



DepED MEMORANDUM  
 No. **420**, s. 2008

SEP 28 2009

NATIONAL POSTER CONTEST ON WOMEN AS ECONOMIC AGENTS

To: Bureau Directors  
 Regional Directors  
 Schools Division/City Superintendents  
 Heads, Public Elementary and Secondary Schools

1. The National Commission for Culture and the Arts (NCCA) in partnership with the United Nations Population Fund (UNFPA) will conduct the **National Poster Contest on Women as Economic Agents** with the theme "*When You Empower a Woman, You Empower a Family. When You Empower a Woman, You Change the World*".

2. The winners will be selected from each of the following categories:

Category	Age	Level	Deadline for submission of entries
I	10 -13 years	Elementary	October 1, 2009
II	14 - 17 years	High school	October 1, 2009
III	18 and above	College or Out-of-School	October 10, 2009

3. Students from the 17 regional art schools in the Philippines and all interested schools within the 17 regions are requested to participate in Categories I and II of the contest. Winning compositions from the regional art schools or from the regional offices will be sent to Manila for exhibition by October 10 and for the judging of the grand prize.

4. Enclosed are the specifications of entries. For more information, please contact the Office of the Executive Director at tel. no. (02) 527-2192 to 98 or visit the NCCA website at <http://www.ncca.gov.ph/main.php>. and UNFPA website at [www.unfpa.org](http://www.unfpa.org).

5. Immediate and wide dissemination of this Memorandum is desired.

  
**VILMA L. LABRADOR**  
 Undersecretary

Encl.: As stated  
 Reference: None  
 Allotment: 1—(D.O. 50-97)  
 To be indicated in the Perpetual Index  
 under the following subjects:

CONTESTS  
 PUPILS

STUDENTS

**HOW TO ENTER:**

The National Commission for Culture and the Arts (NCCA) and the United Nations Population Fund (UNFPA), in partnership with DepEd and CHED, announce a National Poster Contest on Women and the Economy and Women as Economic Agents. A winner of the joint painting-slogan competition will be selected from each of the age categories listed below. A winner will be selected nationwide through DepEd Regional Arts Schools and CHED in liaison with TESDA from each of the age categories listed below.

**Age Categories**

- Category I: 10 to 13 years - Elementary
  - Category II: 14 to 17 years - High School
  - Category III: 18 and above - College or Out-of-School
- On-the-Spot through the Arts Association of the Philippine (AAP)  
 NCR via CHED management with ITI-Earthsavers DREAMS Academy

**SPECIFICATIONS**

Artists are welcome to use a variety of media, including crayons, markers, paint, pen and ink, coloured pencil, chalk, collage and original photography. Submit entries on paper, cardboard or illustration board within the following size limits:

- No larger than 60 x 45 cm (18" x 24")
  - No smaller than 28 x 23 cm (8 1/2" x 11")
  - It will have couplet slogan. A quatrain maybe accepted if exceptional
  - On the back of each poster, include:
    1. The artist's name, age and age category (specify category)
    2. Name of institution and grade (or occupation, if not in school)
    3. Address and province/city/municipality
- Please package the entries carefully. Packaging will be used for return mail.

**DEADLINE**

Deadlines for elementary and high school regional selection for the National Poster Contest submission will be on October 1, 2009 to be received at NCCA. The On-the-Spot Competition, which is open for 18 years and above, college or out-of-school, will be on Saturday, October 10, 2009, at Kanlungan ng Sining, Rizal Park. Pre-registration is on a first come, first serve basis at [www.ncca.gov.ph](http://www.ncca.gov.ph).

For more information on the contest, please contact the Office of the Executive Director at 527-2192. Or visit the NCCA website at [www.ncca.gov.ph](http://www.ncca.gov.ph).

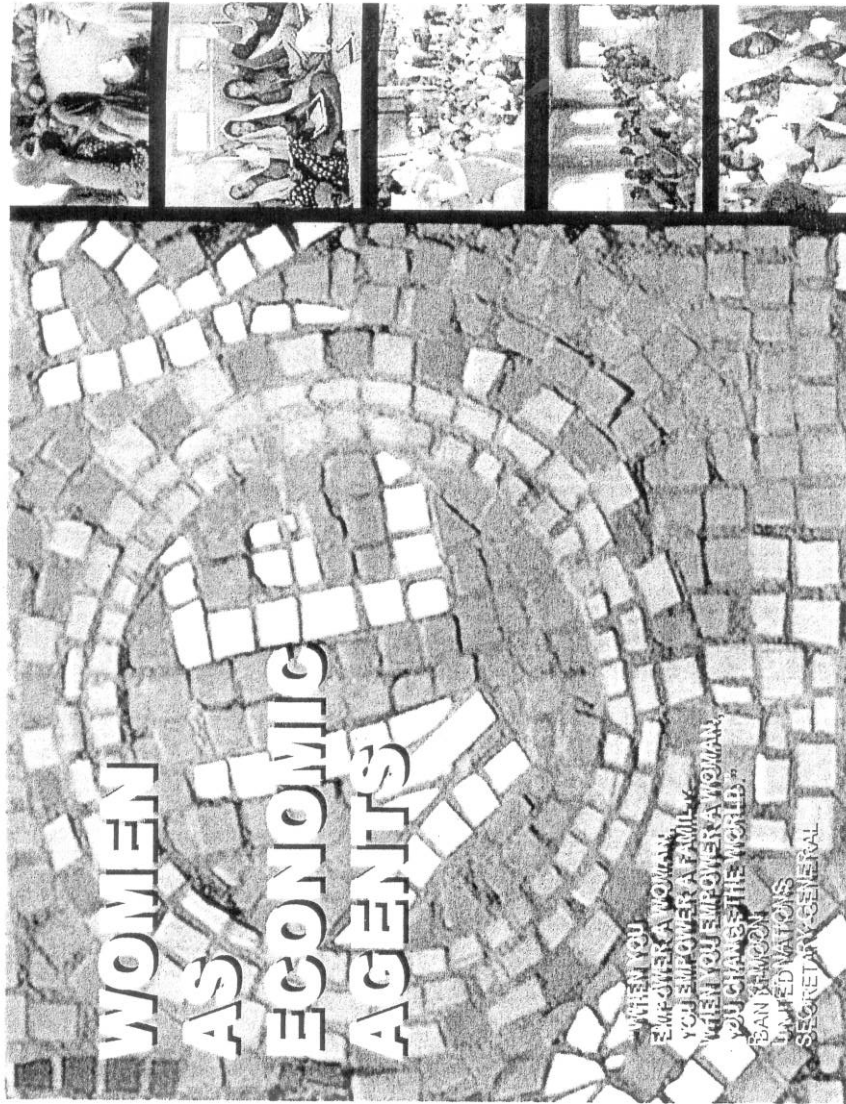
For more information on gender equality and women's empowerment, please contact the UNFPA Representative or the United Nations Development Programme (UNDP) Representative. Or, visit the UNFPA website at [www.unfpa.org](http://www.unfpa.org).

**WINNERS**

Winners of the UNFPA – NCCA National Poster Contest will be announced in conjunction with the celebration of the International Day for Elimination of Poverty an Interagency event led by NAPC & DSWD. An awards ceremony with the Office of the President will be organized at *Sining Gising* TV Show at NBN Channel 4.

*Copyright. All submitted works become the property of UNFPA. UNFPA reserves the right to publish entries, with credit to the artist, in connection with UNFPA activities. The artist is responsible for obtaining permission from all subjects appearing in the artwork.*

**National Poster Contest 2009**



"MAKE THE HEALTH AND RIGHTS OF WOMEN A POLITICAL AND DEVELOPMENT PRIORITY. INVESTING IN WOMEN AND GIRLS WILL SET THE STAGE NOT ONLY FOR ECONOMIC RECOVERY, BUT ALSO FOR LONG-TERM ECONOMIC GROWTH THAT REDUCES INEQUITY AND POVERTY."  
 THORAYA AHMED OBAID  
 EXECUTIVE DIRECTOR, UNFPA



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## WOMEN AND THE ECONOMY

Call it the global economic downturn, financial crisis, recession – whatever we call it, the results are the same. When household income declines, girls are more likely to drop out of school. When profit declines, women are more likely to lose their employment and sources of income. When health systems suffer, women face childbirth without life-saving care.

What can we do? We can start by looking closely at how women contribute to the social and economic progress of their countries. We can recognize this value. We can urge our decision-makers to make smart choices. There is no smarter investment, with such high economic and social returns, than investing in the health and rights of adolescent girls and women.

UNFPA, the United Nations Population Fund, is sponsoring its 17<sup>th</sup> annual poster contest for young people. This year's theme is "Women and the Economy."

### DESIGN IDEAS

Entries to the UNFPA National Poster Contest should depict positive images. The contest challenges young artists to think about women's role as economic agents. It also provides an opportunity for UNFPA offices and partners to publicize the UNFPA mission. Posters may be based on the concepts below or inspired by the artist's own response to the theme.

#### **1. WHEN YOU EMPOWER A WOMAN, YOU EMPOWER A FAMILY**

"When you empower a woman, you empower a family. When you empower a woman, you change the world." This statement by the UN Secretary-General describes how progress for women is linked to social and economic progress. Did you know that women, more than men, invest their earnings in the health and education of their children? That's one reason why programmes that protect women can help to protect the entire family from the impact of the global economic crisis.

For your poster, think about how a woman can empower a family. Imagine a woman running a small business. She uses her earnings to send her girls to school and make sure all in the family are in good health. Draw a picture of this woman and all that she provides for her family.

#### **2. FIGHT POVERTY: EDUCATE GIRLS**

When girls stay in school and get an education, poverty has no chance. When girls are educated, they are more likely to earn higher wages and obtain better jobs, to have fewer and healthier children and to have safer child birth. These gains are shared by entire families. The benefits of investing in girls' education are well-known and have been called one of the best investments in development. Imagine what it means for a girl to stay in school. Draw a picture with two sides: one side shows a girl denied education, the other shows a girl enjoying the benefits of school. For example, one girl may become a mother while very young; the other may graduate and go on to high education. One girl may earn very little; the other may achieve professional success.

#### **3. HEALTH FOR WOMEN = \$15 BILLION**

Investing in women's health, especially reproductive health, could save the lives of half a million mothers and millions of newborns and unleash an estimated \$15 billion in productivity each year. Family planning and health services for mothers help women and girls stay healthier.

This means that they are more productive. They have more opportunities for education, training and employment. This in turn benefits entire families, communities and nations.

Draw a picture of a woman talking to a doctor or midwife; she's going to have a baby soon and she's getting the care she needs. Or, think about a woman with access to health care: if she is healthy, she can help to protect her family from poverty. In your poster, depict a woman in a strong role as her family's provider and protector. She has an equal right to achieve her full potential. She can be a super-hero for her family and her country.

#### **4. INDIGENOUS WOMEN**

Arts and crafts comprising their creative industry for employment, livelihood, and marketing opportunities can add to the economic gains of the family while transmitting heritage and values appreciation to the family.

For more information, please go to [www.unfpa.org](http://www.unfpa.org)