



Republic of the Philippines  
**Department of Education**  
REGION VII – CENTRAL VISAYAS  
Division of City Schools – Tagbilaran City

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**Office of the Schools Division  
Superintendent**

MEMORANDUM

MLA-2023- 056

TO: **ALL DIVISION PERSONNEL**

FROM: **JOSEPH IRWIN A. LAGURA, Ph.D.**  
Schools Division Superintendent 

SUBJECT: **#POWERPURPLE CAMPAIGN: 2023 GIRL-CHILD WEEK CELEBRATION**

DATE: March 29, 2023

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1. Pursuant to Regional Memorandum No. 0193, s. 2023, this office disseminates the **2023 Girl-Child Week Celebration** with the theme: *“Strong Girls, Strong World: Protecting Girls’ Rights and Well-Being in the Face of Adversity”*. This celebration is in support and alignment with the National Women’s Month celebration.
2. The country has been declared as having high cases of teenage pregnancies and further declared a national emergency. In this regard, as a support of the advocacy in decreasing cases of teenage pregnancies among the adolescents especially from among our learners, **all division personnel** are enjoined to wear **purple (or violet) -colored clothing** on Friday, March 31, 2023 to signify support on **Girl-Child Advocacy Day** in the division.
3. For your guidance and compliance.



Address: Dampas District, Tagbilaran City, Bohol  
Telephone Nos.: (038)427-1702; (038)427-2506; (038)422-8177; (038)427-6718; (038)544-2147  
Email Address: tagbilarancity.division@deped.gov.ph

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*Maria Jose*



Republic of the Philippines  
Department of Education  
REGION VII - CENTRAL VISAYAS

DEPED TAGBILARAN CITY DIVISION  
SDS OFFICE  
**DOWNLOADED**  
BY *[Signature]* DATE: 3/28/2023

Office of the Regional Director

MAR 28 2023

Regional MEMORANDUM  
No. 0193, s. 2023

**2023 GIRL-CHILD WEEK CELEBRATION**

To: Schools Division Superintendents  
Assistant School Division Superintendent  
All Others Concerned

1. This Office disseminates the attached communication from the Council for the Welfare of Children (CWC) that spearheads the Protection and Gender-Fair Treatment of the Girl Child Week or also known as the "Girl-Child Week" celebrated every 4<sup>th</sup> week of March of every year. This weeklong celebration is in support and alignment with the National Women's Month celebration. This focuses on the adolescent pregnancies with the theme "Strong Girls, Strong World: Protecting Girls' Rights and Well-Being in the Face of Adversity". The celebration shall run from March 25 to March 31, 2023.
2. The country has been declared as having high cases of teenage pregnancies and further declared a national emergency. In this regard, this Office supports the advocacy in decreasing cases of teenage pregnancies among the adolescents especially from among our learners.
3. In line with this, herein are recommended activities that shall be done for and in the conduct of the celebration. It is encouraged that Adolescent Reproductive Health focal person in collaboration with Youth Formation Division of your Schools Division Office shall spearhead in this weeklong celebration. Schools Division Superintendent are enjoined to give full support to this advocacy.
4. Furthermore, link to the access to reference materials are herein stipulated in the attached communication and downloadable. For more clarifications, please contact this Office through the Education Support Services Division (ESSD).
5. For your immediate dissemination, support and compliance to this Memorandum.

*[Signature]*  
**SALUSTIANO T. JIMENEZ, Ed.D.,JD.,CESO V**  
 Director IV  
 Regional Director

STJ/CAE/TFP/rmp



Address: Doña M. Gaisano St., Sudlon, Lahug, Cebu City  
 Telephone Nos.: (032) 231-1433; (032) 414-7399  
 Email Address: region7@deped.gov.ph



Republic of the Philippines  
**COUNCIL FOR THE WELFARE OF CHILDREN**

**MEMORANDUM**

**FOR: NATIONAL GOVERNMENT AGENCIES, LOCAL GOVERNMENT UNITS,  
CIVIL SOCIETY ORGANIZATIONS/NON-GOVERNMENT  
ORGANIZATIONS, ACADEME, AND OTHER PARTNER  
ORGANIZATIONS**

**SUBJECT: 2023 GIRL-CHILD WEEK CELEBRATION**

**DATE: 28 FEBRUARY 2023**

**I. RATIONALE**

By virtue of Proclamation No. 759, s. of 1996, the Council for the Welfare of Children (CWC), as the focal inter-agency body of the government for children in the Philippines, spearheads the Protection and Gender-Fair Treatment of the Girl Child Week or also known as the "Girl-Child Week" every 4<sup>th</sup> week of March. This week-long observance also supports the National Women's Month celebration for the whole month of March, which highlights the theme "WE for gender equality and inclusive society" – a call to foster an inclusive society where change works for everyone regardless of gender, class, status, and culture.

The focus of the 2023 Girl-Child Week celebration from **March 25 to 31, 2023** is "**adolescent pregnancy**" with the theme "**Strong Girls, Strong World: Protecting Girls' Rights and Well-being in the Face of Adversity**". This was determined through an online survey consultation with child representatives of the select National Steering Committee on Child Rights Advocacy (NSC-CRA) member agencies, and was selected by the panel of judges from CWC, Miriam College-Child Rights Advocacy Center, and the Regional Committee for the Welfare of Children-National Capital Region child representative.

Recently, the country declared adolescent pregnancy as a national emergency. In 2020, the Commission on Population and Development (POPCOM) reported 56,428 live births among 10-to-17-year-old mothers, which were 10% lower than the 62,510 recorded in 2019, while 51 live births were recorded from girls aged 10 to 12 years old. Due to pregnancy, early parenthood, and reproductive work, adolescent mothers and fathers are forced to deprioritize their education and this may eventually prompt them to drop out of school. Consequently, this may lead to limited job opportunities and underemployment.

In this regard, CWC enjoins all government agencies and local government units through their respective Gender and Development (GAD) Focal Point System (GFPS), civil society organizations/non-government organizations, academe, and other partner organizations to support the "**#StrongGirlsStrongWorldPH**" Campaign for the 2023 Girl-Child Week celebration. This includes conducting and supporting inclusive in-person, online, and hybrid activities which address underlying and socio-cultural factors influencing adolescent pregnancy, and engages everyone regardless of gender, class, status, and culture.



Republic of the Philippines  
**COUNCIL FOR THE WELFARE OF CHILDREN**

The “**#StrongGirlsStrongWorldPH**” Campaign encourages public discourse and collective action to strengthen girls’ safety, protective behavior, and knowledge on adolescent sexual and reproductive health that are keys to the realization of their rights.

**II. OBJECTIVES**

1. To generate critical awareness, promote public discourse, and interest in adolescent pregnancy, and the accessible measures and social protection programs for adolescent mothers and their children;
2. To facilitate learning and unlearning misconceptions, outdated perceptions, attitudes, and behavior change towards adolescent sexual and reproductive health, and adolescent mothers and fathers; and
3. To encourage collective action to address adolescent pregnancy at all levels of society.

**III. IDEAS FOR GIRL-CHILD WEEK ORGANIZATIONAL ACTIVITIES**

Agencies/organizations may consider conducting their 2023 Girl-Child Week organizational activity with the following recommendations:

SCHEDULE	ACTIVITIES	DESCRIPTION
March 27 to 31 (Monday to Friday)	In-person learning session or webinar on <b>Bodily Autonomy</b>	It aims to teach children that they are in control of their own bodies, the concept of safe and unsafe touch, respecting personal spaces, and how children can exercise and claim their right to make choices over their bodies and futures free from any form of violence or coercion.
March 27 to 31 (Monday to Friday)	In-person learning session or webinar on <b>Adolescent Pregnancy</b>	It aims to teach reproductive health and comprehensive sexuality education, debunking taboos, and strategies on how parents can effectively deliver their role in Adolescent Sexuality and Reproductive Health.
March 27 to 31 (Monday to Friday)	In-person learning session or webinar on <b>Basic Self-defense Skills for Children</b>	It aims to teach children the basic skills that will help them physically protect themselves from harm, and helplines they can report to in emergency situations.
March 27 (Monday)	<b>#StrongGirlsStrongWorldPH Online Campaign</b>	The CWC encourages individuals and organizations to join the online campaign by using the Girl Child Week photo frame in their profile pictures. The following are the steps to participate: <ol style="list-style-type: none"> <li>1. Use the Girl Child Week photo frame on your Facebook, Instagram, and/or Twitter profile picture;</li> <li>2. Write and customize our template caption:  <b>“I, (STATE YOUR NICKNAME), got the power to curb adolescent pregnancy this 2023 Girl-Child Week for a #StrongGirlsStrongWorldPH!</b></li> </ol> <p style="text-align: center;"><b><i>I challenge (MENTION THREE OF YOUR SOCIAL MEDIA FRIENDS/ FOLLOWERS) to do the same.”</i></b></p>
March 29 (Wednesday)	<b>#PowerPurple Wednesday Campaign</b>	Organizations are enjoined to wear <b>purple (or violet)-colored clothing</b> on 29 March 2023



Republic of the Philippines  
**COUNCIL FOR THE WELFARE OF CHILDREN**

SCHEDULE	ACTIVITIES	DESCRIPTION
		(Wednesday) to signify support on Girl-Child Advocacy Day.

**IV. WAYS TO CELEBRATE THE GIRL-CHILD WEEK**

- **Share/post** Girl-Child Week advocacy materials on the websites/official social media accounts;
- **Develop, produce, and distribute Information, Education and Communication (IEC) materials** and other collaterals even those developed by CWC;
- **Conduct organizational activity** related to the focus and theme of the 2023 Girl-Child Week and submit activity details by emailing [paio@cw.gov.ph](mailto:paio@cw.gov.ph) and [pprd@cw.gov.ph](mailto:pprd@cw.gov.ph) for inclusion in the week-long Calendar of Activities on or before **15 March 2023 (Wednesday)**; and
- **Support and participate** in all Girl-Child week-related activities nationwide.

**V. ACCESS TO REFERENCE MATERIALS/COLLATERALS**

To access and download **2023 Girl-Child Week materials/collaterals** (e.g. banner/ tarpaulin design, cover photo template, shirt design), please visit the following:

- **Google Drive:** [bit.ly/2023GCWMaterials](https://bit.ly/2023GCWMaterials)
- **CWC website:** [www.cw.gov.ph](http://www.cw.gov.ph)
- **Facebook Page:** [fb.com/CWCgovph](https://fb.com/CWCgovph)
- **Twitter Page:** [@CWC\\_govph](https://twitter.com/CWC_govph)
- **YouTube channel:** [CWChildrenOfficial](https://www.youtube.com/CWChildrenOfficial)

For your appropriate action.

**USEC. ANGELO M. TAPALES**  
Executive Director V

Digitally signed by Tapaes Angelo Milan  
Date: 2023.03.01 15:00:30 +08'00'

*cac/glb/mva/pma/elb*