



MEMORANDUM ORDER

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SUBJECT : POLICY ON THE USE OF GENDER-FAIR IMAGES, CONTENT, AND LANGUAGE IN FORA, MEDIA MATERIALS, OFFICIAL DOCUMENTS, COMMUNICATIONS, AND ISSUANCES

Pursuant to Republic Act 9710 or the Magna Carta of Women, which enforces that the State must endeavor to “raise the consciousness of the general public in recognizing the dignity of women and the role and contribution of women in the family, community, and the society through the strategic use of mass media”, and in line with the Civil Service Commission (CSC) Memorandum Circular (MC) Number (No.) 12, s. 2005 (Use of Non-Sexist Language in All Official Documents, Communications, and Issuances), and Department of Environment and Natural Resources (DENR) Memorandum No. 2019-496 (Use of Gender-Fair Language), the following policy guidelines in the use of gender-fair images, content, and language in NAMRIA fora, media, official documents, communications, and issuances shall be adopted:

Section I. Scope

This memorandum order (MO) shall cover all agency fora, Information, Education, and Communication (IEC) materials, media content, official documents, communications, and issuances.

Section II. General Guidelines

All officials and employees shall exert conscious efforts to avoid implicit and explicit discriminatory language against women or men, and shall use (a) gender-equality standards in the production and posting of NAMRIA IEC materials; and (b) non-sexist language in all fora, official documents, communications, and issuances and in common day-to-day activities and work interactions.

Section III. Specific Guidelines

A. Guidelines in Media Content

To ensure gender sensitivity in all IEC materials and media content, the following gender-equality standards and elements shall be practiced:

- (a) Gender-fair and empowering content;
- (b) Non-derogatory portrayal;
- (c) Balanced representation;
- (d) Avoid stereotypes;
- (e) Use non-sexist language; and

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