

MEMORANDUM CIRCULAR NO. 2019-03

TO: All Heads of Executive Departments, Agencies, Bureaus, Offices, State Universities and Colleges (SUCs), Government-Owned and/or Controlled Corporations (GOCCs), Legislative and Judiciary Branches, Constitutional Bodies, Other Instrumentalities of National Government, Local Government Units and All Others Concerned

SUBJECT: **Guide for the 2019 Observance of the 18-Day Campaign to End Violence Against Women (VAW)**

DATE: October 11, 2019

1. Purpose

This Memorandum Circular is issued to provide a general guide for stakeholders on the national observance of the 18-Day Campaign to End Violence Against Women (VAW) on November 25 to December 12, 2019.

2. Background and Policy Mandates

The Philippine Commission on Women (PCW), in coordination with the Inter-Agency Council on Violence Against Women and their Children (IACVAWC) spearheads the nationwide observance of the 18-Day Campaign to End Violence Against Women (VAW).

The following provide the national legal mandates for the annual advocacy campaign:

- **Proclamation 1172, Series of 2006** - Declaring November 25 to December 12 of Every Year as the “18-Day Campaign to End Violence Against Women (VAW)”
- **Republic Act No. 10398 of 2012** - Declaring November 25 of Every Year as the “National Consciousness Day for the Elimination of Violence Against Women and Children”

3. Guide for 2019 observance of the 18-Day Campaign to End VAW

3.1. Campaign Theme

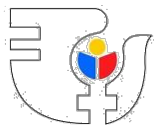
Consistent with the agreement of the IACVAWC, the campaign theme for the period 2016-2021 is “**VAW-free community starts with Me.**”

The 18-Day Campaign to End VAW enjoins everyone to pursue the common vision of a VAW-free community, and highlights what can be done to achieve such.

This is also consistent with the pronouncement of President Rodrigo Roa Duterte in his First and Second State of the Nation Address to put an end to VAW and implement the Magna Carta of Women down to the barangay level.

3.2. Focus for 2019

This year’s campaign continues to underscore the significant role of individuals, especially the youth, in fighting violence against women and girls within various institutions. It focuses on Primary Prevention to reduce incidents of VAW across the country, which can be achieved by empowering individuals to know and claim their rights, and to educate them where to seek help in cases of violence.



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This campaign aims to:

- Promote awareness on the forms of violence women and girls experience; Provide information on laws protecting women and girls;
- Feature VAW-related services that people can access and avail; and
- Gather public support for the campaign.

3.3. Suggested Activities

In view of the above, government agencies and instrumentalities, non-government organizations, sectoral groups, private and civil society organizations at the national, regional, and local levels are enjoined to conduct any of the following activities in line with this year's campaign theme:

- 3.3.1. Hanging of 2019 18-Day Campaign to End VAW official streamer in all government agencies, including DILG's regional offices and local government units (LGUs); Streamer design and guide for the printing can be downloaded from the PCW website, <https://pcw.gov.ph/event/2019-18-day-campaign-end-violence-against-women>.
- 3.3.2. Uploading of the official logo, advocacy videos and other 18-Day Campaign to End VAW advocacy materials in government agencies' website and social media accounts;
- 3.3.3. Development of information education and communication (IEC) materials for 2019 18-Day Campaign to End VAW which include collaterals designed by PCW and agency-specific materials to raise awareness on VAW like Anti-VAW flyer for distribution to clients and the general public. PCW-developed materials may be reproduced by agencies provided that the content and design of the material is retained. Printer-ready copy of the materials can be downloaded from the PCW website, <https://pcw.gov.ph/event/2019-18-day-campaign-end-violence-against-women>. The materials are designed for interested organizations to incorporate their official logo below the phrase "*Reprinted and distributed by,*" so that due acknowledgement could be given to their contribution for the campaign;
- 3.3.4. Participation in the online campaign thread about the observance by uploading photos, news features, and other information relative to 18-Day Campaign to End VAW in social media accounts using the hashtag #VAWfreePH and encourage the use of **18-Day Campaign to End VAW Facebook Profile Frame** available through the **PCW FB page**, <https://www.facebook.com/PCWgovph>.
- 3.3.5. Participation in the **#VAWFreePH National Movement** (Commitment to End Violence Against Women: "*I VOW to End VAW*") movement which will be launched on November 25, 2019. The online sign-up page will be featured in PCW's website, <https://www.pcw.gov.ph>.
- 3.3.6. Participation in the nationwide "**Orange your Icon** advocacy initiative" by decorating landmarks and iconic spots in their area with the color orange which represents hope and a future free from gender-based violence against women and girls. Information for the activity is available in PCW's website and PCW FB page;
- 3.3.7. Organize a Film Screening and Forum on VAW. Please visit the PCW website for the 2019 list of recommended films with contact information of film producer/distributor. Organizers and attendees of the film screenings are strongly advised to process insights and reflections conveyed by the film right after the film showing;
- 3.3.8. Organize a Film Screening using PCW's short films – **VAW: The Unspoken Words**. The short films, facilitator's guide, and relevant documents can be downloaded for free from the PCW website;



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- 3.3.9. Simultaneous reading of prayer for VAWC victim-survivors during the November 25, 2019 Flag Raising Ceremony. Copy of the prayer can be downloaded via <https://pcw.gov.ph/event/2019-18-day-campaign-end-violence-against-women>.
- 3.3.10. **For agencies / offices / LGUs / schools in the Greater Manila Area: Participation in the Anti-VAW Expo 2019 on November 27-29, 2019 in Quezon City.** The expo shall feature five interactive booths where participants shall be oriented on VAW-related laws and ways to encourage help-seeking behavior in cases of VAW. Details of the activity is available in PCW's website and PCW FB page;
- 3.3.11. Information dissemination for the "**Cine Juana Digital Shorts Competition for Senior High school (SHS) and College Students**" to local schools, colleges, and universities nationwide. The deadline for the submission of entries is **on or before November 4, 2019, 5:00 PM**. Online voting period will run from November 5 to 12, 2019 via the PCW' Facebook page. Information on film making contest is available in PCW's website and PCW FB page;
- 3.3.12. Organizing activities related to this year's theme and focus during the 18-Day Campaign to End VAW period, with both external and internal stakeholders as participants;
- 3.3.13. **For Regional GAD Committees, Regional Inter-Agency Committees on Trafficking in Persons and VAWC, regional/field offices, and LGUs:**

Coordination with other government regional offices or LGUs for inter-agency and LGU collaboration in holding regional and local activities at the regional and local level. Agencies may opt to use the **VAW: The Unspoken Words Facilitator's Guide and short films**.

Requirements and materials relative to the program can be downloaded from <https://pcw.gov.ph/event/2019-18-day-campaign-end-violence-against-women>.

4. Use of Gender and Development (GAD) Budget

The 18-Day Campaign to End VAW is one of the annual advocacy campaigns spearheaded by the PCW. It addresses the continuing prevalence of VAW in the country as a gender issue. As such, expenses related to the 18-Day Campaign to End VAW may be charged to the Gender and Development (GAD) Budget and maybe reflected in the 2019 GAD accomplishment reports of the government offices, provided that the activities conducted are in line with the theme and focus area of concern provided in this circular.

5. Inquiries and Feedback

For more information and for comments and suggestions, please visit the campaign page at the PCW website (<https://pcw.gov.ph/event/2019-18-day-campaign-end-violence-against-women>) and PCW social media accounts (www.facebook.com/PCWgovph, www.twitter.com/PCWgovph, and Youtube.com/CommissionOnWomenPH). You may also contact the PCW Corporate Affairs and Information Resource Management Division (CAIRMD) at telephone number 8-352-5372 or 8-735-1653 and look for Ms. Vicky T. Atanacio, Ms. Nevi Calma, Ms. Sharina Mariz Walde or email VAWfreePH2019@pcw.gov.ph.

For guidance and appropriate action.


RHODORA MASILANG-BUCOY, PhD:
Chairperson

