

## **Yaring Pinay Gender Communication Toolkit Launch** **Thursday March 4, 2021 | 2:00-3:30 PM**

### **Program Flow**

Register for the launch: <http://bit.ly/3q6lwEj>

<b>Time</b>	<b>Activity</b>
2:00 PM	<p><b>Welcome</b></p> <p><b>Introduction by Grace David, CEO, Edukasyon.ph</b></p> <p><b>Opening remarks by Georgina Harley-Cavanough, First Secretary, Australian Embassy in Manila</b></p>
2:15 PM	<p><b>Fostering a culture of gender equality in TVET institutions through communication and languaging</b></p> <p>by Skilty Labastilla, Anthropologist, Ateneo de Manila University</p> <p>Studies show that a gender-responsive TVET system could shift labor market segmentation by gender and reduce the gap in labor force participation by helping women acquire the skills and education necessary to transition into better-paying jobs. This presentation contends that gender-responsive communication and languaging goes a long way in fostering a culture of gender equality in TVET institutions. It also underscores the need to focus on skills and competencies needed for the new digital revolution instead of adhering to old-fashioned gender norms.</p>
2:45 PM	<p><b>Engendering the TVET System and the Workplace: Introduction to the Gender Communication Toolkits</b></p> <p>by Gichelle Cruz, Gender, Inclusive Development and Participatory Media Consultant</p> <p>What role does communication play in achieving gender equality and diversity, specifically in the Philippines' TVET sector? How can communication lead to a gender-sensitive TVET curriculum and gender-responsive workplace? The Gender Communication Toolkits are designed for TVET educational institutions and employers to equip them with gender perspectives and principles to integrate in curriculum development, marketing, placement, recruitment, and talent attraction efforts, and align in organizational culture and practices that stifle women and men's participation in non-traditional TVET courses and jobs.</p>
3:05 PM	<b>Open forum</b>
3:15 PM	<b>Closing remarks by TESDA Deputy Director General John Bertiz from the Office of Partnerships and Linkages</b>
3:20 PM	<b>Closing</b> (with a 10-minute buffer time)

## **Speaker Profiles**

### ***Skilty Labastilla***

Anthropologist and Academic Instructor, Ateneo de Manila University

Skilty Labastilla is an Instructor at the Ateneo de Manila University's Department of Interdisciplinary Studies. He holds a BA in Anthropology and a Master's degree in Social Development. He has been involved in research in the fields of governance, family, youth and gender.

### ***Gichelle Cruz***

Gender, Inclusive Development and Participatory Media Consultant

Gichelle Cruz is a Gender, Inclusive Development and Participatory Media Consultant with twenty years of experience in the design and implementation of research, extension courses and programs aimed to promote empowerment and social transformation in targeted communities. Her most recent work was involved in the integration of Gender Equality, Disability and Social Inclusion (GEDSI) in the four pillars of human resource management program of the Civil Service Commission and conducting a Gender Analysis of the Asia Development Bank's project on the Expanded Social Assistance Project (ESAP) for the Pantawid Pamilyang Pilipino Program (4Ps). She is a member of the Philippine Commission on Women's National Gender and Development Resource Program (PCW-NGRP), providing strategic, appropriate and effective technical assistance on GAD mainstreaming to national government agencies and local government units. She also serves as a Gender Adviser for various State Universities and Colleges in the Philippines.