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**DepEd Bicol launches "3M Movement" to promote gender equality**

Legazpi City, March 3, 2025 - The Department of Education (DepEd) Bicol has officially launched its Gender and Development (GAD) advocacy initiative dubbed the "DepEd Region V 3M Movement," as part of its activities for the National Women's Month celebration.

The launch was led by Assistant Regional Director Bebiano Sentillas, along with the office's GAD Focal Point System, GAD Focal Person, and heads of various sections and units.

This initiative, spearheaded by the office's Human Resource Management Division, aims to raise awareness about gender equality issues and the systemic barriers faced by women and marginalized genders. It seeks to address these concerns through advocacy campaigns, lectures, and workshops. A key feature of the program is its encouragement to male employees of DepEd Region V to take an active role in advocating for gender equality.

Education Program Supervisor and GAD Focal Person Joeben Consuelo said that the initiative engages men in advocating for gender equality and women's rights through three key areas: Positive Masculinity, Mentorship, and Mindfulness or known as the "3M Movement."

"Positive Masculinity challenges harmful stereotypes about masculinity that perpetuate inequality and violence. Mentorship educates men on issues affecting women, including gender-based violence, discrimination, and inequality. Meanwhile, Mindfulness promotes the role of men as allies who support and amplify women's voices," he said.

He added that the involvement of men in the crusade for Gender and Development in DepEd Region V is not just beneficial; it is essential for achieving true gender equality. By leveraging legal frameworks and community resources, we can dismantle harmful gender norms and foster a culture of inclusivity.

Meanwhile, Assistant Regional Director Bebiano Sentillas emphasized in his message the important role of the education sector in promoting gender equality and protecting women as a vulnerable sector in society. He also stressed that men should be at the forefront of advocating for women's protection and should remain committed to gender equality efforts.

A commitment-signing ceremony was held during the launch where male employees of DepEd Bicol pledged their support for the initiative.

Aside from the 3M Movement launch, DepEd Bicol will conduct series of activities such as the Coronation of the 2025 DepEd Region V GAD Ambassador and the observance of #Purple Wednesday in celebration of National Women's Month this year. The celebration this year carries the theme "Babae sa Lahat ng Sektor, Aangat ang Bukas sa Bagong Pilipinas."

Approved for release and publication:

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**Kagawaran ng Edukasyon**  
REHIYON V (BIKOL)  
TANGGAPANG PANSANGAY NG MGA PAARALAN NG CATANDUANES

March 13, 2025

To : Assistant Schools Division Superintendent  
Chiefs, CID and SGOD  
Public Schools District Supervisors  
Elementary and Secondary School Heads  
All Others Concerned

For widest dissemination.

**CECILE C. FERRO, CESO VI**  
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