



# URDUJA

## GAD MAGAZINE VOL. 1



### **EMPOWERING WOMEN LEADERS FEATURING:**

PRINCESS URDUJA AS A  
SYMBOL OF STRENGTH AND  
GENDER EQUALITY

## **PRINCESS URDUJA**

**Urduja Magazine** spotlights women in leadership, celebrating their strength through powerful imagery and impactful stories. With bold narratives on gender equality, personal triumphs, and community change, it's more than a magazine – it's a platform that amplifies voices and redefines leadership.

This magazine would attract readers interested in history, culture, and the empowering story



# Editorial Board

## **Editor-in-Chief:**

**Dr. Romary R. Lincod**

## **Managing Editors:**

**Dr. Beverly Fernandez  
Dr. Presley V. De Vera**

## **Section / Copy Editors:**

**Ms. Ruby F. Amado  
Dr. Juan Primitivo P. Petrola  
Dr. Phillip G. Queroda  
Ms. Zarah Jane B. Anuddin**

## **Digital Media / Circulation Managers:**

**Ms. Venus May H. Sarmiento  
Mr. Elmer B. Noche**

## **Photographer /Marketing / Publicity:**

**Ms. Fhoebe Kates A. Castillo  
Ms. Roma Zillah R. Lincod  
Mr. Marjade P. Ferrer**

## **Layout Artists:**

**Mr. Ervin Dave M. De Leon  
Ms. Kimberlyn F. Santos  
Ms. Wenna Lyn L. Honrado**

## **Consultants / Advisers:**

**Dr. Elbert M. Galas  
Dr. Razeale G. Resultay**

## **Writers / Contributors:**

**Mr. Joebert D. Ballesteros  
Ms. Zarah Jane B. Anuddin  
Dr. Gilbert P. Moralista  
Dr. Beverly Fernandez  
Ms. Ruby F. Amado  
Ms. Kimberlyn F. Santos  
Dr. Phillip G. Queroda  
Ms. Mary Joy V. Cacho  
Dr. Romary R. Lincod**

**Dr. Cristie Marie C. Dalisay  
Dr. Melani B. Caronongan  
Ms. Roma Zillah R. Lincod  
Dr. Juan Primitivo P. Petrola  
Dr. Ma. Theresa E. Macaldao  
Dr. Cristina L. Javier  
Mr. Gerald F. Pagodpod  
Dr. Katherine V. Queroda  
Mr. Marjade P. Ferrer  
Dr. Rricky Tim S. Sison**



# ABOUT THE MAGAZINE



**Vision:** A world where women are recognized and celebrated for their diverse roles and achievements, inspiring future generations to dream big and achieve their goals.

**Mission Statement:** To empower women by amplifying their stories and contributions while fostering a sense of community and support among readers.

**Urduja GAD Magazine** is a vibrant and engaging publication dedicated to celebrating the rich culture, heritage, and innovations of the Filipino people, particularly focusing on the experiences and narratives of women. Our magazine serves as a platform for insightful stories, inspiring articles, and captivating visuals that showcase the strength and resilience of women in various fields, including arts, literature, business, and social advocacy.

At Urduja GAD, we believe in the power of storytelling to empower and uplift. Our content aims to highlight the voices of women from diverse backgrounds, offering them a space to share their journeys, challenges, and triumphs. We strive to create an inclusive community where readers can find inspiration and motivation to pursue their passions and dreams.

With a blend of informative articles, interviews, lifestyle features, and cultural insights, Urduja GAD Magazine seeks to connect, inspire, and engage readers in meaningful conversations. We invite you to explore our pages and join us in celebrating the incredible contributions of women in our society.



# ABOUT THE COVER

The cover **Urduja GAD Magazine** is a tribute to the fearless and inspiring women who shape our communities, challenge expectations, and spark change. Each issue is carefully designed to capture the strength, grace, and resilience of Filipino women, embodying stories that are bold, powerful, and unapologetic.

Our cover doesn't merely present an image; it tells a story—a story of a woman who stands as a symbol of courage, wisdom, and unwavering determination. From fierce leaders and advocates to artists and innovators, each woman featured on our cover represents a movement, a force, and a voice that refuses to be silenced. Every detail is chosen to resonate with our readers, sparking a feeling of pride and a call to rise, lead, and inspire.





**Dr. Elbert M. Galas**

Chairperson, GFPS Executive Committee  
University President

*"URDUJA GAD MAGAZINE:  
EMPOWERING VOICES, INSPIRING  
CHANGE, TRANSFORMING FUTURES."*

As the flagship publication of the Gender and Development Office, the Urduja GAD Magazine stands as a testament to Pangasinan State University's unwavering commitment to promoting inclusivity, equity, and empowerment.

This magazine not only celebrates our milestones in fostering gender-responsive leadership and advocacy but also serves as a platform to amplify voices, share best practices, and inspire transformative action across our institution and beyond.

In a world where the call for equality and inclusivity grows louder, PSU continues to lead by example, championing programs and initiatives that ensure no one is left behind. Through the pages of this publication, may we reaffirm our shared mission of advancing a society where everyone—regardless of gender—can achieve their fullest potential.

Let this magazine ignite conversations, spark innovations, and solidify our resolve to create a safer, more inclusive future for all. Together, we empower, we inspire, and we transform.

  
**ELBERT M. GALAS, DIT**  
UNIVERSITY PRESIDENT





## Dr. Romary R. Lincod

Editor-in-Chief

Gender and Development Director

*"EMPOWERING WOMEN LEADERS:  
A PATHWAY TO SUSTAINABLE  
DEVELOPMENT"*

In a world striving for equality and progress, empowering women leaders stand out as a vital necessity, not merely a choice. The underrepresentation of women in leadership roles across various sectors—politics, business, education—has persisted for far too long. It is time to recognize that empowering women leaders is essential for fostering sustainable development and achieving a balanced society.

Women face formidable barriers, including societal stereotypes, unequal access to resources, and limited professional growth opportunities. To dismantle these obstacles, we must cultivate supportive environments that nurture female leadership. Initiatives such as mentorship programs, leadership training, and policies promoting gender equality in workplaces and educational institutions are crucial in this endeavor. It is not enough to advocate for women's rights; we must actively facilitate pathways for women to ascend to leadership positions.

Moreover, the inclusion of women leaders brings diverse perspectives to decision-making processes. Their unique experiences and insights lead to more innovative solutions for complex challenges. Embracing diversity in leadership enhances organizational effectiveness and responsiveness to community needs. By ensuring that women's voices are heard and valued, we create a richer tapestry of ideas and solutions.

Visibility matters in the journey toward empowerment. Celebrating the achievements of women leaders serves as an inspiration for future generations. These stories are powerful reminders that leadership is attainable for all, regardless of gender. By showcasing role models who have broken through the glass ceiling, we challenge outdated stereotypes and encourage young women to aspire to leadership roles.

Empowered women leaders act as catalysts for change. They advocate for policies that champion social justice, gender equality, and community development. Supporting women in leadership is not just a moral obligation; it is an investment in a more equitable future. When women thrive, communities prosper, and societies flourish.

As we move forward, it is imperative that all stakeholders—governments, organizations, and communities—prioritize the empowerment of women leaders. This requires not only recognition of their contributions but also active promotion of initiatives that support their development. Together, we can build a society where women leaders thrive, driving progress and inspiring change.

In conclusion, empowering women leaders is essential for fostering sustainable development. By breaking down barriers, embracing diversity, and creating supportive environments, we unlock the potential of women leaders, enriching our communities and the world. Let us commit to this vital cause, paving the way for a brighter, more equitable future.



# TABLE OF CONTENTS

Cover Page	1
Editorial Board	2
About the Magazine	3
About the Cover	4
Message	5
Editorial	6
Table of Contents	7
<b>FEATURE ARTICLES</b>	
The Legacy of URDUJA: Lessons in Leadership and Resilience by: Dr. Joebert D. Ballesteros	9
Breaking the Barriers: Stories of Women Leaders in the Philippines by: Ms. Sarah Jane B. Anuddin	10
The Path to Gender Equality: Men Walking Alongside by: Dr. Gilbert P. Moralista	11
<b>SPOTLIGHT ON ADVOCACY &amp; AWARENESS</b>	
Community Empowerment Project: Success Stories by: Dr. Beverly Fernandez	12
Renaissance of POV by: Ms. Ruby F. Amado	13
The Gender and Development (GAD) Movement in the Philippines by: Ms. Kimberlyn F. Santos	14
<b>GAD IN EDUCATION</b>	
Integrating Gender Sensitivity Into School Curricula: A Philippine Perspective by: Dr. Phillip G. Queroda	15
Gender Sensitivity in the Classroom Perspective and Practices by: Ms. Mary Joy V. Cacho	16
Safe Spaces for All: Addressing Gender- Based Violence in Educational Institutions by Dr. Romary R. Lincod	17
<b>HEALTH AND WELL-BEING</b>	
Women's Health Across Life Stages by Dr. Melani B. Caronongan	18
Caring for our Mental Health: Why it Matters? By Dr. Cristie Marie C. Dalisay	19
<b>LITERARY WORKS</b>	
<b>GAD LEGISLATION AND POLICY</b>	
Gender and Development Policies in the Workplace by: Dr. Juan Primitivo P. Petrola	22
Pag-unawa sa Magna Carta para sa Kababaihan: Karapatan at Proteksiyon para sa Lahat ng Pilipina ni Dr. Ma. Theresa E. Macaldao	24



# TABLE OF CONTENTS

<b>Art and Culture in the Gender Equality Movement by: Mr. Gerald F. Pagodpod</b>	<b>25</b>
<b>GAD IN ACTION</b>	
<b>Beyond Equality: Embracing Gender- Transformative Approaches in the Philippines by: Dr. Katherine V. Queroda</b>	<b>26</b>
<b>Tinig ng Komunidad: Perspektiba ng mga Babae at Lalaki sa Papel na Ginagampanan ng Kasarian by: Dr. Cristina L. Javier</b>	<b>27</b>
<b>HOSPITALITY AND TOURISM INDUSTRY</b>	
<b>Tourism for All: Promoting Gender- Inclusive Practices in Pangasinan's Hospitality Industry by: Mr. Marjade P. Ferrer</b>	<b>28</b>
<b>Breaking Barriers: Women Shaping the Future of Hospitality in Pangasinan by: Dr. Rricky Tim S. Sison</b>	<b>29</b>
<b>ECONOMIC EMPOWERMENT</b>	
<b>The Rise of the Filipino Women Entrepreneurs by Ms. Roma Zillah R. Lincod</b>	<b>30</b>
<b>#HERstory: PSU EmpowHERed Women</b>	<b>31</b>
<b>Feature: " Urduja: The Fearless Heart of Pangasinan</b>	<b>35</b>
<b>Creation of GAD Logo</b>	<b>36</b>
<b>GAD Trophy</b>	<b>37</b>
<b>GAD Lioness Excellence Awards</b>	<b>38</b>
<b>GAD Gallery</b>	<b>39</b>
<b>PSU and GAD Vision and Mission</b>	
<b>Copyright Page</b>	<b>40</b>



## FEATURE ARTICLES

# The Legacy of URDUJA: Lessons in Leadership and Resilience

The legacy of Princess Urduja, a symbol of strength, leadership, and resilience, has a significant impact in a world where women continue to break boundaries, defy expectations, and lead with conviction. In the story of Urduja, we see a woman who ruled with authority, led an army, and stood against the norms of her society. She symbolizes a power that, while legendary, reflects the countless untold stories of resilience and leadership by women in our lives today. This legacy is reflected not only in famous leaders but also in the quiet, everyday strength of women like my mother, who show resilience in everything they do.



**By : Dr. Joebert D. Ballesteros**  
Campus Extension Coordinator  
Education Department  
Pangasinan State University Lingayen Campus  
[jballesteros.lingayen@psu.edu.ph](mailto:jballesteros.lingayen@psu.edu.ph)

Reflecting on Urduja's strength and independence, I'm reminded of my mother's sacrifices and her unflinching dedication to our family. Taking care of five children is not an easy task, especially in a world filled with its own set of battles and challenges. Like Urduja, my mother has bravely faced adversity, always prioritizing our well-being and success above her own comfort. Each day, she showed resilience not with a sword and shield but through her willingness to set aside personal dreams, work tirelessly, and give us the chance for a better life.

Today, many women face pressures from society, work, and family, yet they continue to rise to these challenges with grace. Like Urduja, they are warriors in their own right, often juggling multiple roles and responsibilities. They embody resilience not only for themselves but for everyone around them, creating a legacy of strength that will inspire future generations. My mother's life is a testament to this. What we've learned from her sacrifices is that resilience is not only about enduring hardship but also about discovering purpose in adversity and guiding others to a brighter future.

In Urduja's legacy, I see a reflection of my mother's spirit, a powerful reminder that true leadership is rooted in resilience, empathy, and a willingness to serve. My mother's journey, much like Urduja's, will continue to inspire me. Her sacrifices will not go unnoticed, for they are the foundation on which I and my siblings build our lives. She is our Urduja, embodying the timeless values of resilience and leadership that our world so desperately needs. Through her example, I've come to understand that true strength is not about dominance but about love, sacrifice, and the courage to lead others forward, even when the journey is difficult.

In honoring Princess Urduja, I also honor my mother and all the women whose quiet legacies shape our lives.





# BREAKING BARRIERS: STORIES OF WOMEN LEADERS IN THE PHILIPPINES

by: **MS. ZARAH JANE B.**

anuddin@pangasinanstateu.edu.ph

Pangasinan State University Alaminos City Campus

Filipino women have long been leaders, and their stories have shaped the nation's history and culture. From fierce warriors to modern-day advocates, these women have risen in times of hardship and change, leaving behind legacies that continue to inspire. Today, they serve as powerful examples, showing that leadership isn't just a title, it's a commitment to purpose, courage, and change.

## Historical Foundations: Warriors and Leaders

The legacy of female leadership in the Philippines can be traced back centuries. Figures like Princess Urduja of Pangasinan, a renowned warrior and diplomat, and Gabriela Silang, who led a resistance against Spanish colonial forces in the 18th century, embody the fierce spirit of Filipino women. In a society shaped by patriarchy, these women emerged as legends, showing that courage, wisdom, and strength are not limited by gender. Their legacies remain etched in the cultural consciousness of the Philippines, inspiring generations of women to embrace leadership and follow their dreams despite societal challenges.

## Environmental Advocacy: Gina Lopez's Legacy

Gina Lopez, known for her passionate environmental advocacy, is a prime example of modern Filipino women who lead with integrity and vision. As the Secretary of the Department of Environment and Natural Resources (DENR), she challenged powerful industries and fought to protect the Philippines' natural resources. Her campaigns against destructive mining practices and her support for ecotourism projects showcased her dedication to environmental sustainability and the well-being of marginalized communities. Despite facing opposition, Lopez's relentless commitment to her causes left an enduring legacy. She proved that visionary leadership could disrupt entrenched interests to champion environmental preservation for future generations. Her work remains a beacon for aspiring leaders who strive to make a difference through advocacy, courage, and an unwavering dedication to public welfare.

## Press Freedom: Maria Ressa's Fight for Truth

Maria Ressa, co-founder of Rappler and Nobel Prize laureate, has become a global symbol for press freedom. As a journalist, she has faced threats, harassment, and numerous legal battles in her fight to expose corruption and defend free speech in the Philippines. Ressa's unyielding stance against disinformation and intimidation has made her a prominent figure in the ongoing battle for transparency and accountability. Her story highlights the unique challenges women in media face, especially in environments hostile to dissent. Through her courageous work, Ressa has not only brought international attention to the plight of journalists but has also inspired women across the world to use their voices for truth and justice. Her journey exemplifies the importance of integrity in journalism, making her a role model for those committed to transparency and justice, no matter the obstacles.

## A Political Trailblazer: Miriam Defensor Santiago

The late Miriam Defensor Santiago, known as the "Iron Lady of Asia," is a towering figure in Philippine politics. As the first Filipino elected to the International Criminal Court, Santiago was a trailblazer in law and policy, unafraid to speak her mind and champion her beliefs. Her battle against corruption, her authorship of landmark legislation, and her fierce intellect left an indelible mark on Philippine politics. Santiago's life and career serve as a reminder to women that intellect, wit, and resilience are powerful tools for change. She inspired generations to believe in the power of knowledge, determination, and strength, demonstrating that no barrier is too high for a determined spirit. Her legacy encourages young women to lead boldly, value integrity, and uphold justice in their pursuits.

## Redefining Leadership: A Nation of Resilient Women

The achievements of these iconic Filipino women show that leadership is not confined to titles; it is rooted in purpose and advocacy. In a nation where traditional gender roles still hold influence, these leaders prove that women are just as capable of shaping the country's future. They embody the idea that leadership transcends gender, defined instead by the courage to inspire, the dedication to transform, and, above all, the commitment to serve.

From the legacies of historical figures to the fresh perspectives of young advocates, Filipino women continue to paint a future defined by resilience, equality, and boundless potential. They remind us all that true leadership is about vision, action, and the unwavering desire to uplift others. In a world that often underestimates them, Filipino women continue to rise, inspiring future generations to lead with strength, compassion, and purpose.

## References:

Tio, Nathan. The Iron Lady of Asia: Miriam Defensor Santiago's Indelible Legacy. 2024. <https://vocalmedia.interview/the-iron-lady-of-asia-miriam-defensor-santiago-s-indelible-legacy>.

Posetti, J., et al. (n.d.). Maria Ressa: Fighting an Onslaught of Online Violence [PDF].

Department of Environment and Natural Resources. (2016, August). Official Newsletter of the Department of Environment and Natural Resources, 3(1).



# THE PATH TO GENDER EQUALITY: MEN WALKING ALONGSIDE

BY: DR. GILBERT P. MORALISTA

gp143moralista@gmail.com

Pangasinan State University, Binmaley Campus



The journey toward gender equality is not a solitary trek across a barren landscape. Rather, it's a shared path, a winding road where men and women walk side by side, their footsteps resonating in a rhythm of mutual support and progress. This journey explores the powerful concept of men as allies, highlighting their crucial role in achieving gender equity. Through active participation, from challenging ingrained biases to advocating for systemic change, men's involvement is not merely beneficial but essential to this journey's success.

The journey begins with dismantling deeply entrenched gender stereotypes and biases. These pervasive norms create invisible barriers that limit women's opportunities and perpetuate harmful inequalities. Men as allies don't simply stand by; they actively challenge these biases. They interrupt sexist jokes, correct misogynistic comments, and amplify women's voices in spaces where they might otherwise be silenced. This allyship isn't about grand gestures but quiet acts of solidarity, fostering an environment of respect and inclusion. Imagine two hikers, one helping the other over a difficult obstacle—this is the essence of male allyship: a hand extended, a burden shared.

The path continues with promoting women's leadership and advancement. The underrepresentation of women in leadership positions results from systemic barriers. Men can act as allies by mentoring and sponsoring female colleagues, advocating for promotions, and supporting inclusive leadership programs. This is about recognizing the vast potential that has historically been underutilized.

As noted in "Men as Allies: Engaging Men to Advance Women in the Workplace" by Bentley University (2017), men often reach allyship by empathizing with women's experiences of inequality. Many male allies have valued the expertise of female mentees, partners, colleagues, or friends, witnessing firsthand the unfairness that women frequently encounter. Dr. Kati Kariko, for example, found invaluable support from her collaborator Dr. David Langer in advancing her work on mRNA vaccines, underscoring the power of allyship in amplifying women's achievements and contributions.

**References:**  
Blies, S., Sabornie, S., and Obudho, Norah. (2023). *Walking the Path to Gender Equality, Together*. April 28, 2023. <https://www.fda.gov/oc/2023/04/28/walking-the-path-to-gender-equality-together>.  
Clemens, James R., and Kathy S. Kren. (2003). *Managing Cross-gender mentoring*. *Business Horizons*, vol. 27, No. 23.  
Crosby, K. A., Gidycz, C. A., Hughes, K., Jeffe, P. G., Baber, L. L., Engaging Men and Boys in Preventing Violence Against Women: Applying a Cognitive-Behavioral Model, *Violence Against Women* : 2007;13(2):217–239. doi: 0.1177/1077800807287386. DOI [PubMed] [Google Scholar]  
Global Gender Gap Report 2022 – The World Economic Forum  
<https://www.weforum.org/publications/global-gender-gap-report-2022/in-full/2-4-gender-gap-in-leader>  
Kati Kariko (Hedge) Shield the World from Coronavirus. The New York Times. 9 April 2022. Available from: <https://www.nytimes.com/2022/04/09/health/coronavirus-kati-kariko.html>  
Kendrick, C. (2022). *Strategies to Reduce the Impact of Implicit Bias*. <https://www.speccol.com/our-educational-process/0730008>  
Men as Allies: Engaging Men to Advance Women in the Workplace, Bentley University, 2017. Available from: <https://www.bentley.edu/sites/default/files/2018/08/01/men-as-allies-report-request>  
Naciones Unidas. <https://www.un.org/sustainabledevelopment/gender-equality>  
Warren, A. and Warren, M. (2022) *What Effective Allies Do Differently*. [http://www.unaids.gov/en/healthylife/Prevention/20220810/02010201\\_2627383.html](http://www.unaids.gov/en/healthylife/Prevention/20220810/02010201_2627383.html).

The journey also involves advocating for policy changes that promote gender equality. This requires men to engage in the political process, lobbying for equitable policies and supporting organizations dedicated to advancing women's rights. By advocating for equal pay, affordable childcare, and paid parental leave, they help build a just and equitable society. This road, paved with legislation, reflects the values of equality and fairness.

A biblical perspective further supports this commitment to equality: "So God created man in His image, in the image of God He created him; male and female He created them" (Genesis 1:27). This foundational statement underscores the inherent worth and dignity of both women and men, providing a strong basis for pursuing justice and equity together. The path to gender equality is thus a transformative journey, requiring men to challenge traditional power structures, support women's leadership, and embrace shared responsibilities. By adopting these principles, men contribute to a world where all genders are valued, empowered, and celebrated for their unique contributions.



The path to gender equality is not a solitary journey but a shared expedition, where men walk alongside women, drawing strength and progress from their shared companionship. Men become essential partners in this transformative journey by challenging biases, promoting leadership, and advocating for policy change. Their role is not merely symbolic; it is vital to achieving a truly equitable future.



## SPOTLIGHT ON ADVOCACY & AWARENESS



# COMMUNITY EMPOWERMENT PROJECT: SUCCESS STORIES



**By: Dr. Beverly Fernandez**  
**Photographs by :**  
**Pat Santos**

On a bright October morning in Barangay Calsib, elderly residents gathered with quiet excitement. Some arrived with canes, others with family by their side, each bringing a lifetime of stories. Their destination was an event unlike any other—a celebration of their resilience, a chance to be seen, heard, and cherished. The occasion was Pangkamaungan Na Kalidad Ya Bilay Na Matatakken—a program designed to enrich their lives through rest, socialization, and faith, orchestrated by Pangasinan State University-Lingayen Campus (PSU) and inspired by a granddaughter's devotion to her grandmother.

This program wasn't just for them; it was a way of honoring my beloved Nane, my grandmother—the woman who taught me to pray, love unconditionally, and give everything she had, even when I had nothing left.

Growing up, Nane was my pillar of strength, the one who showed me how faith and kindness. She taught me resilience and selflessness and shaped who I am today. Even after she passed, her love stayed with me, pushing me to find a way to bring warmth to others. Her love sparked my desire to understand what makes life meaningful for the elderly. I wanted to know: What brings them joy? What helps them persevere?

Their answers are timeless truths. Again and again, I heard how faith, family, and a sense of purpose sustained them. Many described prayer as a daily anchor, a way to find peace in an ever-changing world. They spoke of the pride they feel in their children's accomplishments and how financial stability helps them rest easier. These stories resonated deeply, reminding me of Nane's own values and her unshakable belief in the power of faith, connection, and compassion.

With PSU's support, we developed a program around these themes, focusing on Painawa (Rest), Pimimilog (Socialization), and Paninisya (Faith). Our goal was simple yet profound: to bring peace, companionship, and spiritual comfort to our elders. I worked with a dedicated team, including Marienuelle Aquino, Ashley Gayle Tuazon, and April Santos, with invaluable support from Dr. Renato E. Salcedo, our Campus Executive Director, and Dr. Romary R. Lincod, GAD Director. Together, we created a day filled with activities meant to enrich, uplift, and celebrate these elders.

As I watched the day unfold, I was moved by how much joy these simple gestures brought to our participants. Many found solace in prayer and reflection, while others seemed renewed by laughter and lively conversations. Some of them embraced the quiet moments, while others found a spark in connecting with friends. Each activity—whether a moment of rest, an opportunity to share stories, or a moment for spiritual reflection—was a reminder to our elders that they are valued, seen, and loved.

This program isn't just an event; it's a testament to PSU's commitment to the well-being of marginalized groups and a reminder that the elderly deserve joy, respect, and care. Through Pangkamaungan Na Kalidad Ya Bilay Na Matatakken, I see Nane's legacy carried forward, her values woven into each conversation, prayer, and smile. I see her spirit reflected in every elder who found solace or joy that day, and I know that she would be proud.



# RENAISSANCE OF POV

**By : Ms. Ruby F. Amado**  
**GAD Coordinator**  
**PSU Urdaneta Campus**



The world is a work in progress, the same way how humans continuously develop set of beliefs and values just like clockwork. The road towards the foreseen progress, even though ideal, takes hard work and a lot of criticism because not everyone is as accepting as we expect them to be. As the evolution of perspectives continue to prosper, we are witnessing a never-ending battle and argument against traditions, cultures, and values. But the seed of the past and the authors of tomorrow, shall bravely fight for these certain causes... or better known as advocacies.



A year ago, the Gender and Development Unit of the Pangasinan State University – Urdaneta City Campus sought for partners among students in materializing its vision and missions, especially Women's Month Celebration 2023. That time, a group of seven (7) students voluntarily offered their time and efforts. During those times, they were tapped as members of the working committee. The lack of manpower did not hinder them to uphold such memorable occasion inside the campus. Despite the hectic academic schedule of those students, they embraced the GAD Unit's core values and embodied them until they inspired other students to join them, hence the birth of the Alliance of Advocates for Gender and Development (hereinafter, ALAGAD).

ALAGAD, when used as Filipino word which could be literally translated as ally in English, was coined by their adviser, the GAD Coordinator. As the backbone of the organization, she instilled the values that one must possess to be a member of ALAGAD. She inspired them to get involved in promoting gender equality and equity, and women empowerment.



The main goal of the organization is to foster inclusivity, a sense of belongingness, and acceptance despite diversity. Under this organization is a bunch of students united by various beliefs and advocacies, seeking to be heard, understood and celebrated. They were joined not by force, but by their own purpose. As per one member, this organization has built their confidence and given them the chance to lead even when they thought they are not capable of doing. According to the first president of the organization, Ms. Vanessa Mae Sinopera, who is very passionate GAD advocate, "ALAGAD gave me the chance to see things under the shines and glamour of leadership. It made me realize that being a leader means being able to establish a safe place for their subordinates that will allow them to speak their minds and unleash their potential. Through the organization, we found ears that are willing to listen, eyes that know how to look, and an embrace that's willing to accept." Evidently, those who are in the organization have made themselves allies of the Gender and Development.

The process of establishing an organization is to find its branding and originality. Through the accreditation process, ALAGAD faced a lot of setbacks, delaying most of the planned projects and activities. However, despite the months-long battle, the organization was finally accredited in December 2023, fully authorizing the organization to use its name.

Since then, the GAD Unit, in collaboration with ALAGAD as its partner and workforce, conducted various events such as Seminar on Basic GAD Concepts, Women's Month Celebration 2024, and Depensa ni Juana (Seminar/Training on Self-Defense). These events earned praises and even inspired other campuses of PSU to conduct the same as they are beneficial and relevant in today's time. The members also joined the Pride March 2024, with an additional theme from the GAD Coordinator, "Breaking the Barriers" which was in partnership with the LGBT organization in Urdaneta City, Pangasinan, in order to celebrate all genders and stand with its purpose of inclusivity.

ALAGAD, is a new concept, a new voice, an organization that is not usual but promising. This is our idea of renaissance – the rebirth of people who are to challenge the norms and long-standing beliefs, people who are willing to fight for what everybody, (despite gender) deserves in the society. Let the cry for equality and equity, fairness and justice, which at its loudest from the youth be heard by all.



# The Gender and Development (GAD) Movement in the Philippines



by: **MS. KIMBERLYN F. SANTOS**

[kimberlynsantos16@gmail.com](mailto:kimberlynsantos16@gmail.com)

Bachelor of Secondary Education-Major in English  
PSU Langayan Campus

The Gender and Development (GAD) movement in the Philippines has played a crucial role in advancing gender equality and promoting women's rights. Over the years, it has become a driving force for addressing gender-based disparities, backed by comprehensive legal frameworks and active government and community involvement.

## Historical Background and Legal Framework

The GAD movement gained formal recognition in the 1980s, influenced by global feminist movements and the country's shift to democracy. In 1992, the passage of **Republic Act No. 7192**, or the "Women in Development and Nation Building Act," marked a key milestone. The law required government agencies to include women in development programs and allocate part of their budget to GAD initiatives.

This was followed by the **Magna Carta of Women (Republic Act No. 9710)** in 2009, a landmark law aimed at eliminating gender discrimination. The Magna Carta mandated the protection of women's rights and required all government offices to implement gender-responsive programs, reinforcing the GAD Budget Policy, which ensures that at least 5% of government agency budgets are dedicated to GAD initiatives.

## Key GAD Programs and Initiatives

One of the most impactful initiatives has been the **GAD Budget Policy**, which obligates government agencies and local government units (LGUs) to mainstream gender issues in their policies, programs, and services. These efforts address a wide range of concerns, from violence against women and reproductive health to economic empowerment and education.

In addition to government programs, the GAD movement has inspired partnerships with civil society organizations and grassroots initiatives. Gender sensitivity training, public awareness campaigns, and the inclusion of gender focal points in agencies have played vital roles in promoting a culture of gender equality.



## Conclusion

The GAD movement in the Philippines has made notable strides in promoting gender equality through strong legal frameworks and advocacy efforts. While progress has been made, ongoing challenges highlight the need for continued efforts to overcome barriers and ensure that all Filipinos benefit from a more gender-equal society.

## References:

<https://www.officialgazette.gov.ph/1992/02/12/republic-act-no-7192/>  
<https://www.officialgazette.gov.ph/2009/08/14/republic-act-no-9710/>  
<https://neda.gov.ph/gender-and-development/>  
<https://philippines.unfpa.org/en/topics/gender-equality>



## Achievements and Ongoing Challenges

The GAD movement has made significant progress in the Philippines. Women's political participation with more women occupying leadership roles in both the national and local government. Public awareness of gender-based violence and the implementation of laws protecting women, such as the Anti-Violence Against Women and Their Children Act (RA 9262), have improved the safety and security of women.

However, challenges remain. Deep-rooted patriarchal attitudes and cultural norms continue to limit progress in achieving full gender equality. Gender-based violence, while addressed by laws, remains widespread, especially in rural areas. The COVID-19 pandemic has also deepened existing inequalities, with women disproportionately affected by economic hardships.





# INTEGRATING GENDER SENSITIVITY INTO SCHOOL CURRICULA: A PHILIPPINE PERSPECTIVE

by: Dr. Phillip G. Queroda

PSU Open University System  
Executive Director

In the Philippines, where traditional values and cultural norms strongly influence gender roles, education plays a critical role in shaping perceptions. The push to integrate gender sensitivity into school curricula is essential not only for promoting equality but also for preparing students to engage with a diverse, evolving society. By making schools more inclusive, we can challenge deep-seated stereotypes and encourage respect for all genders. This discussion explores key steps toward achieving this, with practical examples from the Philippine education system.

## Understanding the Need for Gender Sensitivity in Education

Gender sensitivity in education is essential in addressing long-standing societal inequalities. In the Philippines, gender roles are deeply ingrained, often perpetuated by the way subjects are taught and the content presented in textbooks. The Philippine Commission on Women (PCW) has advocated for gender mainstreaming in various sectors, including education, recognizing that it is a powerful tool to dismantle stereotypes and promote inclusivity. Integrating gender sensitivity allows students to see themselves and others beyond traditional roles, making classrooms more equitable and supportive (PCW, 2017).

A study by Mendoza and Miranda (2020) found that students exposed to gender-sensitive lessons showed a notable increase in their awareness of gender issues, leading to more inclusive attitude. This underscores the need for educational reform to cultivate a culture of respect, and empowerment for all genders.

## Developing Gender-Sensitive Teaching Materials

One effective way to integrate gender sensitivity is through revising teaching materials. Many Philippine textbooks continue to depict women and men in traditional roles, reinforcing stereotypes. By updating these materials to include diverse representations of all genders across professions and activities, educators can show students a wider range of possibilities. According to the Department of Education (DepEd), gender-fair language and imagery should be used across all subjects, from portraying women in leadership to men in nurturing roles. (DepEd, 2019).

An example is the shift seen in some public schools, where teachers now use localized teaching materials that reflect both genders in non-traditional roles. This shift is particularly relevant in promoting equality in rural areas, where gender norms tend to be more rigid (Magtoto, 2021). By consciously revising the content, schools ensure that both boys and girls grow up with diverse role models.

## Empowering Educators Through Gender Sensitivity Training

For lasting change, educators must be equipped to teach with a gender-sensitive approach. Teachers are essential to creating inclusive classrooms, yet many are unaware of subtle biases in their teaching methods or materials. In the Philippines, gender sensitivity training has become a focus in teacher professional development. Programs initiated by DepEd, often in collaboration with NGOs, aim to train educators on how to identify and address gender biases in their classroom interactions (Cruz & Santos, 2022).

In Baguio, teachers who underwent training reported changes in their classroom dynamics, encouraging boys to participate in home economics and girls to take leadership roles in technical subjects. Such changes create an environment where students feel equally valued.

## Involving Students in Gender-Sensitive Learning

Empowering students to participate in gender-sensitive learning makes them advocates for equality. Across progressive schools, students are encouraged to join discussions, clubs, and campaigns promoting gender awareness. In one public high school in Quezon City, students organized a "Gender Fair," featuring artwork and performances that challenged traditional gender stereotypes. These activities not only raise awareness but also create an environment where students feel empowered to advocate for equality and respect for all genders (Reyes, 2020).

## Monitoring and Evaluating Gender Sensitivity in the Curriculum

To ensure that gender sensitivity in the curriculum is effective, continuous monitoring and evaluation are necessary. Schools gather feedback from teachers, students, and parents, and conduct classroom observations to track progress. DepEd has implemented these practices, understanding that regular assessment is key to sustaining improvements (DepEd, 2020).

For example, a school in Cebu used a gender-sensitivity assessment tool, identifying areas for improvement in science and math. These adjustments made the curriculum more inclusive for all students.

Integrating gender sensitivity into the Philippine school curriculum is essential for creating a more inclusive society. By revising materials, empowering teachers, involving students, and monitoring progress, schools can foster environments that celebrate gender diversity, benefiting both students and society, laying the foundation for a future where equality is not just an ideal, but a reality.

## References

- Cruz, A. & Santos, M. (2022). Empowering Educators through Gender Sensitivity Training in Philippine Schools. Manila: National Commission for Women.
- Department of Education (DepEd). (2019). Guidelines on Gender-Responsive Basic Education Policy. DepEd Memorandum No. 22.
- Department of Education (DepEd). (2020). Gender Sensitivity in Philippine Classrooms: Monitoring and Evaluation Tools. Quezon City: DepEd Publications.
- Mendoza, R. & Miranda, S. (2020). Promoting Gender Equity in Philippine Schools: An Analysis of Gender-Sensitive Curriculum Implementation. Journal of Philippine Education.
- Philippine Commission on Women (PCW). (2017). Gender Mainstreaming and Education: A Philippine Context. Quezon City: PCW.
- Reyes, J. (2020). Student-Led Gender Fair: Empowering Youth to Challenge Gender Stereotypes. Quezon City: Philippine Educational Journal.



# Gender Sensitivity in the Classroom Perspective and Practices



By Ms. MARY JOY V. CACHO  
mjcach0\_0057@psu.edu.ph  
Pangasinan State University  
Infanta Campus

## Introduction

Gender sensitivity in the classroom is an essential concept that refers to creating a learning environment that is inclusive and equitable for all students. It recognizes the diverse needs, experiences, and perspectives of students of all genders. A gender-sensitive classroom fosters a sense of belonging and respect for all individuals, regardless of their gender identity or expression.

## Body

There are several reasons why gender sensitivity is important in the classroom. First, it helps to close the achievement gap between boys and girls. Studies have shown that girls often outperform boys in language arts, while boys tend to score higher in math and science. However, gender stereotypes can discourage girls from pursuing STEM subjects (science, technology, engineering, and mathematics) and boys from excelling in language arts. A gender-sensitive classroom can help to challenge these stereotypes and encourage all students to reach their full potential.

**Second**, gender sensitivity can help to prevent bullying and harassment. Students who do not conform to traditional gender norms are often at risk of being bullied or harassed by their peers. A gender-sensitive classroom creates a safe space for all students to express themselves freely without fear of ridicule or discrimination.

**Third**, gender sensitivity can help to prepare students for the future. The workplace is becoming increasingly diverse, and it is important for students to develop the skills they need to work effectively with people from all genders. A gender-sensitive classroom can help students to develop these skills by teaching them about gender equality and respect.

## Practices

There are several practices that teachers can use to create a gender-sensitive classroom. Here are a few examples:

**Use inclusive language.** Avoid using gendered language such as "boys and girls" or "ladies and gentlemen." Instead, use gender-neutral language such as "students" or "everyone."

**Use a variety of teaching methods.** Some students learn best through lecture, while others learn best through hands-on activities or group work. By using a variety of teaching methods, teachers can cater to the different learning styles of all students.

**Use inclusive curriculum materials.** Curriculum materials should reflect the diversity of genders, races, ethnicities, and cultures. Teachers can supplement their curriculum with materials that represent a variety of genders and perspectives.

**Create a safe space for discussion.** Teachers should create a classroom environment where students feel comfortable discussing gender issues. This can be done by establishing ground rules for respectful discussion and by modeling respectful behavior themselves.

## Conclusion

Gender sensitivity is an important concept that all teachers should strive to incorporate into their classrooms. By creating a gender-sensitive classroom, teachers can help to ensure that all students have an equal opportunity to learn and succeed.

## References

- United Nations Girls' Education Initiative. (2020). Gender equality in education: Addressing the learning needs of all children
- American Association of University Women. (2016). Closing the gender gap in education
- National Center for Education Statistics. (2017). The condition of education 2017







# Safe Spaces for All:

## Addressing Gender-Based Violence in Educational Institutions

Imagine a student, Amor, who dreads attending school each day—not because of exams or assignments, but because of the harassment she endures from classmates. Each day, Amor navigates whispered comments, isolating behaviors, and dismissive attitudes that undermine her sense of safety and worth. For many like Amor, the school environment feels far from the safe haven it should be. Educational institutions are meant to be sanctuaries of learning and opportunity, fostering respect and inclusion for all. Yet, gender-based violence (GBV) remains a serious concern worldwide, disrupting the lives of students and staff alike. This article explores how schools and universities can be transformed into safe, supportive spaces for everyone, and how each of us can contribute to raising this positive change.



**BY: DR. ROMARY R. LINCOD**

romarylincod@psu.edu.ph

Director for Gender and Development (GAD)  
PSU URDUJA GAD Resource Center

### Understanding Gender-Based Violence in Education

Gender-based violence within educational settings often includes physical, psychological, and emotional abuse, harassment, and discrimination based on gender, sexual orientation, or gender identity. According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), school-related gender-based violence (SRGBV) affects millions of students globally, with girls and LGBTQ+ students particularly vulnerable. GBV in schools not only jeopardizes the personal safety and mental health of victims but also disrupts their academic achievements and overall development. The effects are equally damaging for staff members who face harassment or discrimination, contributing to a toxic work environment that undermines institutional values and mission. As we consider these challenges, we can ask ourselves: What would it take to make our schools genuinely safe for every student and staff member?

**Training and Sensitization Programs:** Regular training and sensitization sessions for students, faculty, and staff are crucial in addressing gender biases and promoting inclusivity. Gender and development programs can introduce workshops on empathy, consent, and bystander intervention, enabling community members to recognize and challenge GBV. These sessions empower students and educators alike to identify and prevent instances of violence, building a supportive campus culture. As Malala Yousafzai once said, "One child, one teacher, one book, one pen can change the world." Schools should be places of empowerment, not fear, for every student.

**Creating Safe Spaces for Marginalized Groups:** Educational institutions can establish safe zones or support groups specifically for marginalized communities, including LGBTQ+ students and women. Such groups provide a safe environment where individuals can share experiences, access support, and feel heard. Offering counseling and support services, both in person and online, ensures access to mental health resources essential for those affected by GBV.

To create genuinely inclusive and safe educational spaces, institutions must actively address gender-based violence through policy, education, and community support. By fostering an environment of respect and accountability, educational institutions can empower students and faculty alike to thrive in a violence-free setting. As we strive toward gender equity, the role of schools and universities in eradicating gender-based violence is not just an institutional responsibility but a societal imperative that ensures a better future for all.

It is up to each of us to contribute to this vision. Let us be the voices that ensure no one suffers in silence—so that every educational institution becomes a safe space where students and staff can thrive. Together, we can create environments that truly respect and protect all who step through their doors.

#### References

- UNESCO. (2019). School violence and bullying: Global status report.
- United Nations Educational, Scientific and Cultural Organization. (2021). Gender equality in education.
- World Health Organization. (2020). Preventing gender-based violence: Schools and communities.

### Strategies to Combat GBV and Create Safe Educational Spaces

Addressing gender-based violence in education requires a multifaceted approach that includes policy, education, and support systems.

#### Developing Clear Policies and Reporting Mechanisms:

Schools should create anti-violence policies explicitly addressing GBV, bullying, and harassment, with clear and confidential reporting channels for victims. When these policies are developed with input from both students and staff, they are more likely to foster a culture of zero tolerance toward violence. Imagine a school where every student knows their rights, feels empowered to speak up, and trusts the system to protect them.

#### Incorporating Gender Sensitivity into the Curriculum:

Integrating gender sensitivity into courses and activities encourages critical discussions around gender, equity, and respect. Classes on gender studies, social issues, or human rights can stimulate students to challenge stereotypes and advocate for safe spaces for everyone. Through awareness-building activities like these, schools and universities can promote long-lasting cultural shifts toward respect and equality.

#### Building Partnerships for Sustainable Change

Collaboration with external organizations, including government agencies, NGOs, and community groups, can strengthen educational institutions' ability to address gender-based violence. These partnerships can provide expert resources, facilitate training programs, and support advocacy efforts. Additionally, partnering with parents and community leaders promotes a shared responsibility in creating safe environments for young people, reinforcing anti-violence principles beyond the campus walls.





**By: Dr. Melani B. Caronongan**  
Facility Maintenance Unit Head

## Adulthood and Reproductive Years

### Menstrual and Reproductive Health:

Understanding menstrual cycles, managing reproductive disorders, and addressing fertility concerns are central to health during adulthood. Comprehensive care enhances both reproductive and overall well-being.

### Pregnancy and Maternal Health:

Pregnancy brings significant physiological and emotional changes. Access to quality prenatal and maternal healthcare, along with robust social support, ensures better outcomes for both mother and child.

### Work-Life Balance:

Women in adulthood often juggle professional responsibilities and caregiving roles. Addressing workplace stressors and fostering resilience is essential for maintaining mental and emotional health.

## Menopause and Beyond

### Hormonal Changes and Bone Health:

Menopause is marked by hormonal shifts, including a decline in estrogen levels, which affects bone density and increases osteoporosis risk. Preventive care, such as balanced nutrition and regular exercise, becomes critical during this stage.

### Mental and Emotional Well-Being:

Menopause is marked by hormonal shifts, including a decline in estrogen levels, which affects bone density and increases osteoporosis risk. Preventive care, such as balanced nutrition and regular exercise, becomes critical during this stage.

### Social Support and Engagement:

Menopause is marked by hormonal shifts, including a decline in estrogen levels, which affects bone density and increases osteoporosis risk. Preventive care, such as balanced nutrition and regular exercise, becomes critical during this stage.

## Conclusion

A lifespan approach to women's health underscores the importance of addressing physical, mental, and social dimensions at every stage. From puberty to postmenopause, tailored interventions improve health outcomes and quality of life. Further research into hormonal, psychological, and societal factors will refine healthcare strategies. Collaborative efforts among healthcare providers, policymakers, and communities are vital to advancing women's health and fostering well-being across the lifespan.



# WOMEN'S HEALTH ACROSS LIFE STAGES

## A Comprehensive Overview

Women's health is a multifaceted domain that encompasses physical, mental, and social well-being throughout life. It extends beyond reproductive health, addressing unique challenges such as hormonal fluctuations, transitional phases, and gender-specific health concerns. A holistic understanding of women's health requires an integrative approach that acknowledges the biological, psychological, and sociocultural factors shaping well-being at each life stage.

## The Importance of a Lifespan Approach

Adopting a lifespan approach to women's health is essential for addressing evolving health needs and challenges. This perspective emphasizes the interconnected roles of biological processes, emotional resilience, and social contexts in influencing health outcomes. Tailored healthcare interventions and policies can better address these changes, ensuring effective, personalized care throughout a woman's life.

By examining health issues from childhood and adolescence to adulthood, reproductive years, and postmenopause, a lifespan framework provides a deeper understanding of developmental transitions and their impacts on health.

## Childhood and Adolescence

### Puberty and Physical Development:

Puberty is a transformative phase characterized by hormonal changes that influence reproductive maturity and overall health. These changes can cause physical discomfort and emotional fluctuations. Targeted healthcare interventions are crucial to support girls during this critical stage.

### Nutrition and Growth:

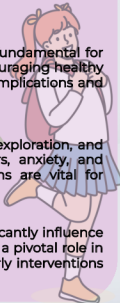
Proper nutrition during childhood and adolescence is fundamental for growth, bone development, and long-term health. Encouraging healthy dietary habits early reduces the risk of future health complications and lays the foundation for lifelong well-being.

### Mental Health Challenges:

Adolescents often face emotional turbulence, identity exploration, and mental health vulnerabilities such as mood disorders, anxiety, and eating disorders. Early detection and support systems are vital for fostering resilience and safeguarding mental health.

### Formation of Health Habits:

Health behaviors established during adolescence significantly influence future outcomes. Family, peers, and societal norms play a pivotal role in shaping these behaviors, underscoring the need for early interventions that promote positive habits.







# CARING FOR OUR MENTAL HEALTH: WHY IT MATTERS?



Dr. Cristle Marie C. Dalisay  
Director for ETEAP  
Pangasinan State University  
mariedalisay07@gmail.com

## Introduction:

It is a common saying that **"Health is wealth."** This implies that health is the greatest wealth anyone can have. We can achieve so much if we have good health. It is a treasure that surpasses the worth of diamonds, gold, money, and other material possessions. However, health encompasses more than physical well-being; it includes mental health—a crucial yet often overlooked aspect of our overall wellness.

But why do people sometimes neglect their mental health? Various reasons can be cited, such as societal stigma, lack of awareness, financial constraints, and cultural attitudes. This article explores the importance of health and well-being for all, especially for women, children, adolescents, and marginalized groups. It focuses on mental health, aiming to raise awareness and understanding while encouraging actionable steps to address relevant issues.

Awareness of mental health is often neglected, but recent events like the COVID-19 pandemic have brought it to the forefront. The pandemic amplified the challenges people face, from anxiety and depression to strained relationships and diminished productivity. This article hopes to inspire conversations and initiatives that promote mental health as a vital part of our collective well-being.

## Mental Health and Well-being

When the pandemic struck, uncertainty and fear swept across the globe. Many lives were lost, hospitals were overwhelmed, and isolation became the norm. These experiences triggered widespread mental health concerns, such as depression and anxiety, which were exacerbated by prolonged lockdowns and the sudden shift to virtual interactions.

In the Philippines, the education sector was hit particularly hard. The transition to online learning posed significant challenges for students and teachers. A study by Azmi et al. (2022) revealed that three-fourths of university students experienced depressive symptoms, with many reporting moderate to severe levels. Factors such as boring virtual classes, stress, and fear of examinations contributed to this alarming trend. Female students were found to be more vulnerable, highlighting the need for gender-responsive mental health strategies.

These findings mirror global research linking the pandemic to emotional disturbances, increased suicide risks, and persistent anxiety. It underscored the importance of prioritizing mental health alongside physical health.

## What is Mental Health?

The World Health Organization (WHO) defines mental health as "a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively, and is able to contribute to his or her community." It encompasses emotional, psychological, and social well-being. Mental health affects how we think, feel, and act, influencing our ability to handle stress, relate to others, and make decisions.

The American Psychological Association adds that mental health reflects emotional well-being, behavioral adjustment, and the capacity to form constructive relationships. Good mental health enables individuals to thrive personally and professionally. Yet, stigma and lack of awareness often hinder people from seeking help.

## The Value of Mental Health

**Overall Well-being:** Mental health contributes significantly to overall performance, whether in daily life, school, or work. It impacts our capacity to manage stress, build relationships, and achieve goals.

**Resilience:** A strong mental state fosters resilience, enabling individuals to bounce back from life's challenges.

**Productivity:** Mentally healthy individuals are more motivated, efficient, and inspired to excel in their endeavors.

**Physical Health:** Mental health and physical health are deeply interconnected. Poor mental health can manifest as physical ailments, such as sleep disturbances and heart issues, while chronic physical conditions can affect mental well-being.

**Relationships:** Positive mental health promotes healthier interactions and lasting relationships, fostering empathy and mutual understanding.

**Self-esteem:** Good mental health builds confidence and a positive self-image, empowering individuals to navigate life with assurance.

## Conclusion

Mental health is everyone's responsibility. By managing thoughts and emotions, seeking support, and embracing self-care, we can create a mentally healthy society. Together, let's build a future where mental well-being is prioritized for all.

- M - Manage your thoughts and feelings
- E - Embrace Imperfections
- N - Nurture well-being
- T - Take time for self-care
- A - Ask for help
- L - Listen to body cues
- H - Heal your heart
- E - Exercise mind and body
- A - Accept yourself
- L - Love yourself unconditionally
- T - Trust the process
- H - Happiness starts within

## Mental Health Challenges

Women and marginalized groups face unique mental health challenges due to societal expectations, discrimination, and limited resources. Gender-based violence, hormonal changes, and cultural stigmas further compound these issues. Addressing these challenges requires collaboration across sectors, from government initiatives to community-driven programs.

## Self-Care Practices

Maintaining mental health requires intentional self-care practices:

- **Sleep and Rest:** Aim for 7-8 hours of quality sleep to regulate mood and improve cognitive function.
- **Physical Activity:** Regular exercise reduces stress and boosts mood.
- **Healthy Diet:** A balanced diet supports brain health.
- **Mindfulness:** Techniques like meditation enhance self-awareness and reduce anxiety.
- **Seek Help:** Professional counseling provides valuable coping strategies.



# Literary Works

## Dear Little Sam

by: Beverly Fernandez

I want you to meet Someone  
Someone may seem kind and generous  
Someone may seem patient and sweet  
Someone may seem playful and loving

Someone may give you treats  
Someone may ask you to sit on his lap  
Someone may hug you tight  
Someone may kiss you in the mouth

Someone may try to remove your clothes  
And someone may touch your private part  
If Someone did this to you Dear Little Sam  
Run, scream, and ask for help

Call mom or pop  
Granma and pa,  
Go to your brother  
Find aunt or uncle

Tell your teacher too  
Even a stranger will do  
So listen carefully Dear Little Sam,  
Here's a secret I will tell you

Someone is a Stranger  
But Someone could be your Friend, Aunt, Uncle,  
even a playmate or two  
Someone could be your Grandma and Pa and Brother  
And Someone could be Mom and Pop too

Sincerely,  
Someone

## MOVEMBER: Unite, Empower, Evolve

by: Marjade P. Ferrer

In MOVEMBER's light, together we stand,  
With Men Opposed to Violence across the land.  
We Unite as one, our voices blend,  
A force for peace that will not bend.

Empower all with strength and care,  
As Men Opposed to Violence Everywhere.  
Through steady steps, with hearts alight,  
We lift up those who face the night.

Evolve to lead, to learn, to grow,  
To break the chains, let kindness flow.  
In MOVEMBER's path, we raise our voice,  
In unity and hope, we make our choice.

So move with heart, rise with grace,  
Each step we take uplifts this space.  
MOVEMBER's call, we all embrace,  
To shape a world, a kinder place.

-MJ





## LIN-CODE

by: Dr. Romary R. Lincod

Leadership ignites, new paths unfold,  
In corridors of knowledge, courage takes hold.  
Nurturing minds, like seeds in the light,  
Cultivating wisdom, ever so bright.

Onward we march, with dreams held high,  
Driven by passion, reaching the sky.  
Education's pulse, in every heart,  
LIN-CODE's legacy, where futures start.

**L**Leading with GOD's vision,  
**I**nspiring each soul,  
**N**avigating pathways, making us whole.  
**C**hallenging limits,  
**O**pening doors,  
**D**riving ambition,  
**E**levating scores.

In LIN-CODE's spirit, forever we strive,  
To lead, inspire, and keep dreams alive.

## With Grace, She Rises

Through valleys low, and nights so long,  
She wandered lost, without a song.  
But by her side, her friend stood near,  
His love, her light, his voice, her cheer.

With quiet strength, he took her hand,  
A steady heart, a helping stand.  
He lifted her when faith grew dim,  
Reminding her to trust in HIM.

Her daughter's laugh, her friend's embrace,  
A love so pure, a boundless grace.  
In their warm presence, fierce and kind,  
She found the strength, she'd yet to find.

Each step she took, His light her guide,  
With courage strong and love inside.  
No longer bound by fear or past,  
She rose, a woman free at last.

A warrior bold, her spirit whole,  
GOD's strength her fire, her steady soul.  
Through trials fierce, she learned to see,  
A woman rising, wild and free.

-RRR





# Gender and Development Policies in the Workplace

by: Dr. Juan Primitivo P. Petrola, PhD  
Director, Presidential Management and Liason



The world is constantly evolving and swiftly transforming. Human organizations are not exempted from this change and are subjected to various challenges that affect not only social institutions but also, significantly, the members of the workforce. The concepts of mutual respect, inclusivity, equity, and equality in the workplace remain vital factors in shaping and restructuring organizational behavior. These mirror the culture that reflects the ideals, principles, ethics, and morals of the organization as stipulated in its policies and operational/administrative manuals.

One important piece of the workplace manual is the advocacy to promote and implement gender equality and equity in the workplace. In so doing, it is expected that discrimination and biases against gender roles and preferences of employees are eliminated. The provision of Gender and Equality (GAD) policies in organizations should be geared toward the creation of a workplace environment where employees notwithstanding gender, have the same chances, benefits, and advantages to thrive in their careers and personal developments. After all, all genders are equal. All are human beings. All are given with innate dignity.

GAD policies will always be indispensable in any human organization. It is through these policies that stereotypes and entrenched social standards and mores are addressed and confronted. Such biases that are rooted in an imbalanced gender treatment endanger not only the vulnerable members of the workforce but the workplace as well. By integrating GAD policies in the workplace, gender marginalization will be lessened until eradicated; gaps in wages and benefits will be bridged; equal opportunities for all genders will be promoted; and any form of workplace violence will be immobilized. In the same manner, men who are dejected from taking roles that are traditionally perceived as "feminine" will be able to prove that there is no such thing as gender-based opportunities, especially in professions that were customarily only given to women. Simply put, GAD policies that are integrated and implemented in the workplace will surely promote equal opportunities regardless of gender identification.

Though the initiatives for GAD mainstreaming and advocacy have been loud and active for the past years, there are still various issues that need to be addressed. There is an call for legislation on equitable benefits such as parental leave for both fathers and mothers. Women are given maternity leave benefits and also paternity leave for men. However, the number of days differs. It may be a worthy realization that parental benefits are challenged in terms of traditional gender roles that promote shared responsibilities in childcare and rearing.

Another importance of GAD policies in the workplace is the prevention and termination of work and office harassment and discrimination. The passage of Republic Act No. 11313, also known as the Safe Spaces Act (Bawal Bastos Law), comes at a crucial moment. This law is designed to protect individuals from all forms of gender-based sexual harassment in our communities, including public spaces, educational institutions, workplaces, and online platforms. It recognizes the struggles many people encounter and it strives to create a safer environment for everyone.



Harassment comes in many forms whether verbal, physical, financial, or psychological. Without question, harassment is a social ill that destroys the value and self-worth of any victim – not only women but even the members of the LGBTQ+ community. GAD policies in institutions must provide clear guidelines for handling cases of harassment and proper protocols and mechanisms for addressing grievances. In the same manner, GAD focal persons ought to be given basic to specialized training programs to be able to perform their functions well as they initiate awareness and gender-sensitive activities between and among employees.

As GAD policies are pivotal, there are gigantic roles for GAD focal persons to fill. The right GAD focal persons should be appointed or designated to ensure that the organization keeps its eyes on GAD mainstreaming activities and initiatives that support the realization of the organizational strategic directions. To emphasize, GAD policies need to have provisions for professional leadership training and upskilling sessions for employees who are tasked with leading GAD activities. Succession planning is a must to secure the continuous implementation of plans and programs; mentorship sessions are a requirement; gender-sensitive recruitment practices must be observed; and encouraging diverse leadership should enrich organization decision making by putting assorted perspectives to the table, are among the many steps and interventions that can be done to make GAD policies part of the everyday operations of the organization.

Additionally, the integration of GAD concepts and principles in workplace policies and standards promotes inclusivity and innovation – no one is left behind, and all is equal. Employees who are treated well, valued well, and respected are more likely to increase their work motivation. Employees who perform well mean that the workplace is a non-toxic environment where everyone can thrive and strive to be the better versions of themselves - this will eventually lead to a good reputation and positive standing for the organization that invests in the welfare of its employees.

The caution area here is that the 'ningas cogon' (short-lived enthusiasm) attitude should be taboo in implementing GAD policies. There is a need to conduct regular assessment and feedback meetings to identify gaps, areas for improvement, swot analyses, and policy reviews. The authentic commitment of all in the workplace is a prerequisite. It is not sufficient that GAD policies are in place and printed in manuals – they need to be alive and felt; seen and experienced. GAD policies must be communicated, professed, and enforced.

For all intents and purposes, GAD policies in the workplace are not here as mere moral obligations – they are also strategic advantages. By advocating gender equity and equality, pulling apart stereotypes, and securing safe working and private spaces for all, these policies will contribute to the development of employers and employees that will define the success of the organization.

References:

IMD Business School. (2024, November 27). Understanding Gender Bias: Key Issues and Strategies for change. IMD Business School for Management and Leadership Courses. <https://www.imd.org/blog/management/gender-bias/>

Athor. (2024, June 7). Importance of People to an Organization's Business Success. athor.com. <https://athor.com/essay-examples/importance-of-people-to-an-organizations-business-success>

The role of management in organizational success - 2569 Words | Report Example. (2023, December 28). IvyPanda. <https://ivypanda.com/essays/the-role-of-management-in-organizational-success/>



# PAG-UNAWA SA MAGNA CARTA PARA SA KABABAIHAN: KARAPATAN AT PROTEKSIYON PARA SA LAHAT NG PILIPINA



ni. Dr. Ma. Theresa E. Macalalao  
matheresamacalalao15@gmail.com  
Pangasinan State University  
Bayambang Campus

Ang Magna Carta of Women, o Republic Act No. 9710, ay isang batas na ipinatupad sa Pilipinas noong 2009 na naglalayong protektahan at isulong ang mga karapatan ng kababaihan. Sa pamamagitan ng batas na ito, tinutugunan ng pamahalaan ang mga isyu ng diskriminasyon, karahasan, at hindi pagkakapantay-pantay na kinahaharap ng kababaihan, upang matiyak ang kanilang pantay na karapatan at pagkakataon sa iba't ibang aspeto ng buhay. Ang Magna Carta of Women ay isang mahalagang hakbang patungo sa pagkilala sa integral na papel ng kababaihan sa lipunan at sa pagpapalaganap ng kanilang dignidad at kapakanan.

Sa usaping Pagpapalawig sa Karapatan ng Kababaihan. Isa sa mga pangunahing layunin ng Magna Carta of Women ay ang pagbibigay ng pantay na oportunidad sa mga kababaihan sa larangan ng trabaho, edukasyon, at kalusugan. Kinikilala ng batas na ang kababaihan ay may mahalagang gampanin sa pag-unlad ng bansa, at bilang tugon, ang estado ay may responsibilidad na tiyakin na sila ay hindi dadanas ng diskriminasyon batay sa kasarian. Sa ilalim ng batas na ito, binibigyan ng garantiya ang kababaihan ng mga karapatang makilahok sa mga gawain ng pamahalaan at iba pang institusyon nang walang anumang balakid o pang-aabuso.

Ang batas ay nagbibigay-diin din sa kahalagahan ng pagpapalakas sa mga marginalized na kababaihan, kabilang ang mga katutubo, kababaihang may kapansanan, at mga biktima ng pang-aabuso. Ang mga grupong ito ay kadalasang mas vulnerable sa diskriminasyon at karahasan, kaya't may mga espesyal na probisyon sa batas para sa kanilang proteksyon at pagkalinga.

Bukod dito, ang batas ay nagtatadhana ng mga patakaran para sa mga kababaihang buntis o nagpapasuso, kabilang ang pagbibigay ng maternity leave at mga espasyo para sa pagpapasuso sa mga lugar ng trabaho. Sa ganitong paraan, tinutulungan ng batas na mabalanse ng kababaihan ang kanilang tungkulin bilang ina at manggagawa.

Ang Magna Carta of Women ay nagbibigay din ng malinaw na mga hakbang para sa implementasyon ng mga probisyon nito. Ang iba't ibang ahensya ng gobyerno ay inatasan na tiyakin ang pagsunod sa mga itinatakda ng batas. Kasama dito ang pagkakaroon ng mga Gender and Development (GAD) programs, na nagbibigay ng konkretong plano at aksyon para sa pagpapalaganap ng gender equality sa mga ahensya ng pamahalaan.

Nandiyan din ang usaping Proteksyon Laban sa Karahasan at Diskriminasyon isang malaking aspeto ng batas ang usaping ito, nakasaad sa Magna Carta of Women na ang estado ay dapat magpatupad ng mga polisiya upang sugpuin ang iba't ibang anyo ng karahasan laban sa kababaihan, gaya ng pang-aabuso sa tahanan, panggagahasa, sexual harassment, at trafficking. Mayroon ding mga mekanismo para sa pagbibigay ng suporta sa mga biktima ng karahasan, kabilang ang pagkakaroon ng mga serbisyong medikal, legal, at sikolohikal.

Sa Pagtataguyod ng Pantay na Oportunidad sa Paggawa, sa ilalim ng Magna Carta of Women, ipinagbabawal ang anumang uri ng diskriminasyon sa larangan ng paggawa batay sa kasarian. Kinikilala ang kakayahang ng kababaihan na maging bahagi ng iba't ibang propesyon at industriya nang walang limitasyon o pagkiling. Ang batas ay nagbibigay proteksyon laban sa hindi makatarungang pagpapatalsik sa trabaho, hindi pantay na pasahod, at iba pang uri ng pang-aapi sa lugar ng trabaho.

Isang mahalagang bahagi din ng Magna Carta of Women ay ang pagtuturo at pagsasanay ukol sa mga karapatan ng kababaihan. Nakapaloob dito ang pagpapalaganap ng kaalaman sa mga komunidad, paaralan, at iba't ibang institusyon tungkol sa mga karapatang pantao, gender equality, at reproductive health. Ang layunin nito ay itaas ang antas ng kamalayan ng publiko tungkol sa kahalagahan ng pagkakapantay-pantay ng kasarian at maiwasan ang mga mapang-abusong gawi sa lipunan.

Samakatuwid ang Magna Carta of Women ay isang mahalagang hakbang tungo sa pagtataguyod ng karapatan at dignidad ng kababaihan sa Pilipinas. Sa kabila ng mga pagsubok na maaring makaharap sa implementasyon nito, ito ay isang simbolo ng pangako ng pamahalaan na bigyang-pansin ang mga isyu ng diskriminasyon at karahasan laban sa kababaihan. Patuloy ang pagsisikap na maisakatuparan ang mga layunin ng batas na ito, na naglalayong magbigay ng mas makatarungan at pantay na lipunan para sa lahat ng Pilipino, lalo na sa kababaihan.

Sanggunian:  
Republic Act No. 9710: Magna Carta of Women

Philippine Commission on Women  
(PCW) [www.pcw.gov.ph](http://www.pcw.gov.ph)





# ART AND CULTURE IN THE GENDER EQUALITY MOVEMENT

MR. GERALD F. PAGODPOD

gpagodpod.ling@psu.edu.ph  
Pangasinan State University

## Introduction

Art and culture have always served as mirrors of society, reflecting its values, struggles, and aspirations. In the quest for gender equality, these creative expressions transcend mere reflection—they become powerful tools for advocacy and transformation. Through their ability to challenge norms, evoke emotions, and ignite conversations, art and culture play a pivotal role in dismantling stereotypes and advancing inclusive narratives.

From traditional practices to contemporary artistic movements, creative expressions provide a platform for marginalized voices, particularly women, LGBTQ+ individuals, and other underrepresented genders. By integrating intersectionality and celebrating diversity, the fusion of art and culture with the gender equality movement fosters a deeper understanding of systemic inequities and inspires action. This exploration delves into the multifaceted relationship between art, culture, and gender equality, illustrating how creativity continues to shape a world striving for balance and fairness.

Art and culture have long been powerful vehicles for societal change, and their role in the gender equality movement is profound and transformative. By challenging stereotypes, amplifying marginalized voices, and fostering empathy, artistic expression and cultural practices catalyze progress in achieving gender equality worldwide.

## Art as a Tool for Advocacy

Artists have historically used their work to question societal norms and highlight injustices, and gender inequality is no exception. From the feminist art movement of the 1970s to contemporary digital media, visual art, literature, music, and theater have challenged patriarchal constructs and redefined narratives about gender roles. Art sparks critical dialogue and invites diverse audiences to reflect on their biases and take action for change.

In the Philippines, Filipina artists have played significant roles in advocating for gender equality. National Artist for Visual Arts **Anita Magsaysay-Ho** is celebrated for depicting women in everyday Filipino life. Her works, such as *Women with Baskets* and *Two Women*, capture Filipinas' strength, resilience, and camaraderie, often in rural settings. By centering women in her art, Magsaysay-Ho challenged traditional representations of gender and elevated women's roles in Philippine society.



Anita Magsaysay-Ho  
Painter

Anita Magsaysay-Ho was a pioneering artist and one of the first modernists in the Philippines. She studied at the Faculty of Fine Arts of the University of the Philippines under Fernando Amorsolo and Fabian de la Rosa, two classical painters who influenced her first works.



She later developed a style more closely related to modernist ideas, which she achieved by accentuating stylization, design, and rhythm rather than a realistic depiction of the visible world. She is known for her genre scenes featuring angular figures, predominantly of women painted in tempera or oils.

## The Intersectionality of Art and Gender

The gender equality movement recognizes that gender intersects with race, class, ethnicity, and sexuality. This intersectionality is powerfully expressed in contemporary art, often addressing layered identities and complex social dynamics. Filipina poet and writer **Jessica Hagedorn** exemplifies this intersectionality in her works, blending themes of race, gender, and cultural identity. Her groundbreaking novel, *Dogeaters*, portrays the diverse experiences of Filipinos, particularly women, against the backdrop of a tumultuous society. Artists like Hagedorn demonstrate how creativity can illuminate the challenges faced by women and marginalized communities while advocating for systemic change. Their works inspire not only recognition of inequality but also active participation in addressing it.

## Empowering the Future

To sustain the momentum of gender equality, it is vital to integrate art and cultural education into mainstream discussions. Supporting women and non-binary artists, funding gender-focused creative projects, and promoting inclusive cultural policies are crucial steps forward. Art and culture reflect society and shape its future, and their transformative potential can guide us toward a more equitable world.

## Conclusion

Art and culture are vital forces in the global movement for gender equality. They do more than reflect societal change—they actively shape it by challenging stereotypes, amplifying marginalized voices, and fostering empathy across diverse audiences. Through creative expressions, gender norms are questioned, redefined, and replaced with inclusive narratives that celebrate diversity and equity. In the Philippines, the contributions of Filipina artists like Anita Magsaysay-Ho and writers like Jessica Hagedorn highlight how art can be a powerful tool for advocacy. Their works not only showcase the resilience and strength of women but also address the complexities of identity and inequality. Additionally, the revival of cultural practices such as those honoring the babaylan underscores the historical role of women as leaders and changemakers in Filipino society.

As we progress, we must continue supporting artists and cultural initiatives that prioritize inclusivity and intersectionality. By fostering environments that encourage creative expression and dialogue, we can further the cause of gender equality and inspire lasting change. Art and culture remind us of our shared humanity and envision a future where everyone, regardless of gender, has the freedom to thrive. Through their transformative power, they will remain at the heart of the journey toward a just and equitable world.





## BEYOND EQUALITY: EMBRACING GENDER-TRANSFORMATIVE APPROACHES IN THE PHILIPPINES

*Dr. Katherine V. Queroda*

katherinequeroda\_ling@psu.edu.ph  
Pangasinan State University



In recent years, gender equality has become a major goal of development programs and policies in the Philippines. Yet, simply achieving equality, where women and men are afforded the same rights and opportunities, is not enough to address the deep-rooted social norms that perpetuate gender-based discrimination. A more ambitious approach—gender-transformative development—has emerged as a powerful way to not only recognize but also actively challenge and transform these societal structures. By addressing the underlying causes of gender inequality, gender-transformative approaches aim to create lasting, equitable change (Connell, 2012).

### **Redefining Gender Norms and Roles**

A cornerstone of gender-transformative development is redefining traditional gender norms. In the Philippines, deeply entrenched gender-roles often cast women as caregivers and men as providers, particularly in rural areas. A gender-transformative approach challenges these stereotypes by encouraging shared responsibilities at home and at work, thus empowering women to assume leadership roles and men to engage in caregiving (Fleming et al., 2015). This shift is evident in grassroots initiatives that promote equitable household roles, enabling women to pursue education and career opportunities while encouraging men to actively participate in parenting and household duties (Roces, 2010).

### **Fostering Inclusive Economic Empowerment**

Gender-transformative approaches also aim to empower women economically by addressing systemic barriers. Although women's employment in the Philippines has risen, many women still face wage gaps, limited access to credit, and unequal resource ownership. Beyond merely increasing workforce participation, gender-transformative economic programs focus on equipping women with financial literacy and leadership skills (Kabeer, 2015). For instance, rural development programs train women in entrepreneurship and sustainable agriculture, helping them gain economic independence and break cycles of poverty (Asian Development Bank, 2018).

### **Creating Gender-Responsive Policies**

Embedding gender equality into society requires transforming institutional policies. While national laws, such as the Magna Carta of Women, offer a foundation for gender equality, gender-transformative policies address intersecting issues that impact marginalized groups. In disaster-prone areas, for example, gender-sensitive disaster management policies ensure that both men and women are included in decision-making and that interventions cater to gender-specific needs (UN Women, 2019). By prioritizing inclusivity in policy-making, these approaches support both genders in recovery efforts and ensure a comprehensive response to crisis situations (NDRRC, 2020).

### **Engaging Men as Allies**

A final, yet critical component of gender-transformative approaches is the active engagement of men as allies in promoting gender equality. Traditionally, gender-related discussions have focused solely on women, overlooking the fact that men also benefit from the dismantling of harmful patriarchal structures. Programs that encourage men to reflect on toxic masculinity and challenge gender-based violence have proven effective in fostering healthier relationships and equitable communities (Greig, 2009). In the Philippines, initiatives like *Babaeng Biyahero*, which mobilizes men to support gender equality in the workplace, are crucial in creating a holistic transformation of societal values (Philippine Commission on Women, 2020).

### **Moving Beyond Equality**

Ultimately, gender-transformative approaches seek to move beyond the pursuit of equality and aim to transform the power relations that sustain inequality. By addressing the root causes of gender bias in societal norms, economic structures, policies, and individual behaviors, these approaches pave the way for a more equitable and inclusive future for all Filipinos—regardless of gender.

### **References**

- Asian Development Bank. (2018). Gender equality and women's empowerment in the Philippines: A report. ADB.
- Connell, R. (2012). Gender and power: Society, the person, and sexual politics. Stanford University Press.
- Fleming, P. J., McCleary-Sills, J., Morton, M., Levtoy, R., Heilman, B., & Barker, G. (2015). Risk factors for men's lifetime perpetration of physical violence against intimate partners: Results from the international men and gender equality survey (IMAGES) in eight countries. *PLOS ONE*, 10(3), e0118639.
- Greig, A. (2009). Men, masculinities & development: Broadening our work towards gender equality. United Nations Development Programme.
- Kabeer, N. (2015). Gender, poverty, and inequality: A brief history of feminist contributions in the field of international development. *Gender & Development*, 23(2), 189-205.
- National Disaster Risk Reduction and Management Council (NDRRM). (2020). Gender mainstreaming in disaster risk reduction and management. NDRRM.
- Philippine Commission on Women. (2020). *Babaeng Biyahero: A program to mobilize men for gender equality*. PCW.
- Roces, M. (2010). Women's movements and the Filipina, 1986-2008. University of Hawaii Press.
- UN Women. (2019). Gender-responsive disaster risk reduction in the Philippines. UN Women.





# TINIG NG KOMUNIDAD: PERSPEKTIBA NG MGA BABAE AT LALAKI SA PAPEL NA GINAGAMPANAN NG KASARIAN

NI: DR. CRISTINA L. JAVIER  
PSU SAN CARLOS CAMPUS

*"Hindi sa lakas ng braso nasusukat ang isang tao, kundi sa kabutihan ng kanyang puso."*

Ang salawikain na mababasa sa itaas ay nagpapahiwatig ng isang malalim na katotohanan na ang halaga ng isang indibidwal ay hindi nakasalalay sa kanyang kasarian, kundi sa kanyang mga kakayahan, kontribusyon, at pagkatao. Sa konteksto ng kasalukuyang panahon, ang kasabihan na ito ay nagsisilbing isang makapangyarihang paalala habang patuloy nating tinatalakay ang mga umuusbong na mga papel na ginagampanan ng kasarian sa lipunan.

Ano nga ba ang ibig sabihin ng pagiging lalaki o babae sa isang mundo na patuloy na nagbabago? Paano natin tinutukoy ang mga inaasahan at tungkulin na nakapaloob sa bawat kasarian? Ang mga katanungang ito ay patuloy na pinag-uusapan habang ang ating lipunan ay nagiging mas magkakaiba at bukas sa mga bagong ideya.

Sa loob ng maraming siglo, ang mga konsepto ng pagkalahati at pagkababae ay hinubog ng kultura, relihiyon, at mga pamantayang panlipunan. Ang mga papel na ito, na minsang itinuring na hindi maaring baguhin, ay ngayon ay nasa isang panahon ng malaking pagbabago. Ang mga boses ng komunidad, lalo na ng mga kababaihan, ay nagsimulang mag-ingay at hamunin ang mga tradisyunal na mga pananaw sa kasarian.

Ang pag-usbong ng mga kilusang **feminist** at ang pagbabago sa mga istrukturang panlipunan ay nagbigay-daan sa mga babae na magkaroon ng mas malawak na mga pagkakataon sa edukasyon at trabaho. Samantala, ang mga lalaki ay nahaharap din sa mga bagong hamon at inaasahan, tulad ng pagkakaroon ng mas aktibong papel sa pag-aalaga ng mga anak at pagsasagawa ng mga gawaing bahay.

Ngunit ang pagbabagong ito ay hindi madali at walang kasamang mga hamon. Maraming mga indibidwal at grupo ang nagtatanggol sa mga tradisyunal na mga papel na ginagampanan ng kasarian, habang ang iba naman ay nagsusulong ng mas pantay na lipunan. Ang mga debate tungkol sa mga isyu tulad ng pagkakapantay-pantay sa sahod, mga karapatan sa reproduksyon, at ang representasyon ng mga kababaihan sa mga posisyon ng pamumuno ay patuloy na umiinit.

Ang pagbabago ng mga papel na ginagampanan ng kasarian ay hindi lamang isang isyu ng mga kababaihan, kundi isang isyu na nakakaapekto sa lahat. Ang mga kalalakihan ay nakikinabang din sa isang mas pantay na lipunan, dahil pinapayagan silang maging mas bukas sa kanilang mga emosyon at magkaroon ng mas malalim na mga koneksyon sa kanilang mga pamilya at kaibigan.

Ang pagsusuri sa mga perspektiba ng mga lalaki at babae tungkol sa kanilang mga papel na ginagampanan ay mahalaga upang maunawaan ang mga hamon at mga pagkakataon na kinakaharap ng ating lipunan. Sa pamamagitan ng pag-uugnyang mga boses ng komunidad, maaari tayong magtulungan upang bumuo ng isang mas makatarungan at pantay na lipunan para sa lahat.

Napakagandang awitin ang "Imagine" ni John Lennon na nagpapakita ng isang pangitain ng isang mundo na walang diskriminasyon at kung saan ang lahat ay pantay-pantay. Ang lirikong ito ay nagsisilbing isang inspirasyon habang tayo ay nagsusumikap na makamit ang isang lipunan kung saan ang bawat indibidwal ay pinahahalagahan at pinapayagang umunlad nang walang mga hadlang na dulot ng kasarian.

Ang pagbabago ay hindi mangyayari mag-isa. Kailangan natin ang aktibong pakikilahok ng bawat isa upang mabuo ang isang lipunan kung saan ang lahat ay may pantay na pagkakataon. Simulan natin ang pagbabago sa ating mga tahanan, sa ating mga komunidad, at sa ating mga lugar ng trabaho. Magsalita tayo laban sa diskriminasyon, suportahan natin ang mga marginalized groups, at magtulungan tayong bumuo ng isang mas makatarungan at pantay na mundo.



# Hospitality and Tourism Industry

## Tourism for All: Promoting Gender-Inclusive Practices in Pangasinan's Hospitality Industry

By: Marjade P. Ferrer, CHP, MBA

marjade0801@gmail.com

Pangasinan State University, San Carlos City



The Philippines' most popular tourist destination, Pangasinan, is making great progress in promoting gender equality in the hospitality industry. The local industry shows a strong commitment to diversity and equality by implementing gender-inclusive policies, which improves its standing as an inclusive and progressive tourist destination.

### Inclusive Employment Practices

Fair hiring procedures are a top priority for Pangasinan's hospitality companies in order to promote gender inclusiveness. This entails aggressively hiring women and people of other genders for a range of positions, from management to front-line employees. In order to promote women's professional growth and provide equal possibilities for leadership roles, mentoring programs are put in place. Furthermore, providing flexible work schedules and parental leave meets the requirements of all workers, fostering a more welcoming workplace. Staff knowledge and respect for gender diversity are further increased by training programs that address unconscious bias and gender sensitivity.

### Workplace Safety and Anti-Discrimination

Promoting gender inclusion requires a workplace that is secure and free from discrimination. In order to handle any cases of prejudice or harassment, Pangasinan hospitality enterprises are urged to set up explicit anti-discrimination policies and procedures. All employees gain from regular training courses on workplace safety, gender equality, and polite behavior. A culture of safety and respect may be strengthened by offering anonymous reporting avenues and making sure that issues are fairly and quickly investigated. Businesses may foster a more hospitable and encouraging workplace by implementing a zero-tolerance policy for discrimination.



## Hundred Islands

### Positive Impact on Tourism

The hospitality industry in Pangasinan may be greatly enhanced by gender-inclusive methods. More and more tourists are looking for places that share their values, such as gender equality and inclusivity. Businesses in the hospitality industry may draw in a wider spectrum of tourists, including those who value inclusive and ethical travel, by encouraging a diverse and inclusive staff. Additionally, gender-inclusive policies increase employee happiness and retention, which improves service quality and creates a more friendly environment for guests. This favorable perception might increase Pangasinan's allure as a forward-thinking and welcoming vacation spot.

### Next Steps for the Industry

The Pangasinan tourism and hospitality industry should work with non-governmental organizations and the local government to create comprehensive gender equality initiatives in order to further advance gender inclusion. Sustained efforts are ensured by establishing industry-wide standards for gender inclusivity and routinely evaluating progress. Stakeholders in the sector may exchange best practices and learn from conferences and seminars on gender equality. Acknowledging and applauding companies that have excellent gender-inclusive policies might encourage others to do the same. By doing these things, the hotel sector in Pangasinan may set the standard for gender equality and inclusion.

Businesses may attract a larger spectrum of travelers, improve the overall tourism experience, and create a more dynamic and supportive work environment by embracing diversity and equality. These initiatives have a beneficial effect that goes beyond specific companies and advances the larger objective of positioning Pangasinan as a leader in inclusion and advancement in the tourism and hospitality industry. In addition to being morally right, encouraging gender-inclusive practices in Pangasinan's hospitality sector is also advantageous from a business standpoint.

#### References

1. Women take Centre Stage Building Inclusive Tourism in Asia - UNWTO, UNWTO.
2. Promoting Gender Equality and Women's Empowerment Through Tourism in... Springer.
3. About Us - See Pangasinan, See Pangasinan.
4. Empowering Women through Sustainable Tourism - Equality in Tourism, Equality in Tourism.
5. Gender Equality in Tourism - PES, PES.



# Breaking Barriers: Women Shaping the Future of Hospitality in Pangasinan

By: Dr. Ricky Tim S. Sison

Department Chairperson, BS Tourism  
PSU Lingayen Campus

In the heart of Pangasinan, a province known for its scenic coastlines and rich cultural heritage, women are revolutionizing the hospitality industry. From chefs and boutique hotel owners to resort managers and restaurant entrepreneurs, Pangasinan's female leaders are challenging stereotypes in an industry traditionally dominated by men. Their journeys reveal not only accomplishments but also tenacity and resilience, serving as a beacon of inspiration for the next generation.

## Leading the Charge in Pangasinan's Hospitality Sector

One trailblazer in this dynamic field is Ms. Maria Luisa A. Elduayan, Provincial Tourism and Cultural Affairs Officer since 2006. Her dedication to sustainable and inclusive tourism has reshaped Pangasinan's industry landscape. Rising through the ranks, Maria Luisa now leads the Provincial Tourism and Cultural Affairs Office (PTCAO), where she provides training and opportunities for local women. Her leadership emphasizes collaboration, ensuring that all voices are heard and valued.

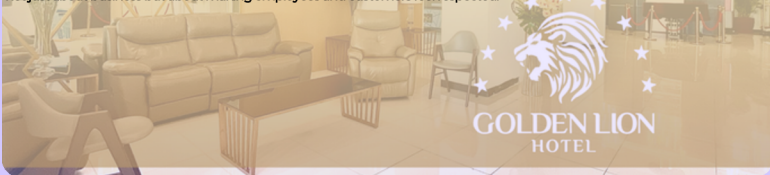
"I envisioned a tourism industry where leaders and stakeholders protect Pangasinan's natural and cultural assets together," Maria Luisa says. "Our aim is a responsible, inclusive tourism sector where everyone benefits."



## Overcoming Challenges

Balancing career and family life is a common struggle for women in hospitality, given the industry's long hours and high demands. For Regina Bravo Sevidal, mother of three and owner of Reginas' Garden and Restaurant, this balance was not easily achieved. Beginning her business journey in 2003 with table and chair rentals, she later launched a successful catering service. Regina faced hurdles, especially during the pandemic, yet adapted by catering to medical frontliners in Sual, Pangasinan.

"I believe in leading with empathy," Regina shares. "Our unique perspective as women brings a culture of care to leadership. It's not just about business but about making employees and customers feel respected."



## Building a Sustainable Future

Another inspiring leader is Aurea Dela Cruz Flores, who transitioned from merchandising to hospitality, managing a restaurant focused on sustainable tourism. Despite the challenges posed by the pandemic, she persevered, partnering with local environmental groups to promote responsible tourism. Aurea's commitment to social and environmental responsibility highlights the broader impact women can have in reshaping hospitality.

"My journey has shown me that we can lead with both heart and mind," Aurea reflects. "We can run businesses that are profitable and conscious of our community and environment."

## Supporting Professional Growth

In a field where formal leadership training is often limited, Dr. Rodelyn A. Mejia of the College of Tourism and Hospitality Management has been actively working to uplift women in hospitality. Through her community extension program, she offers workshops and mentorship to women managing catering businesses in Lingayen, Pangasinan.

"I recognized the need for a support system," Dr. Mejia says. "By sharing knowledge and creating opportunities, we can encourage more women to step into leadership roles."

## A Legacy of Empowerment

The success of these women goes beyond their individual achievements; they are building a legacy of empowerment, diversity, and inclusion. As they break barriers, they pave the way for a future where hospitality in Pangasinan is defined by resilience, sustainability, and equality. These women are shaping a brighter, more inclusive industry—one that continues to inspire those who will follow in their footsteps.

- References
1. Women tale Centre Stage Building Inclusive Tourism in Asia ... - UNWTO, UNWTO.
  2. Promoting Gender Equality and Women's Empowerment Through Tourism in ... - Springer.
  3. About Us - See Pangasinan, See Pangasinan.
  4. Empowering Women through Sustainable Tourism - Equality in Tourism, Equality in Tourism.
  5. Gender Equality in Tourism - PES, PES.





## THE RISE OF FILIPINO WOMEN ENTREPRENEURS

by: **MS. ROMA ZILLAH LINCOD**  
BS Management Accounting  
Saint Louis University  
rzlincod@gmail.com  
PSU Lingayen Campus

The Philippines has long been recognized for its vibrant business landscape, and recent years have brought a significant change: women are emerging as influential forces within the entrepreneurial sector. This trend aligns with global developments but is also rooted in the unique social and economic fabric of the Philippines, which values women's leadership across various industries. The rising number of female entrepreneurs is a testament to the resilience, creativity, and drive of Filipino women who are reshaping the nation's corporate world.

Historically, Filipino women have played prominent roles in their families and communities, often managing finances and making decisions that impact entire households. Today, these skills are being channeled into entrepreneurship, empowering women to drive growth in sectors such as fashion, cuisine, cosmetics, and consulting services. The rise of online businesses has further expanded opportunities, enabling Filipinas to harness their expertise and cultural knowledge to build brands that appeal to both local and international markets.

While there is much to celebrate, Filipino women entrepreneurs still face substantial barriers. Traditional gender roles can make balancing business and family responsibilities challenging. Access to capital, though improving, remains a hurdle, especially in rural areas. Additionally, lingering biases in certain industries can sometimes cast doubt on women's capabilities as leaders, limiting their chances to scale their businesses.

### References:

<https://mtragonum.ph/filipino-pride-9-of-the-most-successful-business-women-in-the-philippines/>  
<https://citeseerx.ist.psu.edu/document?repid=rep1&onepdfonly=33c5912639c77107a05008b9a36d621542a1d8c>  
<https://losos.da.gov.ph/retired-but-not-yet-tired-a-success-story-of-ms-milagros-buenafe/>

Nevertheless, many Filipino women entrepreneurs have overcome these obstacles and achieved remarkable success. Here are some of the women leading the way:

1. **Anna Meloto-Wilk**, co-founder of Human Nature, a sustainable beauty brand that promotes social enterprise and eco-friendly products.
2. **Teresita Sy-Coson**, Co-chair of SM Investments Corporation, one of the biggest conglomerates in the Philippines, with interests in banking, property, and retail.
3. **Robina Gokongwei-Pe**, President of Robinsons Retail Holdings, Inc., a leading retail company in the Philippines.
4. **Sofia Elizalde**, Founder of Steps Dance Studio and Project, which advocates for the preservation of Philippine culture and arts through dance.
5. **Nina Dizon-Cabrera**, Founder of Colourette Cosmetics, a local beauty brand that has garnered widespread success.
6. **Rissa Mananquil-Trillo**, Co-founder of Happy Skin, a well-known cosmetics brand in the Philippines.
7. **Anya Lim**, Founder of Anthill Fabric Gallery, a social enterprise that promotes Filipino weaving traditions and provides livelihood to local communities.
8. **Vicki Belo**, Founder, CEO, and Medical Director, Belo Medical Group.
9. **Nina Elaine Dizon-Cabrera**, Founder and CEO, Colourette Cosmetics
10. **Socorro C. Ramos**, Founding Matriarch, National Bookstore

*The growth of women-led enterprises in the Philippines is set to continue, fueled by these women and countless others who inspire not only fellow female entrepreneurs but the broader business community. Their journeys demonstrate that with determination, creativity, and support, women can lead businesses that are both profitable and socially responsible.*

*However, the journey is far from over. There is still much work to be done to ensure equal entrepreneurial opportunities for all women, regardless of their background or location. With continued support from the government and private sector, the Philippines is poised to become a hub for women-led enterprises in Southeast Asia.*

*In conclusion, the rise of women entrepreneurs in the Philippines is a dynamic movement reflecting broader societal shifts. Filipinas are proving they have the talent, resilience, and vision to succeed in business, helping shape a more inclusive and dynamic economy for the future generations.*



# #HERstory: PSU Empowered Women

*"Challenge systems of power to build up a culture that rejects gender-based violence"*

GADdessa Romary is a licensed teacher and holds an Associate Professor 5 position at PSU Lingayen Campus. She is the University Director for Gender and Development. With almost three decades of experience as an esteemed educator, Romary stands as a beacon of knowledge and inspiration. Armed with a Doctorate in Education in Educational Management, her presence exudes quiet power and regal elegance, captivating all who cross her path. She was bestowed the prestigious DIRECTOR of the YEAR for Excellence in School Development\* Award during the Women Leaders Forum on May 31, Dubai, UAE. Proclaimed as Outstanding Educator in 2022, and as PATRON of the ARTS, LEADERSHIP RECOGNITION during URDUJA FILM FESTIVAL 2024.

Her unswerving commitment to gender equality has rippled outdoors, leaving a positive impact through communities far and wide.



*Dr. Romary R. Lincoln*

**Gender and Development, Director**

*"Advocating for gender equality requires a continuous effort from all individuals"*

VP Razeale is a Professor VI and holds a Doctor of Philosophy in Reading Education. She is an educator for 31 years.



*Dr. Razeale G. Resultay*

VP Razeale's dedication extends beyond the University, as she leads pioneering initiatives like LINANG (Literasya Para kay Nanay at Inang) and LINANG Plus, empowering women from all backgrounds. At the helm of Gender and Development (GAD) initiatives, her work reshapes the landscape of gender equality, notably through her groundbreaking initiatives on Empowering Mothers as Literary Champions, showcased in CHEDRO.

Furthermore, VP Razeale is the driving force behind integrating Global Citizenship Education (GCE) into the university's curriculum.

**Vice President for Research, Extension, Innovation**

*"We empowered women neither intimidates nor gets intimidated. She does not feign intelligence or ignorance. She acknowledges her weaknesses but finds opportunities to learn and grow. She accepts that she cannot do everything alone - that she needs all - men, women, guys, lesbians, and all others to make the world a better place."*

Dr. Jencylyn V. Obazo rose from the ranks. As an academician, she started as instructor, then Assistant Professor to Associate Professor. Her career as an administrator flourished from being a Campus Coordinator for Human Resources Department, Chairperson, University Deputy Director for Human Resource Management and Development, Campus Executive Director for Alameda City Campus, Vice President for Quality Assurance, and currently the Vice President for Administration and Finance Management.

For Dr. Obazo, at the end of the day, all these achievements are nothing - she is just a simple daughter, a mother, a wife, a sister, a friend, an employee, and a teacher. That all these are done not for privilege and honor but for the glory of the Creator.



*Dr. Jencylyn V. Obazo*

**Vice President for Administration and Finance Management**

*"I believe that to be scientifically literate is to become an active and effective citizen."*

In a world where information is outright available, I hope that our people will be able to wisely discern what is science from just myth or hearsay and uphold scientific literacy as part of their daily life. I want to see their confidence when addressing an issue, satisfactorily solving a problem, or answering a pressing question. As an academic institution, I hope to become an instrument that normalizes science among our people to be able to function effectively with scientific and technological matters as they arise in the course of life - that they are able to recognize science for what it is, and thus to make judgements about its personal, political and social relevance. I dream that everyone will realize the varied character of the impact of science on society and that each one must take part in scientific decision-making.



*Celeste T. Mercado*  
Vice President for Quality Assurance

**Vice President for Quality Assurance**



*"Women are the backbone of families and communities because they provide care, support, and nurture their children who are future leaders in our society."*



*Dr. Rosario DL. Valencera*

Dr. Rosario DL. Valencera is a dynamic leader who served as Executive Director of PSU School of Advanced Studies from July 2021-January 2023 and as Campus Executive Director of PSU Asingan Campus from January to November 2023. At present she is the Campus Executive Director of PSU Alaminos City Campus. Being a gender advocate, she involves herself in meaningful seminars, trainings and conferences such the National Women's Month Celebration 2023 and 2024, the 2023 18 Day Campaign to End Violence Against Women Seminar on Anti-Sexual Harassment Act, (RA 7877 and RA 9262 and others.

## Campus Executive Director Alaminos City Campus

*"Every woman deserves to be loved and respected regardless of her imperfections."*



**Dr. Madlyn D. Tingco**  
Campus Executive Director

Madlyn is a holder of Doctor of Public Administration who have dedicated herself in pursuit of public service excellence. She has continuously engaged herself in various professional development activities in the belief that a person will never learn if he/she thinks that he/she has already learned enough.

## Campus Executive Director Asingan Campus

### *Tanggapangayod ng Kapakanan ng Kababaihan*

Si Dr. Gudelia Milan-Samson ay nag-tapos ng digring Commerce at masterado sa Development Management bago matamo ang doktorado sa Public Administration noong 2015. Nagmula bilang isang fakulti ng Pangasinan State University noong 2006, ayay umangat hanggang maging ehekutibong direktor ng kampus noong 2023. Palataya sa kaniyang dedikasyon at kahanggay sa propensyon ang mga parangal tulad ng Honorary Doctorate in Humanities at pakikilala bilang isa sa Philippines Outstanding Educators. Ang kaniyang impluwensiya ay umaabot sa labad ng akademiya sa pamamagitan ng aktibong paglahok sa mga seminar hinggil sa propensiyon na pag-unlad at pagsulong sa kapakanan ng kababaihan.



**Gudelia MILAN-SAMSON**

## Campus Executive Director Bayambang Campus

*Dr. Marie Claire*  
**BRIONES**

### *Empowered Woman* **EMPOWER WOMEN.**

*"When one woman shines, she makes a way for all women to shine."*

Marie Claire Briones, a passionate advocate for women's empowerment hailing from the Philippines. She firmly believes in the power of women to effect change and dedicate her life to uplifting those around her. Her journey is a testament to the fact that an empowered woman can conquer any challenge that comes her way. She stands as a beacon for others, illuminating the path to self-confidence, resilience, and independence.



## Campus Executive Director Binmaley Campus



*"Equality of work for any gender and the preservation of the young generations for a more productive and equitable future."*



**Mrs. Procerlina D. Vingua**

An exemplar woman who is fighting not only for equality but for equity. A 63-year-old valorous woman who gives inspiration to everyone. She is **Mrs. Procerlina D. Vingua**, an Associate Professor V and the Student Services Coordinator of the Pangasinan State University-Infanta Campus (PSU-IC). Thirty-seven years in service, and she is still working because she really loves her job. A passionate woman with a big heart and open hands for everyone.

## Faculty Member Infanta Campus

*"It takes a village to change the world"*

Mrs. Liza believes in the power of volunteerism and shared responsibility encouraging fellow-generous women and men in uplifting the lives of those who are in need. She actively participated in the university's move in helping the victims of the Taal Volcano eruption, the Indigenous People of Mapila project, the PSU LGU ICT Konek project and the tulong sa panahon ng pandemya the community pantry program in Bayambang. She also sports sedentary by sending them to college to alleviate their family.



**Dr. Liza L. Quinsion**

At present, she is spearheading the village transformation of the Itadjo community in San Carlos City to be educated and to be a responsible member of the society not depending on alms from other people. She has high hopes that this project will succeed as she leads the entire PSU San Carlos to this noble cause.

## Campus Executive Director San Carlos City Campus

*"A Woman"*

*Is an embodiment of LOVE & VIGOR that radiates to others"*



**Cristie MC Dalisay**

Cristie Marie is currently the Director of the ETEAP in the university, a faculty of the College of Education and the Open University Systems. She serves as resource speaker in gender-related seminars and is actively involved in GAD activities. She is one with the vision of a gender-responsive society where everybody contributes to and benefit from development. CM holds licenses as a licensed professional teacher (LPT), registered psychometrician (RPM), and guidance counselor (RCG).

## ETEAP Director

*We can make sure that everyone has a better future by educating and empowering the next generation of champions for women's rights.*



**Dr. Susana L. Fernandez**

DR. SUSANA L. FERNANDEZ, a faculty of Pangasinan State University and a Military Reserved firmly believes that a society devoid of true prosperity and sustainability is one in which individuals are subjected to violence, discrimination and oppression on the basis of their gender. No justice exists in the absence of equality. There cannot be peace without justice. Therefore, it is our duty to do everything in our power to speak for those who might never have the chance to have their voices heard. Silence makes us complicit, and we have the power to impact countless lives with our voice.

## NSTP Coordinator Sta. Maria Campus



*"Equitable opportunities and equal rights for all --- regardless of race, gender, social status, culture and belief"*

## RUBY "Bing" FABIA AMADO



The word RUBY which refers to a stone reflects her being principled and AMADO which means in Spanish Beloved reflects her being softhearted. Yet, RUBY AMADO is more than just a name. She is a beacon of love, a pillar of guidance, and a steadfast friend. She is known to students/friends/younger colleagues as Nanay, Mader and Mama Bing.

She was elected as Faculty Deput during the difficult times brought about by the pandemic. She and the former officers of Faculty Association during her term have organized university-wide free vaccination, and organized seminar with the GISIS and PhilHealth for the employees and assistance to get benefits among others. She is also known as "Loving Public Servant" --- Rotarian since 2010; President of Rotary Club of Stg. Barbara in 2021 who led the club in the conduct of several community projects; Assistant Governor of District 3790 in 2022; and the District Committee Chair of Diversity, Equity and Inclusion IDEI in 2023 to 2026 whose role is focused on promoting equality and equity, women empowerment, and diversity and inclusivity. She is also the GAD Coordinator of PSU-UC for more than 3 years -- held and conducted projects that benefit students, PSU personnel especially women, and senior citizens.

In a world often fraught with challenges, RUBY stands as a testament to the transformative power of love, guidance, and friendship. Her unwavering dedication to those she holds dear leaves an indelible mark on the hearts of many, serving as a reminder of the profound impact one individual can have on the world around them.

**GAD Coordinator  
Urdaneta Campus**



## CATALINA DELA CRUZ- PLATON

**"A STRONG WOMAN CARES UNCONDITIONALLY"**

- A registered nurse, a licensed teacher, and a full-fledged professor of the University, having a 24 years in the government service.
- An innovator, developer, and a woman with passion in health, education, and intellectual property management.
- A former GAD-Deputy Director for a year, where she co-authored the "Sourcebook in Gender Fair Language" copyrighted and utilized by the University in any form.
- A co-author of Gender and Inclusion, in the 19th-Cycle.
- A co-developer of manuals at the University for GAD-related Policies such as Anti-Discrimination, Student Protection and Anti-Harassment, Creation of Commission on Sexism and Investigation (COSI), Non-Discrimination of Students and Faculty due to Pregnancy and Scholarship Program for Marginalized Women- Students.
- Published several researches on health and education in international forum. Also, published GAD-related researches in Shijue journal entitled Sustainability of Women's Involvement in Eco-Tourism Industry in Pangasinan, Phils., the same research was presented during the 7th International Conference on Gender and Women's Studies (ICGS) (2018-2020) in Singapore-Via Zoom.
- Developed 6 patented technologies where 2 products still with pending status in IPONs, along health, nutrition and safety management.
- Author of Intellectual Property Manual of Operation. Proposed the inclusion of IP topics to Methods of Research in different curricular program with technology related course programs. Several projects were accomplished from 2007-2020 like the Institutionalization of the IPON (Intellectual Property Business Technology Management) in the University and another project was RAISE project a sequel of IPON.
- Won several awards in a competition in the National and Local agencies as sponsored by 2007 and 2020.
- Director for 5 years in Innovation Office and EDO manager given IP trainings from internal and external agencies. Registered many technologies of the University which elevates the accreditation status and recognized by other accrediting agencies. World Intellectual Property Organization (WIPO) became our partner because of active participation in IP filing, trainings - seminars conducted and several other activities as initiated as manager of the office also PSU-ITDS won Science Tech 2020.
- Proposed the Technology Business Incubation for the University and qualified to be funded for trainings and other capability activities as sponsored by 2007- 2020.
- Facing more excitement for having 6 children and still expect for one who is a special child are professionals. Now enjoying 8 grandchildren and having 2 years more to stay at the University is a great honor and privilege.



**SAS Faculty Member**

*"We stand against violence towards women. Striving for a world where all women feel safe and empowered"*

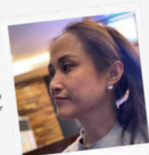


Dr. Erna M. Salazar is a gender advocate and has been active ever since on GAD-related initiatives; an active participant in national and international forum on gender. She is also an advocate on cooperative organization that aims to encourage sectors in the communities to empower themselves economically. She is instrumental in registering the PSU Lingayen Laboratory Cooperative to the CDA with the purpose of preparing students to become leaders and would-be members of a primary cooperative and integrate the idea of saving for the future.

**Internship Director  
MDM Program Adviser, OUS**

*"As a woman I don't fight for equality but Equity!"*

Jeanilyn is a Certified Public Accountant (CPA) and a holder of degree Doctor of Business Administration who works in the government sharing her skill in finance for 18 years. A passionate entrepreneur advocating women's equity.



*Jeanilyn L. Llanera*

**Budget Officer  
Chief Administrative Officer- Finance**



# "Urduja: The Fearless Heart of Pangasinan"

*"Behold her strength, for she is a princess in title but a warrior in soul."*

Honoring the legacy of Princess Urduja, the iconic 14th-century heroine of Pangasinan, this national costume captures the essence of strength, elegance, and unwavering courage. Worn by the exceptional Ms. Rona Lalaine Lopez during the prestigious Hiyas ng Pilipinas 2024, this costume is a proud representation of the province's rich history. It serves as a tribute to the indomitable spirit of a true warrior, celebrating the enduring legacy of Pangasinan's fearless queen. A symbol of resilience and grace, this masterpiece inspires generations with her timeless power and regal beauty.



**HIYAS NG PILIPINAS 2024  
2ND RUNNER-UP  
MISS CONTINENTAL WORLD  
PHILIPPINES 2024**

**RONA LALAIN TAMAYO LOPEZ**



# Creation of GAD Logo



At the forefront of gender equality initiatives within Pangasinan State University (PSU) stands the Urduja Gender and Development (GAD) Resource Center, led by Dr. Romary R. Lincod, GAD Director. The center's logo, meticulously designed under Dr. Lincod's visionary leadership, captures the essence of two significant figures in Pangasinan's history—Urduja, the legendary female warrior, and Limahong, the formidable Chinese pirate—while integrating symbols of gender equality, unity, and inclusivity.

The logo prominently features the heads of Urduja and Limahong, positioned together to symbolize balance, collaboration, and shared leadership. Urduja, a powerful emblem of resilience and women's empowerment, reflects courage, leadership, and the university's unwavering commitment to fostering opportunities for women and all genders. Limahong, a figure of strength and determination, complements Urduja, representing the collective effort required to overcome barriers and promote gender inclusivity.

Key symbols of gender equality are also embedded in the logo design. The plus sign and arrow, universally recognized as symbols of equality and inclusivity, highlight the center's dedication to advancing gender justice. These symbols, together with the figures of Urduja and Limahong, signify the shared goal of achieving an equitable and inclusive society.

The name "Pangasinan State University" is prominently displayed, reinforcing the institution's commitment to integrating gender and development principles into its mission. This dynamic logo encapsulates the university's vision of promoting strength, unity, and inclusivity, serving as a powerful representation of its progressive gender initiatives.



# GAD TROPHY

## GAD LIONESS EXCELLENCE AWARD

THE GAD LION TROPHY SYMBOLIZES STRENGTH, UNITY, AND EQUALITY BETWEEN WOMEN AND MEN, RECOGNIZING THEIR EQUAL CONTRIBUTIONS TO SOCIETAL PROGRESS. THE LION AS PSU'S SYMBOL ALSO REPRESENTS SHARED LEADERSHIP, WITH A WOMEN AND A MAN STANDING SIDE BY SIDE, SIGNIFYING MUTUAL RESPECT AND COLLABORATION. AWARDED TO INDIVIDUALS, ORGANIZATIONS, OR INSTITUTIONS, THE TROPHY HONORS THOSE WHO DEMONSTRATE A STRONG COMMITMENT TO ADVANCING GENDER EQUALITY, BREAKING STEREOTYPES, AND FOSTERING INCLUSIVE ENVIRONMENTS WHERE ALL GENDERS HAVE EQUAL OPPORTUNITIES TO THRIVE.







GAD  
LIONESS  
EXCELLENCE  
AWARDS









# **UNIVERSITY VISION**

To be a leading industry-driven State University  
in the ASEAN region by 2030

# **UNIVERSITY MISSION**

The Pangasinan State University shall provide a human-centric, resilient, and sustainable academic environment to produce dynamic, responsive, and future-ready individuals capable of meeting the requirements of the local and global communities and industries.

# **GAD VISION**

To be a gender-responsive industry-driven State University  
in the ASEAN Region by 2030.

# **GAD MISSION**

The Pangasinan State University shall provide a gender-sensitive, human-centered, resilient, and sustainable academic environment to develop dynamic, future-ready, and gender-responsive women and men capable of addressing the needs of the local and international communities and industries.

Published Semi-Annually by:  
**MEGA STAR PRINTERS, ENTERPRISES AND SERVICES**  
964 Anolid, Mangaldan, Pangasinan  
(075) 6538870 / 0920 920 2301  
[megastarprinters86@gmail.com](mailto:megastarprinters86@gmail.com)