hindering them towards empowerment. The campaign also calls for concrete, sustainable, and inclusive action towards gender equality.

DSWD Region III encourages the public to support the celebration of National Women's Month by using the hashtag #WomenMakeChange in posting on your social media accounts to showcase Women's Month activities and women's empowerment initiatives online.

You may also use the following hashtags for online advocacies:

#MyWonderJuana. This enjoins netizens to share a minuter-story featuring an inspiring "Juana" who was able to hurdle the challenges of the pandemic and empower others to remain hopeful. The goal is to showcase the different roles that women from all walks of life play to help families, communities, and nations afloat amidst the pandemic.

PCW will monitor #MyWonderJuana and send simple prizes to netizens who post #MyWonderJuana stories that PCW will feature/share in our official social media page (a post should

be made public).

#MySuperJuan. Through this campaign, netizens can share an uplifting social media post featuring a male person who does his share in doing unpaid domestic work, which are stereotypically labeled as a woman's job.

The goal is to spotlight on Juans who share household chores in order to contribute in normalizing the redistribution of unpaid care work.

PCW will monitor #MySuperJuan and send simple prizes to netizens who post #MySuperJuan stories that PCW will feature/share in our official social media page (a post should be made public for us to monitor).

#JuanaSays. Now in its 7th year, this online advocacy provides a daily dose of inspirational quotes from Filipino women.

The public may also show their support for gender equality and women's empowerment (GEWE) by joining #PurpleMondays. Globally recognized as the color of women, purple symbolizes justice and dignity. Wear the color every Monday of March 2021 or even adorn your spaces with purple to publicly declare their commitment to GEWE and include #WomenMakeChange when sharing photos online.