



Republic of the Philippines  
**Department of Education**

Region 1

**SCHOOLS DIVISION OF CITY OF SAN FERNANDO (LA UNION)**

**DIVISION MEMORANDUM**

DM No. 284 s. 2025

JUN 02 2025

TO : School Heads  
School-based GAD Focal Person  
School-based Guidance Officers

FROM : **OFFICE OF THE SCHOOLS DIVISION SUPERINTENDENT**

SUBJECT : **Submission of School Report on Compliance with the Gender and Development Code of the Province of La Union.**

DATE : May 28, 2025

**PARTICULARS**

1. This is in reference to the letter from the Sangguniang Panlalawigan of the Provincial Government of La Union, received by this Office on May 21, 2025, requesting a report regarding its compliance with the provisions of the Gender and Development (GAD) Code of the Province of La Union.
2. The GAD Code prohibits the conduct of beauty contests in schools, communities, barangays, and municipalities that:
  - Indecently expose,
  - Commodify,
  - Abuse,
  - Humiliate, or
  - Treat contestants regardless of gender in a degrading manner.

3. Furthermore, the GAD Code provides that beauty contests may only be conducted upon securing a permit from the Pageant Regulatory Board particularly created by the said ordinance.
4. In view of the foregoing, you are hereby directed to submit a written report containing the following information:
  - Any beauty contests or pageants conducted in your school from January 2023 to present, including their nature and purpose;
  - Measures and actions taken to ensure compliance with the GAD Code;
  - Challenges or problems encountered, if any, related to the implementation or monitoring of such activities;
  - Feedback and observations regarding the conduct of pageants or related events;
  - Recommendations or suggestions that may aid in the development of relevant provincial legislations.
5. Your individual submissions will be consolidated at the division level and forwarded to the Sangguniang Panlalawigan as part of its input for policy formulation.
6. The report shall be accomplished through the official response link provided herein. A QR code version of the same form may also be used for your convenience.
7. Immediate dissemination of this memorandum is desired.

**SHEILA MARIE A. PRIMICIAS, CESO VI**  
Schools Division Superintendent

## RESPONSE LINK

<https://docs.google.com/spreadsheets/d/1cxgXiCys3J7iqOXA3DgsJbShxlsflqae i Q6SNBA4I/edit?usp=sharing>



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