



Empowering GAD Webinars & **TikTok**ing this 2021 Women's Month

The coronavirus pandemic has altered humanity's sense of normalcy.

In the midst of it all, women have been once again placed in a conundrum - one that is redefining the strength and depth of the feminine gender.

"Even prior to the pandemic, women, especially those belonging to low income households have triple roles, namely: reproductive, productive, and community management. Similar to the observed realities during disasters and emergencies, women during the pandemic are faced with multiple added responsibilities, including the increasing duty of care work and attending to the staggering economic impact of the pandemic," said Undersecretary Marjorie N. Jalosjos, the Chairperson of the DILG-Central Office (CO) Gender and Development (GAD) Focal Point System Executive Committee.

Despite this challenging pandemic time, the DILG, through the stewardship of Jalosjos, is staging various GAD activities for the celebration of the National Women's Month Celebration (NWMC) with the theme "Making Change Work for Women."

"Various forms of inequality and oppression faced by women and girls in the society did not stop during the COVID 19 pandemic. In fact, many gender issues worsened due to the unique challenges brought by the quarantine measures aimed to mitigate the spread of the virus. For this year's NWMC, we'll be highlighting women's participation in COVID-19 recovery and gender issues exacerbated by the pandemic," she said.

WEB TALKS

Kicking off the celebration of the NWMC in the DILG-CO are web talks centered on women's issues and the newly expanded advocacy, *Gender Equality, Disability, and Social Inclusion* (GEDSI) to be conducted every Monday of March 2021.

Marking the first session of the series of webinars is an overview of basic GAD concepts on March 1. On March 8, mental health issues of women and information on the COVID-19 vaccines will take center stage. GEDSI orientation will be the subject of the March 15 session. The last web talk on March 22 will focus on the Safe Spaces Act. A culminating activity will be held on March 29.

TIKTOK CHALLENGE

Another twist in this year's NWMC is the "TikTok Challenge: National Women's Month Edition" gearing towards producing contents *"that serve as tributes and call to action that highlight the extraordinary roles of ordinary Juanas in the society and to address the issues that women continue to face."*

Spearheaded by the Public Affairs and Communication Service (PACS), the TikTok Challenge is seen as a relevant

platform, tapping a popular social media application in promoting change and raising awareness for issues that truly matter such as GEDSI.

"This is our take in creating a platform where technology and GAD advocacy meet," PACS Director Marlo S. Guanzon said.

He said that the contest is open to all personnel of the Bureaus, Services, Regional Office, the Local Government Academy, and Program Management Offices including those under Contract of Service with only one entry allowed from each office. Participants must also have a TikTok account.

TikTok video entries must revolve around the concept of women empowerment in this time of pandemic. Shooting of the video must adhere to the minimum health guidelines to avoid COVID-19 virus. *"Bagaman itoy video entries, hangad pa rin natin na maging ligtas ang lahat sa coronavirus,"* Guanzon said.

Any song to be used as background music is allowed provided that it does not have explicit content; videos must run for up to 60 seconds only; include the hashtags #WomenMakeChange and #JuanaLabanSaPandemya on the video; and entries must be uploaded through this link bit.ly/3nWMC_TikTok with following sample file name "TikTokChallenge_(name of office)."

Entries will be judged according to the following criteria: 40 percent for originality, creativity, and relevance to the concept; 30 percent for delivery; and 30 percent for visual appeal.

Cash prizes will be awarded to winning entries with the 1st placer taking home P5,000 while the 2nd Placer will receive P4,000; P3,000 for the 3rd placer; P2,000 for the 4th placer; 5th placer will get P1,000; and a consolation prizes of P500.

Deadline of submission is on March 5, 2021. ■

By: Xeph Garcia, Jr.

DILG-CO Quality Policy

We, the DILG-Central Office, imbued with the core values of Integrity, Commitment, Teamwork and Responsiveness, commit to formulate sound policies on strengthening local government capacities, performing oversight function over LGUs, and providing rewards and incentives. We pledge to provide effective technical and administrative services to promote excellence in local governance and enhance the service delivery of our Regional and Field Offices for the LGUs to become transparent, resilient, socially-protective and competitive, where people in the community live happily.

We commit to continually improve the effectiveness of our Quality Management System compliant with applicable statutory and regulatory requirements and international standards gearing towards organizational efficiency in pursuing our mandate and achieving our client's satisfaction.

We commit to consistently demonstrate a "Matino, Mahusay at Maasahang Kagawaran Para sa Mapagkalinga at Maunlad na Pamahalaang Lokal".