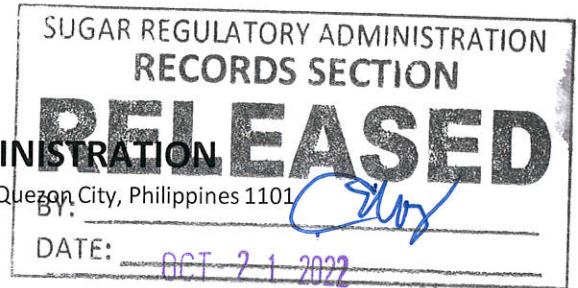




Republic of the Philippines
Department of Agriculture

SUGAR REGULATORY ADMINISTRATION

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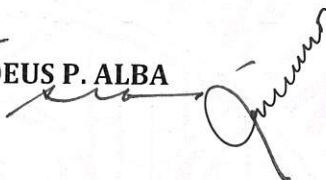


MEMO-SRAGAD-2022-Oct-01

MEMORANDUM ORDER NO. 6

Series of 2022

To : ALL SRA EMPLOYEES AND CONTRACT OF SERVICES (COS)

From : 
DAVID JOHN THADDEUS P. ALBA
Administrator 

Date : October 14, 2022

Subject : **OBSERVANCE OF 2022 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN (VAW)**

The SRA joins the Philippine Commission on Women (PCW) in the observance of the **18-day Campaign To End Violence Against Women (VAW)** which will commence on November 25, 2022 up to December 12, 2022. This campaign is in pursuant to *Proclamation No. 1172, Series of 2006* Declaring November 25 to December 12 of Every Year as the 18-Day Campaign to End Violence Against Women (VAW)" and *Republic Act No. 10398* Declaring November 25 of Every Year as the "National Consciousness Day for the Elimination of Violence Against Women and Children."

Aligning the Philippine Campaign with UNiTE by 2030 and sustaining the traction gained from the 2016 to 2021 theme, "VAW-Free Community Starts with Me," the upcoming Campaign will focus on the new recurring banner "UNiTEd for a VAW-free Philippines." This theme aims to highlight the powerful impact of combining individual efforts towards a VAW-free Philippines.

In support to this campaign, the SRA Gender and Development Committee will adopt and carry out the following suggested activities from PCW in line with this year's campaign theme:

- Hanging of 2022 18-Day Campaign to End VAW official streamer



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- Uploading of the official logo, advocacy videos and other 18-Day Campaign to End VAW advocacy materials in SRA's official website and social media accounts
- Distribution of information education and communication (IEC) materials on Anti-VAWC or 18-Day Campaign to End VAW which include collaterals designed by PCW and agency-specific materials to raise awareness on VAW and the Safe Spaces Act.
- Use of All-Women Cast Lupang Hinirang Video and playing of videos/infomercials on VAW, anti-VAW laws, and services for survivors in Flag Ceremonies. PCW-produced videos can be downloaded from the PCW Digital GAD Library, PCW's official YouTube.
- **Orange Your Icon.** The use of flags, streamers, or other decorations to color offices, buildings or other landmark with orange. It may include orange lights at night, painting, fabric, and other materials to flaunt creativity and promote the advocacy.

Orange symbolizes the sun and the bright future for victim survivors, provided that adequate services, support, and resources are provided to them. The UN Secretary-General chose this color in accordance with UNiTE to End VAW, a multi-year initiative designed to prevent and eradicate worldwide violence against women and girls.

- Conduct of trainings on Gender Sensitivity, Anti-VAW and Safe Spaces Act (Anti-Bastos Law) for the Sugarcane Farmers or Farm Workers and Mill Workers
 1. Second Batch for Luzon and Mindanao mill districts
 2. First Batch for Visayas mill districts
- Participation in the **#RaiseYourVoice Experience Sharing Campaign** – In line with making survivors taking the narrative, #RaiseYourVoice Experience Sharing Campaign encourages people to speak up against VAW, be it intimate partner violence, sexual violence, sexual harassment, trafficking in persons, and other forms. By posting a video online on their own experiences of VAW, survivors can help destigmatize VAW and survivors, prevent victim-blaming, and encourage help-seeking behavior.
- Participation in the **#VowToEndVAW Online Commitment** – If survivors stand up against VAW, the community must stand alongside them. With #VowToEndVAW, all the citizens are invited to post their photos, posing with the

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Stop VAW sign and indicating in the caption what they can do to contribute to a VAW-free Philippines;

All Department Heads are hereby directed to advise their respective personnel, including their Contract of Services (COS), to give full support to these aforesaid activities.

Attached is the PCW Memorandum Circular No. 2022-04 dated 14 September 2022 for your reference and guidance.

For strict compliance.

A.M.