

Paint the Town Purple: CFO Celebrates International Women’s Month

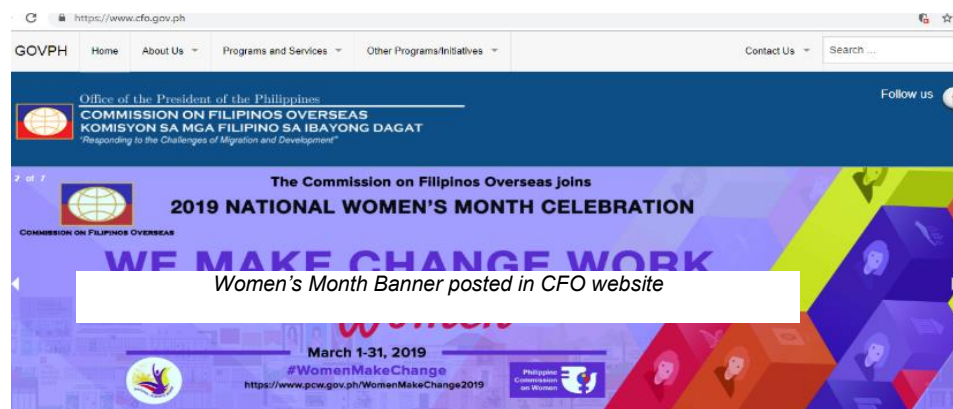


CFO Interns participates in the Women’s Month Celebration

The International Women’s Month, a celebration during March of every year, is dedicated to women, girls and children around the world. It recognizes their significant contributions that have brought a positive impact in the community. Truly, it is a festive month as not only does it celebrate and empower women but also aims to educate the community on gender issues and establish safe spaces for them.

As a gender-responsive government agency, the Commission on Filipinos Overseas (CFO), presented its steadfast commitment and support to this endeavor by lining up month-long activities and services for its women clients and employees.

Uploading of the Women’s Month Banner in CFO Website and Social Media Platforms



Wearing of Purple Ribbon and Purple Shirts

The celebration kick started on March 4, 2019 during the CFO’s first flag ceremony for the month. On March 8, 2019 (International Women’s Day), the CFO was painted purple as it gave out ribbon pins to all CFO employees that signified women’s rights. Aside from the ribbon, they were also encouraged to wear purple.



CFO Employees and interns wearing purple ribbons for the Women’s Month Celebration

Distribution of Tokens for Women Clients

Frontline officers greeted the female clients and handed over light snacks as tokens. The CFO offices in Cebu, Davao, and Clark participated in the month-long celebration as well.



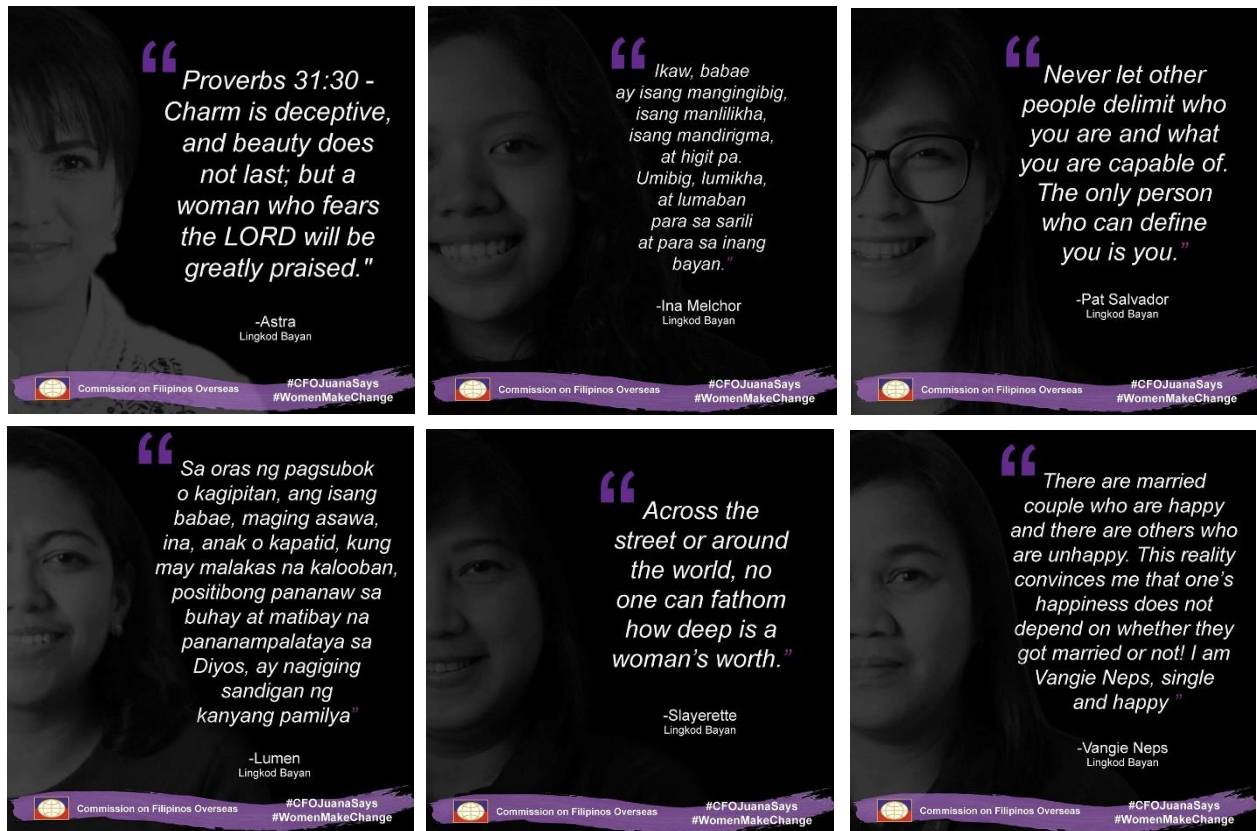
CFO Clark, Cebu and Davao joins the Women’s Month Celebration



Usec. Astravel P. Naik personally giving tokens to CFO clients in Manila

#CFOJuanaSays: Daily Dose of Inspirational Quotes from CFO Women

The CFO also took advantage of social media and posted in its PESO Sense Facebook page women and women empowerment quotations from CFO women employees. This month-long series was entitled #CFOJuanaSays. This initiative was inspired by the Philippine Commission on Women's #JuanaSays, which features inspirational quotations of Filipino women from different fields or profession around the globe.



Some of the #CFOJuanaSays posted at facebook.com/pesosenseph

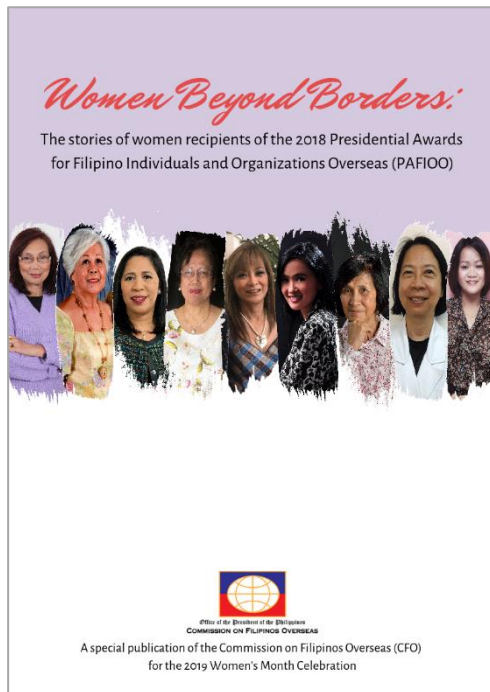
Me Time for CFO Juana

Recognizing that time is the most precious commodity for any individual, the CFO management granted an optional one (1) day off to all women personnel of the CFO for whole month of March. The management believes in the importance of taking care of oneself to improve work productivity, especially among women employees. This special privilege allowed women employees of the CFO to spend much-needed time for themselves.

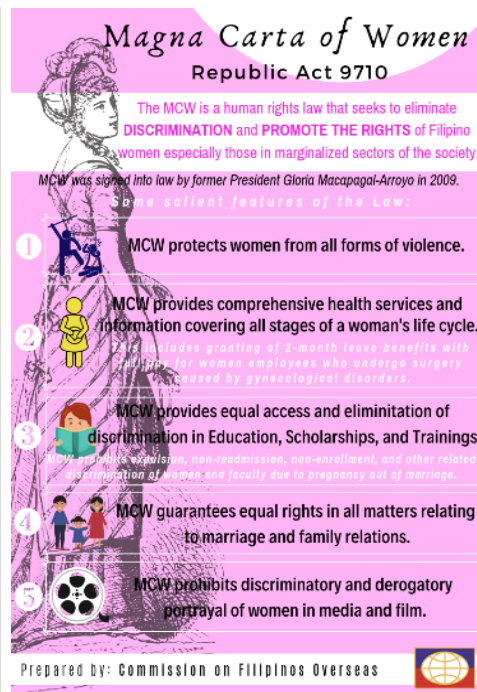
Development of Information, Education, and Communication (IEC) Materials

Apart from said activities, the CFO also developed several information, education and communication materials uploaded in CFO's website and Facebook pages. These include a

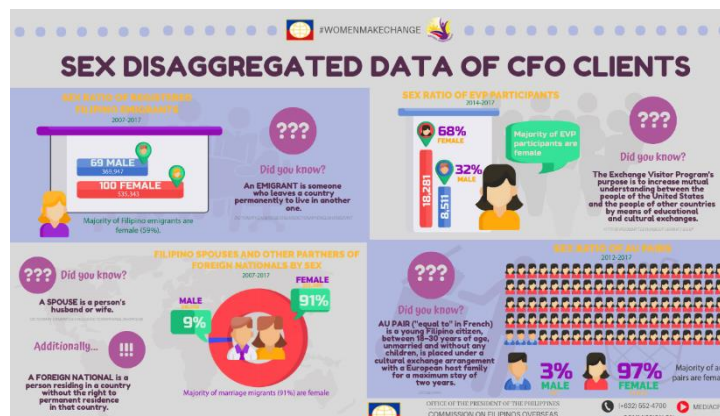
special e-publication entitled “*Women Beyond Borders: The Women Recipients of the 2018 Presidential Awards for Filipino Individuals and Organizations Overseas (PAFIOO)*”, which was dedicated to the nine (9) women 2018 Presidential Awards winners. Moreover, an infographic on the salient features of the Magna Carta of Women (RA 9710) was released as well. It intends to inform and remind site visitors about women’s rights. Lastly, the CFO prepared an infographic outlining the sex disaggregated data of CFO clients from 2007 to 2017. It shows that through the years, majority of migrants are women.



The cover of *Women Beyond Borders*, CFO's special e-publication for the 2019 Women's Month Celebration



CFO Infographic on the Magna Carta of Women



Sex disaggregated data of CFO clients from 2007-2017

The culmination of the CFO's month-long activities are two audio visual presentations that were uploaded both in CFO's website and Facebook page. The first video highlighted the role of women in CFO's everyday functions, and the second one contains heart-warming message from CFO's very own Secretary Francisco P. Acosta, and important lessons from Undersecretary Astravel P. Naik – one of the many inspiring women in government service.



Screen clippings from the AVP of CFO Sec. Acosta and Usec. Naik and CFO women employees